

Milwaukee (WMTV)

Official Traffic Log for Tuesday April 1, 2014

as of (Mar 31 2014 4:57PM)

MCO		Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Operator Signature	Time Range	Product / Brand	Contract #
		7:00:00AM	00:30:00	TEEN 13 UP El-Dog Tales TV-13								
		7:00:00AM	00:00:00					TEENS (13 & UP) E/I SHOW				
		7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	EDUCATIONAL DISCLAIMER				
		7:00:10AM	00:11:00	Segment 1	Program Segment			/SVR DTL				
		7:11:10AM	00:02:00	Barter	Barter Commercial			/SVR DTL				
		7:13:10AM	00:04:55	Segment 2	Program Segment			/SVR DTL				
		7:18:05AM	00:02:15	Break 1a	Local-SPOT							
		7:18:05AM	00:00:30	Pitman Kyle & Sicula SC	Local Spot Agency BRD	11134	18FEUDPKSD30	FAMILY FEUD PROMO		6:00:00AM 12:00:00AM	SERVICES-LAW (1797168.1 2Q 2014 Family F	
		7:18:35AM	00:01:00	Time Warner Retrans	Local Spot Agency BRD	10906	MLQ2AR60H	ARKEL DRTV 60		6:00:00AM 4:55:00AM	MEDIA-CABLE (1780378.1 #4 OBM DRTV Q2	
		7:19:35AM	00:00:30	Wisconsin Broadcasters Association	Local PSA NON SPOT REV	10300	WORKOUT30	THE WORKOUT		6:00:00AM 10:00:00AM	PROMO (ns) (1771128.1 WBAUS COAST	
		7:20:05AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10983	33522	NO FEE.5.WS.GFXSTND		6:00:00AM 12:00:00AM	SERVICES-LAW (1789871.2 Q2 '14 PI	
		7:20:10AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77424	PS1824MKECD10				Various	1.1
		7:20:20AM	00:01:30	Segment 3	Program Segment			/SVR DTL				
		7:21:50AM	00:02:00	Barter	Barter Commercial			/SVR DTL				

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as of (Mar 31 2014 4:57PM)

MCO		Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Operator Signature	Time Range	Product / Brand	Contract #
		7:23:50AM	00:00:20	Break 2a	Local-PROMO							
		7:23:50AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77210	PS1824MKECA2 0					1.1
		7:24:10AM	00:02:00	Break 2b	Local-SPOT						Various	
		7:24:10AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	19107	EG307	STOP DON'T SIGN		5:00:00AM 4:59:00AM	SERVICES-LAW (1708327.196 WVTV 2Q 2014	
		7:24:40AM	00:00:30	Kenneth Copeland	Local Corp Longform Religs Agy BRD	10923	KCPROMO1408	GC & GEORGE PEARSONS		6:00:00AM 4:59:00AM	RELIGION/CHURCH Kenneth Copeland	
		7:25:10AM	00:00:30	*WVTV Sales Promotion	Local Station Promotion NON SPOT REV	10930	GENGOLF CARD 2014V	WVTV/2014 GENERIC GOLF CARD		5:00:00AM 4:59:00AM	PROMO (ns) Golf Club Card	1782377.2
		7:25:40AM	00:00:30	Gendlin Liverman & Rymer SC	National Spot Agency BRD	10973	GE031402H	HIT FROM BEHIND		6:00:00AM 12:00:00AM	SERVICES-LAW (1785397.44 LEGAL-AUTO AC	
		7:26:10AM	00:00:10	Break 2c	Local-PROMO							
		7:26:10AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77421	PS1824MKECA1 0					1.1
		7:26:20AM	00:02:00	Segment 4	Program Segment			/SVR DTL			Various	
		7:28:20AM	00:00:30	Barter	Barter Commercial			FEE SPOT/SVR DTL				
		7:28:50AM	00:01:00	Segment 5	Program Segment			/SVR DTL				
		7:29:50AM	00:00:10	Station ID	Station ID							
		7:29:50AM	00:00:10	18 Logo Legal ID	1-Promo/PSA	77658	18LOGOLEGALL D10				Various	1.1

Printed at 04:58 on 03/31/14 (All break times are approximate. Refer to operations log for exact breaks.)

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Operator Signature

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