



2015 Non-Commercial Sustaining Announcements

**TRAFFIC INSTRUCTIONS**

\* Preferred Flight Times: Monday-Sunday, 6AM-12MID \*  
(updated 4/20/2015)

**NORTH CAROLINA ARMY NATIONAL GUARD CAMPAIGN**

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

<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	30%	<b>PLEASE AIR</b>
	"My First Call Up"	:30	ZNGB1014		<b>UNTIL FURTHER</b>
	"Fighting for the Environment"	:60	ZNGB1019		<b>NOTICE</b>
	"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>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**

<u>MEDIA</u>	<u>TITLE</u>	<u>LENGTH</u>	<u>CODE</u>	<u>ROTATION</u>	<u>KILL DATE</u>
<b>Radio</b>	"Website"	:30		35%	No Kill Date
	"Mobile"	:30			
	"Keystrokes"	:30			
	"Mobile Website" Pod	:60			
	"Keystrokes Mobile" Pod	:60			
<b>Television</b>	"Visit NC-Aquarium"	:15			
	"Visit NC-Beach"	:15			
	"Visit NC-Golf"	:15			
	"Visit NC-Kayak"	:15			

**NORTH CAROLINA CLEAN ENERGY TECHNOLOGY CENTER**

<u>MEDIA</u>	<u>TITLE</u>	<u>LENGTH</u>	<u>CODE</u>	<u>ROTATION</u>	<u>KILL DATE</u>
<b>Radio</b>	Business Leader	:30		35%	No Kill Date
	Concerned Consumer	:30			
<b>Television</b>	Business Leader	:30			
	Concerned Consumer	:30			