

Official Traffic Log for Wednesday April 23, 2014

as of (Apr 22 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	TEEN 13 UP El-Eco Company Episode: ECOCM201-		ECOCM201 *ECOCM201*					
_____	7:00:00AM	00:00:00					TEENS 13-16			
_____	7:00:00AM	00:00:10	Promo 1	Fixed Promo	70051	18EDDISC10	educational disclaimer			
_____	7:00:10AM	00:08:00	Segment 1	Program Segment			/SVR			
_____	7:08:10AM	00:01:00	Barter	Barter Commercial			BARTER/SVR			
_____	7:09:10AM	00:00:20	Break 1a	Local-PROMO						
_____	7:09:10AM	00:00:20	PS 18/24 MKE CARES PSA	1-Promo/PSA	77210	PS1824MKECA2 0			Various	1.1
_____	7:09:30AM	00:01:00	Break 1b	Local-SPOT						
_____	7:09:30AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	19120	EG327	EVERYBODY KNOWS	5:00:00AM 2:00:00AM	SERVICES-LAW (1708327.173 WVTV 2Q 2014	
_____	7:10:00AM	00:00:30	Wisconsin Broadcasters Association	Local PSA NON SPOT REV	10300	WORKOUT30	THE WORKOUT	6:00:00AM 10:00:00AM	PROMO (ns) WBA/US COAST	1771128.1
_____	7:10:30AM	00:07:00	Segment 2	Program Segment			/SVR			
_____	7:17:30AM	00:02:00	Barter	Barter Commercial			BARTER/SVR			
_____	7:19:30AM	00:00:10	Break 2a	Local-PROMO						
_____	7:19:30AM	00:00:10	PS 18/24 MKE CARES PSA	1-Promo/PSA	77423	PS1824MKECC1 0			Various	1.1
_____	7:19:40AM	00:01:30	Break 2b	Local-SPOT						

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_____	7:19:40AM	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	
_____	7:20:10AM	00:00:30	*WTV Sales Promotion	Local Station Promotion NON SPOT REV	10930	GENGOLFCARD 2014V	WTV/2014 GENERIC GOLF CARD	5:00:00AM 4:59:00AM	PROMO (ns) Golf Club Card	1782377.2
_____	7:20:40AM	00:00:30	Hupy & Abraham-Northampton	Local Spot Agency BRD	10933	35573	DONT TEXT AND DRIVE PSA	6:00:00AM 3:00:00AM	SERVICES-LAW (1731424.1) PSA	
_____	7:21:10AM	00:00:05	Program Bumper	SegBumper			BUMPER/SVR			
_____	7:21:15AM	00:00:10	Barter	Barter Commercial			CC FEE SPOT/SVR			
_____	7:21:25AM	00:04:00	Segment 3	Program Segment			/SVR			
_____	7:25:25AM	00:01:15	Break 3a	Local-SPOT						
_____	7:25:25AM	00:00:30	Pitman Kyle & Sicula SC	Local Spot Agency BRD	11134	18FEUDPKSD30	FAMILY FEUD PROMO	6:00:00AM 7:00:00PM	SERVICES-LAW (1797168.17) 2Q 2014 Family Feud	
_____	7:25:55AM	00:00:30	Dentalone Partners	National Trade	10656	DEWO2266V2	ON YOUR MIND-QUALITY(MILWAUKEE)	6:00:00AM 12:00:00AM	MEDICAL-DENTAL1772930.1 D05/DCP/0045(T)	
_____	7:26:25AM	00:00:15	Cannon & Dunphy	Local Spot Agency BRD	11913	1210036T1	PAT SMARTGUIDE 15	6:00:00AM 4:55:00AM	SERVICES-LAW (1721431.1) Q2 2014	
_____	7:26:40AM	00:00:30	Barter	Barter Commercial			BARTER/SVR			
_____	7:27:10AM	00:00:05	Program Bumper	SegBumper			BUMPER/SVR			
_____	7:27:15AM	00:00:20	Barter	Barter Commercial			FEE SPOT/SVR			
_____	7:27:35AM	00:02:15	Segment 4	Program Segment			/SVR			

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	7:29:50AM	00:00:10	Station ID	Station ID						
	7:29:50AM	00:00:10	18 Logo Legal ID	1-Promo/PSA	77658	18LOGOLEGALI 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 Programming			NTR			
	7:30:10AM	00:28:30	Lockard & Wechsler	Local Corp Longform Agency BRD	55183	8002070196	WVTV/CLEAR TV	7:30:00AM 8:00:00AM	PAID PROGRAMS 2Q 2014 PAID	1793133.4
	7:58:40AM	00:01:10	Break 1a	Local-SPOT						
	7:58:40AM	00:00:30	Attorney David Gruber	Local Spot Direct BRD	19119	EG325	EVERYBODY KNOWS	5:00:00AM 2:00:00AM	SERVICES-LAW WVTV 2Q 2014	1708327.173
	7:59:10AM	00:00:10	Toyota Dealers	National Spot Agency BRD	11040	TYFD3207H	DEC/DNV/DEN/TOYOTA CARE/TV	6:00:00AM 12:00:00AM	AUTO FOREIGN/1793941.16 CHI/COR/0179	
	7:59:20AM	00:00:30	Gendlin Liverman & Rymer SC	National Spot Agency BRD	10974	GE031403H	WE MAKE IT EASY	6:00:00AM 12:00:00AM	SERVICES-LAW LEGAL-AUTO AC	1785397.44
	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