

Official Traffic Log for Monday February 10, 2014

as of (Feb 7 2014 5:07PM)

Operator Signature

MCO	Time	Length	Advertiser / Location	Break Type	Cart / Barcode	ISCI	Comments	Time Range	Product / Brand	Contract #
7:00:00AM	00:30:00	TV-G	TEEN 13 UP El-Think Big				TEENS 13-16			
7:00:00AM	00:00:00									
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 BARTERSVR TKBG			
7:12:30AM	00:04:00	Segment 2		Program Segment			ACT 2/SVR TKBG			
7:16:30AM	00:00:20	Break 2a		Local-PROMO						
7:16:30AM	00:00:20	PS 18/24 MIKE CARES PSA		1-Promo/PSA	77210	PS1824MIKECA2 0			Various	1.1
7:16:50AM	00:01:30	Break 2b		Local-SPOT						
7:16:50AM	00:00:10	Attorney David Gruber		Local Spot Direct BRD	19122	EG326	EVERYBODY KNOWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1705478.410 WVTV 1Q.2014	
7:17:00AM	00:00:15	Midwest Outdoors		Local Spot Agency BRD	10832	MIDPROMO15	MIDWEST OUTDOORS PROMO 15	5:00:00AM 4:59:00AM	PAID PROGRAMS1691222.1 MIDWEST OUTDf	
7:17:15AM	00:01:00	ITT Technical Institute		Local Spot Agency BRD	10579	ITS70ML	CREATIVE VISION	5:00:00AM 4:55:00AM	SCHOOLS-TECH11694982.15 1Q14	
7:18:15AM	00:00:05	Hupy & Abraham-Northampton		Local Spot Agency BRD	11447	33535	JUB.05.REV./DDRWS	6:00:00AM 12:00:00AM	SERVICES-LAW (1491187.2 Q1 '14 JUB	
7:18:20AM	00:00:10	Program Bumper		SegBumper			BUMPER/SVR TKBG			
7:18:30AM	00:01:00	Break 2c		Local-SPOT						

Milwaukee (WVTV)

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_____	7:18:30AM	00:00:30	ATC Financial	Local Spot Direct BRD	11477	B1040	BEAUTY SALON	6:00:00AM 12:00:00AM	SERVICES-TAX S1731832.135 2014 Season	
_____	7:19:00AM	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 1702637.48 LEGAL-AUTO AC	
_____	7:19:30AM	00:00:10	Break 2d	Local-PROMO	77421	PS1824MKECA1 0				1.1
_____	7:19:30AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA					Various	
_____	7:19:40AM	00:04:00	Segment 3	Program Segment			ACT 3/SVR TKBG			
_____	7:23:40AM	00:01:55	Barter	Barter Commercial			BB/ BARTERSVR TKBG			
_____	7:25:35AM	00:01:30	Break 3a	Local-SPOT						
_____	7:25:35AM	00:00:10	Attorney David Gruber	Local Spot Direct BRD	11529	EG282B	DO IT NOW	5:00:00AM 2:00:00AM	SERVICES-LAW 1705478.410 WVTV 1Q 2014	
_____	7:25:45AM	00:00:15	Dennys Inc	National Spot Agency BRD	10247	DATV3031000N	HAIRCUT/BYO SKILLET	6:00:00AM 12:00:00AM	FOOD-RESTAUR1722012.1 DENC/MILC/0034	
_____	7:26:00AM	00:00:30	ATC Financial	Local Spot Direct BRD	11478	D1040	DUCKSHUNS	6:00:00AM 12:00:00AM	SERVICES-TAX S1731832.136 2014 Season	
_____	7:26:30AM	00:00:30	Pitman Kyle & Sicalia SC	Local Spot Agency BRD	11134	18FEUDPKSD30	FAMILY FEUD PROMO	6:00:00AM 12:00:00AM	SERVICES-LAW 1699824.115 1Q 2014	
_____	7:27:00AM	00:00:05	18 Logo Legal ID	1-Promo/PSA	77663	18LOGOLEGALI D05			Various	1.1
_____	7:27:05AM	00:00:30	Segment 4	Program Segment			ACT 4/SVR TKBG			

Printed at 05:08 on 02/07/14 (All break times are approximate. Refer to operations log for exact breaks.)

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_____	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	00:00:15	Reflections Jewelry Inc	Local Spot Agency BRD	11112	0401PAWNREV	PAWN SERVICE	By Orbit 9P-2A(Mo-Su), 5	RETAIL-JEWELRY FEB 2014	1755383.1
_____	7:29:05AM	00:00:30	Wisconsin Broadcasters Association	Local Advertiser Promo NON SPOT REV	10093	DOJT146880	HEROIN ADDICTION/PARENT'S PAIN	7:00:00AM 3:00:00PM	PROMO (ns) WBAWI DEPT OF	1748325.2
_____	7:29:35AM	00:00:15	Cannon & Dunphy	Local Spot Agency BRD	11915	1210038T1	TERI HER STORY 15	6:00:00AM 4:55:00AM	SERVICES-LAW Q1 2014	1713924.1
_____	7:29:50AM	00:00:10	Station ID	Station ID						1.1
_____	7:29:50AM	00:00:10	18 Logo Legal ID	1-Promo/PSA	77658	18LOGOLEGALL D10			Various	

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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 Programmini			MTR			
_____	7:30:10AM	00:28:30	Two Twelve Direct LLC	Local Corp Longform Agency BRD	55354	8007015582	WVTV/MOP X5	7:30:00AM 8:00:00AM	PAID PROGRAM#177908.2 1Q 2014 PAID PR	
_____	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
_____	7:58:40AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	11194	EG335	MILWAUKEE-WE'LL COME TO YOU	5:00:00AM 2:00:00AM	SERVICES-LAW (1705478.397 WVTV 1Q 2014	
_____	7:59:10AM	00:00:30	Dental Works	National Spot Agency BRD	10657	DEW02262V2	ON YOUR MIND-AFFORDABLE(MILWAUKEE)	6:00:00AM 12:00:00AM	MEDICAL-DENTAL177082.3 D05/DCP/004(C)	
_____	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 (1495026.2 HUPY Q1 '14 PI	
_____	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