



City of Burnsville

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FOR IMMEDIATE RELEASE

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LOCAL NON-PROFITS INVITED TO 'STAND OUT' AT PSA DAY

Burnsville Community Television Offering Free Video Public Service Announcement Production June 7

Local non-profit organizations are invited to Burnsville Community Television (BCTV) studio for "I Love Burnsville" PSA Day.

PSA (Public Service Announcement) Day is meant to help local non-profits produce a video that will help them stand out in the community. BCTV has set aside an entire day to assist community service organizations in creating a **FREE** video public service announcement (PSA).

When: Wednesday, June 7
Time: Timeslots available 8 a.m. – 8 p.m.
Where: Burnsville Community Television Studio
Burnsville High School, Room C214 (second floor)
600 E. Highway 13
Cost: FREE

BCTV is offering PSA Day to help non-profit organizations spread the word about who they are and the work they do. In addition to playing on BCTV Ch. 14, finished videos will be provided to the organizations to use in their marketing, on their websites or to post on social media/YouTube channels.

Qualifying non-profit organizations include those located within Burnsville or those that directly assist residents of Burnsville.

To participate in PSA Day:

- Sign up online at www.burnsville.tv/psa
- Choose one of three pre-designed style options
- Submit logos, photos, script, etc.
- Spend 40 minutes at the BCTV studio on June 7 to record the PSA

Registration deadline is Wednesday, May 31 at 4 p.m. For more information or to register visit www.burnsville.tv/psa. For questions call Tina Wilson, Community Television Operations Specialist, at 952-641-1354.

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