

Official Traffic Log for Monday March 31, 2014

as of (Mar 28 2014 5:46PM)

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-Think Big TV-G							
_____	7:00:00AM	00:00:00					TEENS 13-16			
_____	7:00:00AM	00:10:20	Segment 1	Program Segment			ACT 1/SVR TKBG			
_____	7:10:20AM	00:02:10	Barter	Barter Commercial			BB/2:00 BARTER/SVR TKBG			
_____	7:12:30AM	00:04:00	Segment 2	Program Segment			ACT 2/SVR TKBG			
_____	7:16:30AM	00:00:20	Break 2a	Local-PRMO						
_____	7:16:30AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77210	PS1824MKECA20			Various	1.1
_____	7:16:50AM	00:01:30	Break 2b	Local-SPOT						
_____	7:16:50AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11193	EG333	MILWAUKEE-WELL COME TO YOU	5:00:00AM 2:00:00AM	SERVICES-LAW (1708327.170 WVTV 2Q 2014	
_____	7:17:20AM	00:01:00	ITN-Meaningful Beauty	Local Spot Agency BRD	10448	IDMU500A	MEANINGFUL BEAUTY/RED CARPET-NE BRUSH	6:00:00AM 12:00:00AM	DRUGS-COSMETI(797840.1 MBC1DA99	
_____	7:18:20AM	00:00:10	Program Bumper	SegBumper			BUMPER/SVR TKBG			
_____	7:18:30AM	00:01:00	Break 2c	Local-SPOT						
_____	7:18:30AM	00:00:30	Gendlin Liverman & Rymer SC	National Spot Agency BRD	11101	GE071303	GLR CAN HELP FAST /DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1642809.53 LEGAL-AUTO AC	
_____	7:19:00AM	00:00:30	Jack Van Impe	Local Corp Longform Religis Agy BRD	10102	JV1ROMOM72	VANIMP_PROMO 72 / JACK VAN IMPE PROMO 72	6:00:00AM 4:59:00AM	RELIGION/CHUR(1714465.1 Promo Schedule	
_____	7:19:30AM	00:00:10	Break 2d	Local-PRMO						

Milwaukee (WWTW)

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_____	7:19:30AM	00:00:10	PS 18/24 MIKE CARES PSA	1-Promo/PSA	77421	PS1824MKECA1 0			Various	1.1
_____	7:19:40AM	00:04:00	Segment 3	Program Segment			ACT 3/SVR TKBG			
_____	7:23:40AM	00:01:55	Barter	Barter Commercial			BB/ BARTER/SVR TKBG			
_____	7:25:35AM	00:01:30	Break 3a	Local-SPOT						
_____	7:25:35AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11192	EG331	MILWAUKEE-WELL COME TO YOU	5:00:00AM 2:00:00AM	SERVICES-LAW (1708327.170 WTTV 2Q 2014	
_____	7:26:05AM	00:00:30	*WTTV Sales Promotion	Local Station Promotion NON SPOT REV	10930	GENGOLFCARD 2014V	WTTV/2014 GENERIC GOLF CARD	5:00:00AM 4:59:00AM	PROMO (ns) Golf Club Card	1782377.2
_____	7:26:35AM	00:00:30	Pitman Kyle & Sicula SC	Local Spot Agency BRD	11134	18FEUDPKSD30	FAMILY FEUD PROMO	6:00:00AM 7:00:00PM	SERVICES-LAW (1797168.2 2Q 2014 Family Feud	
_____	7:27:05AM	00:00:30	Segment 4	Program Segment			ACT 4/SVR TKBG			
_____	7:27:35AM	00:00:30	Barter	Barter Commercial			FEE SPOTS/SVR TKBG			
_____	7:28:05AM	00:00:45	Segment 5	Program Segment			CREDITS/LOGOS/SVR TKBG			
_____	7:28:50AM	00:01:00	End Break	Local-SPOT						
_____	7:28:50AM	00:01:00	Time Warner Retrans	Local Spot Agency BRD	10906	MLQ2AR60H	ARKEL DRTV 60	6:00:00AM 4:55:00AM	MEDIA-CABLE #4 OBM DRTV Q2	1780378.1
_____	7:29:50AM	00:00:10	Station ID	Station ID						
_____	7:29:50AM	00:00:10	18 Logo Legal ID	1-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 Program			MTR			
_____	7:30:10AM	00:28:30	Havas Edge	Local Corp Longform Agency BRD	55426	8008560778	WVTV 10 MINUTE TRAINER IT STARTS	7:30:00AM 8:00:00AM	PAID PROGRAMS 2Q 2014 PAID	1786241.47
_____	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	10353	EG305H	CARELESS DRIVER-HD	5:00:00AM 2:00:00AM	SERVICES-LAW WVTV 2Q 2014	1708327.170
_____	7:59:10AM	00:00:30	*WVTV Sales Promotion	Local Station Promotion NON SPOT REV	10930	GENGOLFCARD 2014V	WVTV/2014 GENERIC GOLF CARD	5:00:00AM 4:59:00AM	PROMO (ns) Golf Club Card	1782377.2
_____	7:59:40AM	00:00:05	Hupy & Abraham-Northampton	Local Spot Agency BRD	10982	33523	AUTO ACCIDENTS.5.WS.GFXSTND	6:00:00AM 12:00:00AM	SERVICES-LAW Q2 '14 PI	1789871.2
_____	7:59:45AM	00:00:05	18 Logo Legal ID	1-Promo/PSA	77663	18LOGOLEGALI D05			Various	1.1
_____	7:59:50AM	00:00:10	Station ID	Station ID						
_____	7:59:50AM	00:00:10	18 Logo Legal ID	1-Promo/PSA	77658	18LOGOLEGALI D10			Various	1.1