

Milwaukee (WWTW)

Official Traffic Log for Tuesday July 2, 2013

as of (Jul 1 2013 5:00PM)

Operator Signature

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
_____	7:00:00AM	00:30:00	Dog Tales EI TV-13							
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
_____	7:00:10AM	00:17:00	Segment 1	Program Segment			Seg 1/BB/Barter 2.00/Seg 2/VTR DTL			
_____	7:17:10AM	00:01:30	Break 1a	Local-SPOT						
_____	7:17:10AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11332	EG287	ANSWERS	5:00:00AM 2:00:00AM	SERVICES-LAW (1453597.77 2013 - JUL	
_____	7:17:40AM	00:00:30	Milwaukee Career College	Local Spot Agency BRD	10517	MCOREMA3WTV	WTV/REPUTATION/888-335-1516	6:00:00AM 12:00:00AM	SCHOOLS-BUSIN(1565482.3 Q3 '13 MCC MA	
_____	7:18:10AM	00:00:30	Jack Van Impe	National Corp Longform Religs Agy BRD	10803	JVIPROMO70	PROMO 70	6:00:00AM 4:59:00AM	RELIGION/CHUR(1350852.1 Promo Schedule	
_____	7:18:40AM	00:00:15	Segment 2	Program Segment			sponsored BB/VTR DTL			
_____	7:18:55AM	00:01:45	Break 1b	Local-SPOT						
_____	7:18:55AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10983	33522	NO FEE.5.WS.GFXSTND /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1495007.2 3Q13 PI	
_____	7:19:00AM	00:01:00	E&M Media	Local Per Inquiry BRD	10030	OLDE1604	BROOKLYN LANTERN/800-614-1604	5:00:00AM 4:59:00AM	DIRECT RESPON(1438105.6 Brooklyn Lantern	
_____	7:20:00AM	00:00:30	FCC-Childrens Television Act-Form 398 Compliance	Local PSA NON SPOT REV	11407	18PF30	WTV PUBLIC FILE/CHILD	5:00:00AM 12:00:00PM	PSA (ns) FCC/ CTA- PUBLI	1416478.4
_____	7:20:30AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77423	PS1824MKECC10			Various	1.1

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_____	7:20:40AM	00:04:10	Segment 3	Program Segment			Seg 3/B/Barter 1:30/promo/VTR DTL			
_____	7:24:50AM	00:00:30	Break 2a	Local-PROMO						
_____	7:24:50AM	00:00:30	PS18PEACE	Promo/PSA	77068	PS18PEACE300 K			Various	1.1
_____	7:25:20AM	00:01:00	Break 2b	Local-SPOT						
_____	7:25:20AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11154	EPILOGUE	EPILOGUE (RODGERS) /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1453597.77 2013 - JUL	
_____	7:25:50AM	00:00:30	Kaplan University Learning Center Milwaukee	Local Spot Agency BRD	11743	DAWNMMOM73	DAWN MOM CLASSES START 7-3	5:00:00AM 4:59:00AM	SCHOOLS-STATE1543345.9 JULY	
_____	7:26:20AM	00:03:30	Segment 4	Program Segment			Seg 4/promo/free spots/ credits/VTR DTL			
_____	7:29:50AM	00:00:10	Station ID	Station ID						
_____	7:29:50AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGALI D10			Various	1.1

Milwaukee (WVTV)

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_____	7:30:00AM	00:30:00	Paid Program 730a N/R							
	7:30:00AM	00:00:10	Promo 1	promoDisclaimer	70057	18PDISC10				
	7:30:10AM	00:28:30	Paid Break	Paid Program min						
_____	7:30:10AM	00:28:30	Beach Body	Local Corp Longform Per Inquiry BRD	54828	8008160298	WTVV/10 MINUTE TRAINER	7:30:00AM 8:00:00AM	PAID PROGRAMS1584513.10 3Q 2013 PAID PE	
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:01:00	Gray Matter	Local Per Inquiry BRD	19001	410788	CAT'S MEOW/800-449-7282	5:00:00AM 4:59:00AM	DIRECT RESPON1578169.1 Cat's Meow	
_____	7:59:40AM	00:00:10	I HEART TEASE	Promo/PSA	80020	18IHEARTTZ10	/DDRWS		Various	1.1
	7:59:50AM	00:00:10	Station ID	Station ID						
_____	7:59:50AM	00:00:05	WHOSE LINE ID	Promo/PSA	80009	18WHOSEID	/DDRWS		Various	1.1
_____	7:59:55AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1