

ROC Basics

Z G O E Z C M C I F F A R T Z E G
Q N O P Q R O P D Z R R S F S L N
N I T O P S A P R I T A K W E U R
I M M D P V H T Y I C P W Q H D P
C M X I X H L X E D O L I N S E M
S A X A M R Y E A W U R O R Z H O
I R Z P B S W O N C L R I E C C C
L G T T O H R I H N D M S T L S A
A O O T E B T L S E A T F A Y G I
I R L H H L W E R N I H I Y T R V
C P S C Y B E C K M X R C T M V Q
R P E Y B E M V A R E Y S R N K S
E K M C O S L T I T A J B E M M I
M F I N E V E O A S S M R P E F A
M E T E L G C M P G I T I O P I R
O W P G O W S K D Z Y O X R D N B
C O I A G G Y H B K Z Q N P R U O

programming
material
priority
market
order
copy

television
property
schedule
viacom
rate
spot

commercial
timeslot
channel
agency
paid
cbs

broadcast
estimate
traffic
script
isci
log