

Milwaukee (WVTV)

# Official Traffic Log for Saturday May 11, 2013

as of (May 10 2013 5:45PM)

Operator Signature \_\_\_\_\_

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	7:00:00AM	00:30:00	CW-Rescue Heroes El-CTA TV-Y7				CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	7:00:00AM	00:00:00					TRAFFIC _____			
	7:00:00AM	00:00:00					MASTER CONTROL 			
	7:00:00AM	00:17:00	Segment 1	Program Segment			TCW			
	7:17:00AM	00:00:30	Break 1a	Kids						
	7:17:00AM	00:00:30	PS18BUZZED	Promo/PSA	77025	PS18BUZZED30 OK			Various	1.1
	7:17:30AM	00:00:10	Station ID	Station ID						
	7:17:30AM	00:00:10	PS 18/24 MIKE CARES PSA	Promo/PSA	77422	PS1824MKECB1 0			Various	1.1
	7:17:40AM	00:12:20	Segment 2	Program Segment			TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	7:30:00AM	00:30:00	CW-The New Adventures of Nanoboy-CTA-Kids 0-12 E/I TV-Y7				CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	7:30:00AM	00:00:00					TRAFFIC _____			
	7:30:00AM	00:00:00					MASTER CONTROL 			
	7:30:00AM	00:17:00	Segment 1	Program Segment			/TCW			
	7:47:00AM	00:00:30	Break 1a	Kids						
	7:47:00AM	00:00:30	PS18 BRAIN BREAK PSA	Promo/PSA	77433	PS18BBHIST300 K			Various	1.1
	7:47:30AM	00:00:30	Break 1b	PSA						
	7:47:30AM	00:00:30	PS18DATE	Promo/PSA	77026	PS18DATE300K			Various	1.1
	7:48:00AM	00:00:10	Station ID	Station ID						
	7:48:00AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGALI D10			Various	1.1
	7:48:10AM	00:11:50	Segment 2	Program Segment			/TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	8:00:00AM	00:30:00	CW-Sonic X-ELCTA TV-Y7							
	8:00:00AM	00:00:00					CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	8:00:00AM	00:00:00					TRAFFIC _____			
	8:00:00AM	00:00:00					MASTER CONTROL 			
	8:00:00AM	00:17:00	Segment 1	Program Segment			TCW			
	8:17:00AM	00:00:30	Break 1a	Kids						
	8:17:00AM	00:00:30	PS18 BRAIN BREAK PSA	Promo/PSA	77434	PS18BBDINO30 OK			Various	1.1
	8:17:30AM	00:08:00	Segment 2	Program Segment			TCW			
	8:25:30AM	00:00:10	Station ID	Station ID						
	8:25:30AM	00:00:10	PS 18/24 MIKE CARES PSA	Promo/PSA	77424	PS1824MKECD1 0			Various	1.1
	8:25:40AM	00:04:20	Segment 3	Program Segment			TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	8:30:00AM	00:30:00	CW-Sonic X 2 -CTA-Kids 0-12 -EI TV.Y				CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	8:30:00AM	00:00:00					TRAFFIC _____			
	8:30:00AM	00:00:00					MASTER CONTROL _____			
	8:30:00AM	00:17:00	Segment 1	Program Segment			TCW			
	8:47:00AM	00:00:30	Break 1a	Kids						
	8:47:00AM	00:00:30	PS18NATURE	Promo/PSA	77027	PS18NATURE30 OK			Various	1.1
	8:47:30AM	00:08:30	Segment 2	Program Segment			TCW			
	8:56:00AM	00:00:10	Station ID	Station ID						
	8:56:00AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGALI D10			Various	1.1
	8:56:10AM	00:00:30	Break 2a	PSA						
	8:56:10AM	00:00:30	PS18 BRAIN BREAK PSA	Promo/PSA	77435	PS18BBASTR30 OK			Various	1.1
	8:56:40AM	00:03:20	Segment 3	Program Segment			TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	9:00:00AM	00:30:00	CW-Transformers Prime -CTA-Kids 0-12 -EI TV-Y7				CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	9:00:00AM	00:00:00					TRAFFIC _____			
	9:00:00AM	00:00:00					MASTER CONTROL <i>[Signature]</i>			
	9:00:00AM	00:17:00	Segment 1	Program Segment			TCW			
	9:17:00AM	00:00:30	Break 1a	Kids						
	9:17:00AM	00:00:30	PS18HOME	Promo/PSA	77028	PS18HOME300K			Various	1.1
	9:17:30AM	00:08:00	Segment 2	Program Segment			TCW			
	9:25:30AM	00:00:10	Station ID	Station ID						
	9:25:30AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77423	PS1824MKECC1 0			Various	1.1
	9:25:40AM	00:04:20	Segment 3	Program Segment			TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	9:30:00AM	00:30:00	CW-Justice League Unlimited E-CTA TV-Y7				CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	9:30:00AM	00:00:00					TRAFFIC _____			
	9:30:00AM	00:00:00					MASTER CONTROL _____			
	9:30:00AM	00:17:00	Segment 1	Program Segment			TTCW			
	9:47:00AM	00:00:30	Break 1a	Kids						
	9:47:00AM	00:00:30	PS18 BRAIN BREAK PSA	Promo/PSA	77436	PS18BBWTHR30 OK			Various	1.1
	9:47:30AM	00:00:30	Break 1b	PSA						
	9:47:30AM	00:00:30	PS18READ	Promo/PSA	77029	PS18READ30OK			Various	1.1
	9:48:00AM	00:00:10	Station ID	Station ID						
	9:48:00AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGALI D10			Various	1.1
	9:48:10AM	00:11:50	Segment 2	Program Segment			TTCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	10:00:00AM	00:30:00	CW-Dragonball Z Kai E-CTA TV-Y7							
	10:00:00AM	00:00:00					CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	10:00:00AM	00:00:00					TRAFFIC _____			
	10:00:00AM	00:00:00					MASTER CONTROL 			
	10:00:00AM	00:17:00	Segment 1	Program Segment			TCW			
	10:17:00AM	00:00:30	Break 1a	Kids						
	10:17:00AM	00:00:30	PS18 BRAIN BREAK PSA	Promo/PSA	77360	PS18BBANML30 OK			Various	1.1
	10:17:30AM	00:08:00	Segment 2	Program Segment			TCW			
	10:25:30AM	00:00:10	Station ID	Station ID						
	10:25:30AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77422	PS1824MKECB1 0			Various	1.1
	10:25:40AM	00:04:20	Segment 3	Program Segment			TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	10:30:00AM	00:30:00	CW-WWE Saturday Morning Slam E-CTA TV-17				CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	10:30:00AM	00:00:00					TRAFFIC _____			
	10:30:00AM	00:00:00					MASTER CONTROL <i>PK</i>			
	10:30:00AM	00:17:00	Segment 1	Program Segment			/TCW			
	10:47:00AM	00:00:30	Break 1a	Kids						
	10:47:00AM	00:00:30	PS18TEXT	Promo/PSA	77030	PS18TEXT300K			Various	1.1
	10:47:30AM	00:08:30	Segment 2	Program Segment			/TCW			
	10:56:00AM	00:00:10	Station ID	Station ID						
	10:56:00AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGAL D10			Various	1.1
	10:56:10AM	00:00:30	Break 2a	PSA						
	10:56:10AM	00:00:30	PS18 BRAIN BREAK PSA	Promo/PSA	77359	PS18BSPAC30 OK			Various	1.1
	10:56:40AM	00:03:20	Segment 3	Program Segment			/TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	11:00:00AM	00:30:00	CW-Yu-Gi-Oh! 5Ds E-CTA TV-Y7				CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	11:00:00AM	00:00:00					TRAFFIC _____			
	11:00:00AM	00:00:00					MASTER CONTROL _____			
	11:00:00AM	00:17:00	Segment 1	Program Segment			/TCW			
	11:17:00AM	00:00:30	Break 1a	Kids						
	11:17:00AM	00:00:30	PS18NEWBORN	Promo/PSA	77031	PS18NEW300K			Various	1.1
	11:17:30AM	00:08:00	Segment 2	Program Segment			/TCW			
	11:25:30AM	00:00:10	Station ID	Station ID						
	11:25:30AM	00:00:10	PS 18/24 MKE CARES PSA	Promo/PSA	77421	PS1824MKECA1 0			Various	1.1
	11:25:40AM	00:04:20	Segment 3	Program Segment			/TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	11:30:00AM	00:30:00	CW-Yu-Gi-Oh Zexal EICTA TV-Y7				CTA KIDS 0-12 COMMERCIAL LIMITS APPLY			
	11:30:00AM	00:00:00					TRAFFIC _____			
	11:30:00AM	00:00:00					MASTER CONTROL 			
	11:30:00AM	00:17:00	Segment 1	Program Segment			/TCW			
	11:47:00AM	00:00:30	Break 1a	Kids						
	11:47:00AM	00:00:30	PS18 BRAIN BREAK PSA	Promo/PSA	77358	PS18BBSTAT30 OK			Various	1.1
	11:47:30AM	00:08:30	Segment 2	Program Segment			/TCW			
	11:56:00AM	00:00:10	Station ID	Station ID						
	11:56:00AM	00:00:10	18 Logo Legal ID	Promo/PSA	77658	18LOGOLEGAL D10			Various	1.1
	11:56:10AM	00:00:30	Break 2a	PSA						
	11:56:10AM	00:00:30	PS18HEAD	Promo/PSA	77032	PS18HEAD30OK			Various	1.1
	11:56:40AM	00:03:20	Segment 3	Program Segment			/TCW			

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MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
	12:00:00PM	00:29:00	Paid-Video Car Lot N/R				**INSERT SUPER LOGO MOTION LEGAL ID #20**			
	12:00:00PM	00:00:00								
	12:00:00PM	00:28:45	Paid Break	Paid Programmi			NTR			
	12:00:00PM	00:28:45	Rosen Nissan	Local Paid Program Agency BRD	50244	832	VIDEO CAR LOT	12:00:00PM 12:30:00PM	PAID PROGRAMS1443046.1 Video Car Lot 201	
	12:28:45PM	00:00:10	Break 1a	Local-SPOT						
	12:28:45PM	00:00:10	Summerfest	Local Spot Direct BRD	10643	18FESTPITBULL	WTV/SECRET WORD 5-11	12:00:00PM 1:00:00PM	ENTERTAINMEN1544315.31 SECRET WORD	
	12:28:55PM	00:00:05	Station ID	Station ID						
	12:28:55PM	00:00:05	18 DAYTIME TALK ID	Promo/PSA	76545	18TALKID	/DORWS		Various	1.1