



## 2014 Non-Commercial Sustaining Announcements

### TRAFFIC INSTRUCTIONS

(updated 3/4/2014)

\* Preferred Flight Times: Monday-Sunday, 6AM-12MID \*

#### NORTH CAROLINA ARMY NATIONAL GUARD CAMPAIGN

<u>MEDIA</u>	<u>TITLE</u>	<u>LENGTH</u>	<u>CODE</u>	<u>ROTATION</u>	<u>KILL DATE</u>
	<b>"DEFINING MOMENTS"</b>				
<b>Radio</b>	"My First Call Up"	:60	ZNGB1013	40%	12/31/14
	"My First Call Up"	:30	ZNGB1014		
	"Fighting for the Environment"	:60	ZNGB1019		
	"A Storm to Remember"	:60	ZNGB1017		
	"A Storm to Remember "	:30	ZNGB1018		
	"Rising Waters"	:60	ZNGB1015		
	"A Storm to Remember Spanish"	:60	ZNGB1025		
	"A Storm to Remember Spanish"	:30	ZNGB1026		
	"Rising Waters Spanish"	:60	ZNGB1023		
	"Rising Waters Spanish"	:30	ZNGB1024		
<b>ADDITIONAL</b>	"Best of Both Worlds"	:30		Include in 40%	12/31/14
<b>Radio</b>	"Best of Both Worlds"	:60			
<b>Television</b>	"Fire" North Carolina	:30	ZNGB1003		
	"Fire" North Carolina	:15	ZNGB1004		
	"Flood" North Carolina	:30	ZNGB1005		
	"Flood" North Carolina	:15	ZNGB1006		
	"Storm" North Carolina	:30	ZNGB1007		
	"Storm" North Carolina	:15	ZNGB1008		
	"Fire" North Carolina Spanish A	:30	ZNGB1028		
	"Fire" North Carolina Spanish A	:15	ZNGB1029		
	Flood North Carolina Spanish A	:30	ZNGB1032		
	Flood North Carolina Spanish A	:15	ZNGB1033		

#### NORTH CAROLINA DIVISION OF TRAVEL & TOURISM CAMPAIGN

<u>MEDIA</u>	<u>TITLE</u>	<u>LENGTH</u>	<u>CODE</u>	<u>ROTATION</u>	<u>KILL DATE</u>
<b>Radio</b>	"Website"	:30		20%	No Kill Date
	"Mobile"	:30			
	"Keystrokes"	:30			
	"Mobile Website" Pod	:60			
	"Keystrokes Mobile" Pod	:60			
<b>Television</b>	"In-State Montage"	:30	NCT-3166B		
	"GPS"	:30	NCT-3143B		
	"Dotted Line Golf"	:30	NCT-3202B		



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**TRAFFIC INSTRUCTIONS**

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**"I LIKE CALLING NORTH CAROLINA HOME" CAMPAIGN**

<u>MEDIA</u>	<u>TITLE</u>	<u>LENGTH</u>	<u>CODE</u>	<u>ROTATION</u>	<u>KILL DATE</u>
<b>Radio</b>	"I Like Calling NC Home"	:30 generic/:30 donut		20%	9/5/14
	"I Like Calling NC Home"	:60 generic/:60 donut			
<b>Television</b>	"I Like Calling NC Home"	:30 generic/:30 donut			
	"I Like Calling NC Home"	:60 generic/:60 donut			

**U.S. COAST GUARD**

<u>MEDIA</u>	<u>TITLE</u>	<u>LENGTH</u>	<u>CODE</u>	<u>ROTATION</u>	<u>KILL DATE</u>
<b>Radio</b>	"The Workout"	:60	ZCGD0010	20%	8/31/14
	"The Workout"	:30	ZCGD0009		
	"The Ride"	:60	ZCGD0008		
	"The Ride"	:30	ZCGD0007		
	"Reserve"	:60	ZCGD0006		
	"Reserve"	:30	ZCGD00011		
	"The Workout" Spanish	:60	ZCGD0012		
<b>Television</b>	"The Workout"	:30	ZCGD0005		
	"The Workout"	:15	ZCGD0004		
	"Reserve"	:30	ZCGD00013		
	"The Ride"	:15	ZCGD0002		
	"The Workout" Spanish	:30	ZCGD0001		

**SPECIAL REQUEST:** Charlotte stations are encouraged to run Army National Guard spots as frequently as possible

TV Tapes are encoded with close captioning and Nielsen SPOTTRAC

Talent rights for all Guard spots are cleared for web streaming/Internet broadcast