

## Official Traffic Log for Tuesday January 14, 2014

as of (Jan 13 2014 4:39PM)

Official Traffic Log for Tuesday January 14, 2014							Operator Signature			
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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-Dog Tales TV-13				TEENS (13 & UP) E/I SHOW			
	7:00:00AM	00:00:00								
	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	EDUCATIONAL DISCLAIMER			
	7:00:10AM	00:09:45	Segment 1	Program Segment			/SVR DTL			
	7:09:55AM	00:02:00	Barter	Barter Commercial			/SVR DTL			
	7:11:55AM	00:03:45	Segment 2	Program Segment			/SVR DTL			
	7:15:40AM	00:01:45	Break 1a	Local-SPOT	11529	EG282B	DO IT NOW	5:00:00AM 2:00:00AM	SERVICES-LAW (1705478.406 WVTV 1Q 2014	
	7:15:40AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD			ON YOUR MIND-CONVENIENCE(MILWAUK EE)	6:00:00AM 12:00:00AM	MEDICAL-DENTA1717082.2 D05/DCP10044(C)	
	7:15:50AM	00:00:30	Dental Works	National Spot Agency BRD	10655	DEW02264V2		5:00:00AM 4:59:00AM	PSA (ns) Gala 2014	1723136.1
	7:16:20AM	00:00:30	Hispanic Chamber Of Commerce	Local Spot Direct BRD	11170	HCCWM1830	WVTV/JANUARY 2014			
	7:16:50AM	00:00:30	Rhodes Financial-Corp Unwired	Local Corp Unwired Agency BRD	11433	TSLAY1418RH	RACE FREE	6:00:00AM 4:00:00PM	SERVICES-TAX S1716862.1 RHODES FINANC	
	7:17:20AM	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 (1495026.2 HUPY Q1 '14 PI	
	7:17:25AM	00:04:30	Segment 3	Program Segment			/SVR DTL			
	7:21:55AM	00:00:20	Break 2a	Local-PROMO						

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_____	7:21:55AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77210	PS1824MKECA20			Various	1.1
_____	7:22:15AM	00:01:30	Break 2b	Local-SPOT						
_____	7:22:15AM	00:00:30	Pitman Kyle & Sicilia SC	Local Spot Agency BRD	11134	18FEUDPKSD30	FAMILY FEUD PROMO	6:00:00AM 12:00:00AM	SERVICES-LAW (1699824.81 1Q 2014	
_____	7:22:45AM	00:00:30	Family Fest	Local Station Promotion NON SPOT REV	11302	FFPR113V30	WVTV/FAMILY FEST 2014	6:00:00AM 4:55:00AM	PROMO (ns) FAMILY FEST	1731585.1
_____	7:23:15AM	00:00:30	ATC Financial	Local Spot Direct BRD	11478	D1040	DUCKSHUNS	6:00:00AM 12:00:00AM	SERVICES-TAX (1731832.129 2014 Season	
_____	7:23:45AM	00:00:10	Break 2c	Local-PROMO	77421	PS1824MKECA10			Various	1.1
_____	7:23:55AM	00:01:45	Barter	Barter Commercial			/SVR DTL			
_____	7:25:40AM	00:01:00	Break 3a	Local-SPOT						
_____	7:25:40AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11193	EG333	MILWAUKEE-WE'LL COME TO YOU	5:00:00AM 2:00:00AM	SERVICES-LAW (1705478.393 WVTV 1Q 2014	
_____	7:26:10AM	00:00:30	Time Warner Retrains	Local Spot Agency BRD	11182	GNIPSY30	PSYCHIC-INTERNET 14.99 /DDRWS	6:00:00AM 12:00:00AM	MEDIA-CABLE (1693193.16 Q1 '14 SPOT TVE	
_____	7:26:40AM	00:01:55	Segment 4	Program Segment			/SVR DTL			
_____	7:28:35AM	00:00:30	Barter	Barter Commercial			FEE SPOT/SVR DTL			
_____	7:29:05AM	00:00:45	Segment 5	Program Segment			/SVR DTL			

Printed at 04:40 on 01/13/14 (All break times are approximate. Refer to operations log for exact breaks.)

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				Comments	Time Range	Product / Brand	Contract #	
MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI		
	7:29:50AM	00:00:10	Station ID	Station ID	77658	18LOGOLEGALL D10		1,1
	7:29:50AM	00:00:10	18 Logo Legal ID	1-Promo/PSA			Various	

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7:30:00AM		00:30:00		Paid Program 730a N/R																	
7:30:00AM		00:00:10		Promo 1				promodisc10		70057		18PDISC10		MTR							
7:30:10AM		00:28:30		Paid Break		Cannella Response Television Inc		Paid Program 730a N/R		55065		8006259526		WTVV/PERFECTER 3X33		7:30:00AM 8:00:00AM		PAID PROGRAMS 1719577.10 1Q 2014 PAID PR			
7:58:40AM		00:01:10		Break 1a		Attorney David Gruber		Local-SPOT		11192		EG331		MILWAUKEE-WE'LL COME TO YOU		5:00:00AM 2:00:00AM		SERVICES-LAW 1705478.393 WVTV 1Q 2014			
7:59:10AM		00:00:30		Rhodes Financial-Corp Unwired		Local Corp Unwired Agency BRD		11628		TSLAY1412H		EASY FREE		6:00:00AM 4:00:00PM		SERVICES-TAX 1716862.1 RHODES FINANC					
7:59:40AM		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 17495026.2 HUPY Q1 '14 PI					
7:59:45AM		00:00:05		18 FAMILY FEST		1-Promo/PSA		76096		18FF05						Various					
7:59:50AM		00:00:10		Station ID		Station ID				77658		18LOGOLEGALI D10						Various		1.1	
7:59:50AM		00:00:10		18 Logo Legal ID		1-Promo/PSA															