

Milwaukee (WVTV)

Official Traffic Log for Wednesday July 24, 2013

as of (Jul 23 2013 5:06PM)

Operator Signature _____

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
_____	7:00:00AM	00:30:00	TEEN 13 UP El-Eco Company TV-13							
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
_____	7:00:10AM	00:12:04	Segment 1	Program Segment			BARTER 1:00VTR ECOCM			
_____	7:12:14AM	00:00:30	Break 1a	Local-PROMO						
_____	7:12:14AM	00:00:30	PS18VETERANS	Promo/PSA	77069	PS18VETERANS 30OK			Various	1.1
_____	7:12:44AM	00:01:00	Break 1b	Local-SPOT						
_____	7:12:44AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	19006	EG29210	MARKERS 2 REV	5:00:00AM 2:00:00AM	SERVICES-LAW (1453597.84 2013 - JUL	
_____	7:12:54AM	00:00:15	Midwest Coin Exchange	Local Spot Agency BRD	10586	EXC101215HD	GENERIC /DDRWS	6:00:00AM 2:00:00AM	RETAIL-JEWELRY1591433.11 JULY	
_____	7:13:09AM	00:00:30	Milwaukee Career College	Local Spot Agency BRD	10517	MCOREMA3WTV	WTV/REPUTATION/888-335-1516	6:00:00AM 12:00:00AM	SCHOOLS-BUSIN1565482.11 Q3 '13 MCC MA	
_____	7:13:39AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10982	33523	AUTO ACCIDENTS.5.WS.GFXSTND /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1456007.2 3Q13 PI	
_____	7:13:44AM	00:07:14	Segment 2	Program Segment			BARTER 2:00VTR ECOCM			
_____	7:20:58AM	00:01:30	Break 2a	Local-SPOT						
_____	7:20:58AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11263	0108MACCDJON	DJON (RODGERS) /DDRWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1453597.80 2013 - JUL	
_____	7:21:28AM	00:00:30	Wisconsin Broadcasters Association	Local Advertiser Promo NON SPOT REV	10123	STORMWISCON SIN30	STORM WISCONSIN 30 /DDRWS	7:00:00AM 3:00:00PM	PROMO (ns) 1441465.18 WBA/ARMY NATI	

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	7:24:58AM	00:00:30	ECC-EAS Test:Emergency Alert System	Local PSA/NON SPOT REV	11401	EAS TEST	EAS TEST	5:00:00AM 11:55:00PM	PSA (ns) EAS TEST	1416552.2
	7:22:28AM	00:04:37	Segment 3	Program Segment			BARTER :15MTR ECOCM			
	7:27:05AM	00:01:15	Break 3a	Local-SPOT						
	7:27:05AM	00:00:30	Sybaris	Local Spot Agency BRD	10148	SYBR3002	GENERIC 2010 #2	6:00:00AM 4:59:00AM	SERVICES-HOTEL Q313 WTV	1575711.56
	7:27:35AM	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 3Q13 PI	1495007.2
	7:27:40AM	00:00:30	*WTV Sales Promotion	Local Station Promotion NON SPOT REV	10312	2013GENGOLF3 0V	WTV GENERIC 2013	6:00:00AM 3:00:00PM	PROMO (ns) Golf Club Card	1438223.16
	7:28:10AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77423	PS1824MKECC1 0			Various	1.1
	7:28:20AM	00:01:30	Segment 4	Program Segment			BARTER :55MTR ECOCM			
	7:29:50AM	00:00:10	Station ID	Station ID						
	7:29:50AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGAL D10			Various	1.1

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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 Programmin			NTR			
_____	7:30:10AM	00:28:30	Legacy Publishing	Local Corp Longform Agency BRD	54356	8007622710	WTV/TTFB JANET	7:30:00AM 8:00:00AM	PAID PROGRAMS1569240.4 3Q 2013 PAID PR	
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:01:00	Gray Matter	Local Per Inquiry BRD	19011	405573	TABLEMATE/800-421-5085	5:00:00AM 4:59:00AM	DIRECT RESPON1578222.1 TableMate	
_____	7:59:40AM	00:00:05	Hup & Abraham-Northampton	Local Spot Agency BRD	10982	33523	AUTO ACCIDENTS.5.WS.GFXSTND /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1495007.2 3Q13 PI	
_____	7:59:45AM	00:00:05	18 FACEBOOK ID 5	Promo/PSA	77645	18FBOOKID5			Various	1.1
	7:59:50AM	00:00:10	Station ID	Station ID						
_____	7:59:50AM	00:00:05	ATM LAUNCH ID	Promo/PSA	80031	18ATMID	/DDRWS		Various	1.1
_____	7:59:55AM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DDRWS		Various	1.1