WO MEDIA SALES

Introduction to Inventory

Keeping your programming current and accurate

"Manage Inventory" *in WO Media Sales* refers to maintaining the programming your station's sales staff uses for their presentations to buyers. You will enter changes by deleting, moving, editing or adding new programs. You may have been asked to "update the books" or even "estimate the new programs", but in almost every case, you'll need to update the programming first.

Open the system and look at your inventory while you work through this guide. It will be different than the screen shots here, but should be comparable. If you have trouble understanding anything, please call or email! We will be happy to help.

Do you have access to Inventory?

If you do, you'll see TV Inventory on the left in your Navigation Pane. Click on it, and you'll see the stations which have been setup with Inventory.

If you don't see TV Inventory in the list of modules on the left, find a manager who can assign user permissions. (If that manager needs help, please ask her/him to call our support line: 415.675.6775 Option 2, 1.)



Double-click to open your station. You'll see something similar to the shot below. Notice you are in the **Manage Inventory** tab:

Products Publishing Que WOMN NBC 5 AM NEWS DAYTIME	Manage Inventory PAV Bloks S Add New Program. Assi Drag a column header here to group	Selling Book gn Traffic (by that colu	s Rep Books Proj Codes 🔀 Export mn	gram Sched To Excel	ule	Product Comments Create Backup File				
	Tag Sort Code Name		Times 🗸	Traffic Cod	ie T	raffic Description	Start Date /	End Date	Active	Dayparts
ACCESS	2010 NBC TODAY II 9AM		Mo-Fr 9:00a-10:00a				1/1/2007	12/31/2036		D
PRIME	2020 NBC TODAY III 10AM		Mo-Fr 10:00a-11:00a		_		1/1/2007	12/31/2036		D
	2030 WOMN TODAY 11AM		Mo-Fr 11:00a-11:30a				1/1/2007	12/31/2036		D
LATE FRINGE	2040 WHO WANTS TO BE M	ILLIONAIRE	Mo-Fr 11:30a-12:00p		-		14/4/2007	12/31/2036		D
	 2050 JEFF PROBST		Mo-Fr 12:00p-1:00p		-0	Copy Item 0	Ltrl+C	12/31/2036		D
SPECIALS	2060 DAYS OF OUR LIVES		Mo-Fr 1:00p-2:00p			Paste Item	Ctrl+V	12/31/2036		D
NFL NFL	2070 STEVE HARVEY		Mo-Fr 2:00p-3:00p					12/31/2036		D
SPORTS BY DATE					. 💐	Clone Item				
					7	Move Item	•			
					۲	Delete Item Ct	rl+Del			
					*.	Delete Single Da	ys			
						Tag All Items				
						Reset GUID	Ctrl+G			
						Hide Troffic Col	ummer .			

(Unless your station uses the Orion traffic system, right-click to hide the Traffic Columns if they are visible- you don't need them.)

Just like hiding those columns, you can edit almost anything you see in this Manage Inventory tab. You can "sort by" any of the columns in the main grid. Sorting is simply clicking the column header to make the line items line up the way you want them to. More of this will be covered under **Sort Codes**. Notice all the tabs across the top of the screen (Manage Inventory, PAV Books, etc.). Those tabs are all part of Inventory, but Manage Inventory is crucial for your sales staff, and is the focus of this guide.

In the left panel you'll see a list of what we call Product Folders. Click on these folders (the names will probably loosely correspond to Dayparts) and you'll see the programming inside that folder displayed on the right side of the screen. Those folders and programming are exactly what an AE sees and uses to create an Avail or Proposal/Package, but it is transferred (Published) from Inventory to another module of WO Media Sales designed for the purpose. So, if Inventory is not correct, a sales person needing to create a presentation can spend a lot of time manually editing. Not good! Good Inventory will always save a great deal of time and trouble for your AEs, and that can go straight to your station's bottom line.

1				General Info				Ca	mpaign Actio	ns							
			TV	Radio	Inter	net NT	R	Multi-N	Media								
E	J	Avails	Planner	Planner Charts	Order												
		🚸 E	dit Demos	↓ Arring										Inv	entory	Deleted	
					Pr	rogram Info					DM	A P25-54	*	1	JOI	Adc 10 / Adc	Station
		Tag	Station	Program Name		Time	Book		Rate	SL	Rtg	Shr	E.				Trees
			MOMN	GET OUT ALIVE B	EAR GRYLL	Mon 8:00p-9:00p	4th Qtr E	stimates	\$0.00	:30	4.4	9.3	(m)	PTO	.M	Multi-Station OTO Pr	Times A
			MOMN	TBA		Mon 9:00p-10:00p	4th Qtr E	stimates	\$0.00	:30	1.9	4.2		Ŧ	.	WOMN - AM NEWS	=
			MOMN	ТВА		Tue 8:00p-9:00p	4th Qtr E	stimates	\$0.00	:30	2.8	6.3		÷	12	WOMN - DAYTIME	
			MOMN	AMERICA'S GOT	TLNT	Tue 8:00p-10:00p	4th Qtr E	stimates	\$0.00	:30	p2.8	6.2	-	÷	12	WOMN - EARLY FRI	
			MOMN	WHITNEY /GUYS	W/KIDS	Wed 7:00p-8:00p	4th Qtr E	stimates	\$3,500.00	:30	2.2	5.8 \$	1	Ŧ	12	WOMN - EARLY NEWS	
			WOMN	LAW AND ORDER	SVU	Wed 8:00p-9:00p	4th Qtr E	stimates	\$3,500.00	:30	p3.2	7.2 \$	1	+	42	WOMN - ACCESS	
			WOMN	CHICAGO FIRE		Wed 9:00p-10:00p	4th Qtr E	stimates	\$3,500.00	:30	p3.3	7.6 \$	1		NL	WOMN - PRIME	
			WOMN	COMMUNITY/PAR	KS AND RE	Thu 7:00p-8:00p	4th Qtr E	stimates	\$3,500.00	:30	p3.5	8.9 \$	1		45	THE VOICE Sor	Mon 7:00
			WOMN	FASHION STAR		Fri 7:00p-8:00p	4th Qtr E	stimates	\$3,500.00	:30	2.1	6.7 \$	1			AMERICAN NINJA	Mon 7:00
			WOMN	GRIMM FRI 8P		Fri 8:00p-9:00p	4th Qtr E	stimates	\$3,500.00	:30	2.7	7.3 \$	1			TBA	Mon 7:00
			WOMN	DATELINE FRI 9P		Fri 9:00p-10:00p	4th Qtr E	stimates	\$3,500.00	:30	p1.3	3.8 \$	2		•	THE VOICE	Mon 7:00
			WOMN	DECEPTION -		Sat 7:00n-8:00n	4th Otr F	stimates	\$1 250 00	•30	n0 4	14 ¢	*		•	AMERICAN NINJA	Mon 7:00
	L	•				III				-		•			•	GET OUT ALIVE	Mon 8:00
		Grid	Ontions RT	Comments Lo	nic Flow	TV Demo Profile E	liahtina									THE VOICE	Mon 8:00
				Commente Lo	-		R.				1					TRA	Mon 9:00
			Grid Settir	gs	Co		10	Spot	Lengths			Calculatio				REVOLUTION	Mon 9:00
S			3 Line Avail Fo	rmat	Shov	v Dayparts		51			Rate R	ounding:				REVOLUTION Fin	Mon 9:00
			Show Rational	2	Shov	v Books			:05	-			ŀ			AMERICA'S GOT	Tue 7:00
		V 5	Show Disabled	Programs	Shov	v Rate Level			:10		2.	Round to Ne	ares			TBA	Tue 7:00
					Shov	v Spot Length			.20						•	THE VOICE TUE -	Tue 7:00
			Show Cable Zones						:30	E					•	THE VOICE TUE	Tue 7:00
c					C Chow	Patings/000's			2						6	AMERICA'S GOT	Tue 8:00

This is the feature your Sales Staff works with in creating their proposals:

All the programming, the time and day it runs, even the 4th Quarter Estimate book you see- all of this is created by you in the Inventory section. Anything that is not correct and up to date will result either in the AE manually editing, or worse, in the wrong information going to a client.

Note: After you understand a bit more about how programming is entered and edited, it might help you to consult with a senior AE concerning their "likes" and "dislikes" about working in Campaigns. Some things will likely be within your power to change!

For most stations, programming- especially Prime programming- changes quite often. And, inventory is quite customizable. Put those two things together and it's very easy to understand how Inventory can get "out of shape" in a fairly short time. You may be starting with Inventory which wasn't maintained during your station's search to find and hire you!

You do NOT have to do all of the steps below in one session! Inventory saves automatically as you work, but no one on the sales staff will see what you've done until you **Publish.** Do what you can in a given session, close out of Inventory, and when you go back in, you can pick up where you left off.

Follow the steps to create clean, current inventory for your sales staff:

Never worry about deleting and adding Inventory items. This is not your station's historical data, and is seldom used for research. This is just for sales; so consulting with a sales manager or senior AE is always a good idea.

 Gather all the current programming information. You want what's on the air right now, and what will be on the air as far into the future as possible. You need the title, day, time, start date (the first day it will run if it is currently not on the air, OR, if it is on the air, the first day it will run at a different time and/or day) and end date.

Sometimes this is easy, sometimes not so much. If you have a programming department, "program grids" might come from there. Or from your traffic department. Or, emails with weekly "grids" may come directly from your network. Sometimes, an affiliate website will have all the info you need in one place. You may also need a rate card to reference: Sometimes two comedies are combined in one hour with one cost, or one two hour program is split into single hours with different rates. This will also have to be reflected in your Inventory. Ask your manager for the best way to get this information.

Delete the program lines which are now off the air and (to your knowledge) never coming back. There may be a few of these in other folders/dayparts, but most you will find in Prime. If you expect they will be back on the air or you don't know, and can't find out, don't delete them. (We will move them out of your way shortly.)

	1 International									
EARLY FRINGE	Tag	Sort Code	Name	_		Times		Start Date	End Dat	Active
EARLY NEWS		6470	SUNDAY NIGHT F	TBL		Sun 6:1	.5p-9:30p	9/9/2012	1/1/2013	
ACCESS		6320	OFFICE/PARKS&	REC- T	HU 8P	Thu 8:0	0p-9:00p	9/20/2012	1/3/2013	
PRIME		6380	BIGGEST LOSER					1/11/2013	1/11/2013	
LATE NEWS		6270	PARENTHOOD	7	Copy It	em	Ctrl+C	/11/2013	1/29/2013	
LATE FRINGE		6360	DO NO HARM PR					/31/2013	1/31/2013	
WEEKEND		6230	OFF ROCKERS/O	B	Paste It	em	Ctrl+V	/12/2013	2/12/2013	
SPECIALS		6490	CELEBRITY APPR	1	Clana	-		/3/2013	3/24/2013	
NFL		6340	ROCK CENTER TH	. 🗳	Cione II	em		/7/2012	3/28/2013	
SPORTS BY DATE		6350	DO NO HARM	-	Move It	em	i	/31/2013	4/11/2013	
INACTIVE		6500	CELEBRITY APPR					/31/2013	4/28/2013	
		6480	READY FOR LOVE	×	Delete I	tem	Ctrl+Del	/31/2013	4/29/2013	
		6330	THE OFFICE /160	*				/10/2013	5/16/2013	
		6170	THE VOICE THE S		Deletes	ingle D	ays	/14/2013	5/21/2013	
		6240	CDIMM		Tag All	Items		/20/2012	5/21/2013	
		6250	CDIMM Ein					/30/2013	5/21/2013	
		6250			UnTag		2	/21/2013	5/21/2015	
		6180	THE VOICE TUE 8		onragi	An Item	5	/28/2013	5/28/2013	
		6260	IBA		Copy Ta	agged It	tems	/28/2013	5/28/2013	
		6080	REVOLUTION Fin					/3/2013	6/3/2013	
		6110	REVOLUTION		Move T	agged I	tems	/11/2013	6/3/2013	
		6040	THE VOICE Spr M			and the second s		/25/2013	6/3/2013	
		6120	BLACKLIST	1-2	Invert I	ags		/11/2013	6/3/2013	
		6130	THE VOICE TUE -	10	Delete 1	[anned]	Items	(14/2013	6/4/2013	
		6210	AMERICA'S GOT	1	Delete	uggeu.	nerris	4/2013	6/4/2013	✓
		6140	THE VOICE TUE	2	Delete I	Intagge	d Rems	/11/2013	6/11/2013	
		6010	THE VOICE	101				/10/2013	6/17/2013	✓
		6060	THE VOICE		Reset G		Ctrl+G	/10/2013	6/17/2013	V

Here, I have sorted Prime by End Date (Clicked on the words End Date in the column header so that the oldest dates are at the top of the screen). I have then "Tagged" the programs I want to delete. Then Right-Clicked, and chose to **Delete Tagged Items** from the resulting menu.

Theoretically, I could delete every item with an End Date up to yesterday. But I've only tagged three items here. That's because the inventory I'm working with is *so old* that many of the programs I see (some with dates many months in the past), are starting again soon. If I know when they will start and end, I can just edit the dates and time rather than deleting them and needing to enter the same program again. Remember, your scenario may be quite different.

U

Warning: This may not apply to Sports. In many cases, the same games or events run next year around the same time. No reason to delete those; just change the dates as you learn them. Or change them to the following year after they occur, and correct them (exact date and time) when you receive the new information for that game.

Don't worry about deleting a program and finding out later that you need it. You can always readd it.

3. It is perfectly okay to have several lines with the same program name. In fact, you may have lines with the same program name AND the same time; just different dates (more on that below). As mentioned above, there may be programs for which there is no definite information. It's not on the air now, and "It might come back", or "It will come back, but who knows when?" You probably want to store these programs for later use.

Products	Publishing Queue		Man	age Invent	tory	PAV Books Selling Bo	oks Rep Books Pr	ogran
v 🦺 100 100 100 100	MOMN NBC 5 AM NEWS DAYTIME		Dra	Add New	/ Progra	am 🔯 Assign Traffi	c Codes 🛛 🔀 Expor	t To l
	EARLTPRINGE		Tag	Sort Code	Name		Times	Sta
	EARLY NEWS			6470	SUNDA	Y NIGHT FTBL	Sun 6:15p-9:30p	9/9
	PRIME		6320	OFFICE	E/PARKS&REC- THU 8P	Thu 8:00p-9:00p	9/2	
	PRIME			6380	BIGGES	ST LOSER	Fri 7:00p-9:00p	1/1
	LATE NEWS	٠.				DOD	Tue 9:00p-10:00p	9/1
	LATE FRINGE	, ,	viove	Up		RM PREM	Thu 9:00p-10:00p	1/3
	WEEKEND	1	Nove	Down		ERS/OFF ROCKERS	Tue 9:00p-10:00p	2/1
	SPECIALS		100.000	0.000		Y APPRENTICE	Sun 8:00p-10:00p	3/3
	NFL		Vew P	roduct		ITER TH 9P	Thu 9:00p-10:00p	6/7
	SPORTS BY DAT					RM	Thu 9:00p-10:00p	1/3
		Б F	Renam	ne Product	t F2	Y APPRENTICE	Sun 9:00p-10:00p	3/3
		<u>.</u>		_		R LOVE	Sun 7:00p-9:00p	3/3
			elete	Product		CE/1600 PENN	Thu 8:00p-9:00p	1/1
		11		6170	THENC	NCE THE R O	Tu- 0.00- 0.00-	=14

Make a New Product Folder

Right-click in the Product Folder column. When you click New Product, the system will ask you for a name for your new folder. "Inactive" is the most common name for the folder for programs you want out of your way and out of the AEs way, but, you can name the folder anything you'd like. Find those programs you'd like to move out of the way, but keep for possible later use, and check their "tag" box. Then you can Right-Click and **Move Tagged Items**.

	т	an South Could	Name		Times	Charle Dake	End Data	Deserves	Ankira	Course ID	10
		ag Sort Code	THE VOICE Drom		Mee 7:00e 0:00e	ologiona	End Date	Dayparts	Active	Source ID	1 2
	H	- 6040			Mon 7:00p-9:00p	9/23/2013	12/16/2012	г D		-	ť
	H				Mon 9:00p-9:00p	9/23/2013	12/20/2013	г D		-	ť
	H	- 6150			Tue 7:00p-8:00p	6/25/2013	7/23/2013	P			t
			HOLLYWOOD GAME N			0/20/2010	1/3/2013	, P			ń
			BIGGESTLOSER	-	Copy Item	Ctrl+C	2/31/2013	P			T,
	h	6120	THE VOICE THE	1	Onete Thems	Cheluit	/4/2013	P			
	1 F	✓ 6160	UP-NIGHT-NBC		Paste ttem	CUIty	2/31/2036	A			1
	L F	6170	UP-NIGHT 11/23		Clone Item		2/31/2036	A		1	t
	li		REVOLUTION Fall	-	Mouo Itom		/1/2014	P			t
		6190	UP-NT-83011/23	-	MOAG TIGLU		2/31/2036	A			t
		6200	HARRYS LAW-NBC	×	Delete Item	Ctrl+Del	2/31/2036	P			t
		6210	BIGGST-NOW-NBC	*	Noloto Sinalo Nove		2/31/2036	Р		0	t
		6220	LAW&O:SVU-NBC		Delete Sirigle Days.		2/31/2036	Р	•		Ţ
		6230	AL13NWS@10P H		Tag All Items		2/31/2036	Р	•		T
		6250	PARK & REC-NBC	-			2/31/2036	A	~		T
		6260	OFFICE-NBC		UnTag All Items		2/31/2036	Р	•		1
		6300	GRIMM-NBC		Copy Tagged Items		2/31/2036	Р	✓		T
		6310	DATELNE FR-NBC						-		
		6320	GRIMM-10/29	1	Move Tagged Items		AM N	IEWS			
		6330	PRIME-SAT-NBC		Invert Tags		DAY	IME			1
	0	6340	L&O SVU-SA-NBC	1					_		
	L	6350	MNRC NWS@ 10P	X	Delete Tagged Item	IS	EARL	Y FRING	5		
		Comments	Dates	*	Delete Untagged Ite	EARLY NEWS					
		📑 Add Sta	ndard Comment 📱		Reset GUID	Ctrl+G	ACCESS				
	ſ	Add/Edit/De	lete Comments for : HOL	~	Hide Traffic Column	s	📋 LATE NEWS				
2		Comment Na	me Type	-	Condition St	art Date	📄 LATE	FRINGE			
	lt	commone na	17,00			arebuto	📄 WEE	KEND			-
							-				
							I NEL				

As soon as you know if, and <u>when</u> a program is coming back, you can move it back to the Prime folder and edit the dates and time.

Add a New Program

With the old and useless, along with the "might be useful later" gone, you can begin to add any new programs. Since you can edit any line, you may wonder why you can't just type in the new title in the spot where the program is going to air and change the dates. Usually, you'll be working far into the future. The "old" program may have several weeks, or even months, yet to run. Also, if you complete work in the PAV or Selling Book sections, you'll be giving that new program the ratings which belong to the old one! In short, there are very few instances in which you'd be able to take that shortcut. Note: We're working in, and so emphasizing the Prime folder only because it usually changes the most. But there may have been changes in any of your station's programming. Be sure to go through each folder and check for accuracy.

Look for the Add New Program Button at the top left of the page.



Check the current inventory items for style. If they are ALL CAPS, your new items should be, too.

THE VOICE P	Prem Mon	7:00p-9:00p	9/23/2013	9/23/2013	P		NSI-Pav	ALL	Latest		None	
THE VOICE		7.00- 0.00-	0/00/0010	10/16/0010	ln l		NCT Dave	LAU	Labort		Mana	
AMERICAN	WO Media Sales											
THE BLACK	Program Deta	ils										
TBA	Entor the desire	d program info	mation for the	- now progra								
BIGGEST LC	Linter the desire	sa program mio	macomora	e new progra	3111.							
THE VOICE		24. 2										
REVOLUTIO	General Multi -M	arket										
UP-NT-8301												
BIGGST-NO	Name	New Program					Progra	m Type	C @ C			
LAW&O:SV	Tigine .	New Hogi di						штурс	U 🖉 Sports	;		
AL13NWS@	Time	Mo-Fr 6:00a-	9:00a				••		C 🌌 Movie:	s		
PARKS & RE	Start Date	10/11/2013	- Fr	d Date 12	131/2036	-			C 🔬 News			
PARK & REC	Start Bacc	10/11/2013	L.		51/2000				O 👬 Childre	en's Pro	orammino	
OFFICE-NB	Dayparts	CDE1AP2NLW	/SXKOIV				••					
SSTW/MICH	Spot Lengths	AU							Live Telecast			
GRIMM-NBC	Spot Longers	rice .										
DATELNE F												
GRIMM-10/												

Air Time

Name	NEW PROGRAM Program Type O Ø Sports
Time	Mo-Fr 6:00a-9:00a C 🕘 Movies
Start Date	10/11/2013 End Date WO Media Sales
Dayparts	
Spot Lengths	Program Times
	Edit Times
	Add/Edit the times for this program.
	S Mo-Fr 6:00a-9:00a Add Time
	Edit Time
	Delete Time
	are located

Click the three dots on the right of the Time line, and you'll be able to **Edit Time**. Clicking the Edit Time button will fetch the Time Editor:

Mu Wo Media Sales	Editor	
	Mo-Fr 6:00a-9:00a	prts
Date Enter Times	Select Days	vies 📃 🔲 🕅
eng End Time 9:00a	Monday Tuesday Wednesday Thursday Friday Saturday Sunday	<u>Clear All</u> Set Mon- <u>F</u> ri Set Mon- <u>S</u> un Set S <u>a</u> t-Sun dd Time
	ОК	Cancel

When this dialog box opens, the Start Time is highlighted- So start typing there. As soon as I type 9p (just like that- no colon or zeros), the cursor will jump to End Time and highlight it. I can type 10p. Now look at the far right side- short cut buttons. No need to uncheck each day you don't need, or check days one at a time. In this case, since we are in Prime and only need one day, I'll click **Clear All,** check just the day I need, and click **OK**, and **OK** again at the original Program Times dialog.

First Date Aired (Start Date or First Telecast) and Last Aired Date (End Date or Last Telecast)

You need a **Start Date**. The dropdown will give you a calendar, or you can just type the date in. The **End Date** defaults to 12/31/2036, Nielsen's "End of Time". You can leave the default, and in many cases you should. Most programs other than Prime and Sports are intended to "run forever"; some Prime and Sports are, too! But please don't leave all of Prime this way. For most programs you will know what the End Date is. Notices from the network will say, "Please book through 4/6/2014", or "Please book 8 weeks." One example of an exception is a brand new program- the network doesn't know when it might end, so neither do you. Some stations use an "end of the Quarter" or an approximate date for Prime programs with no end date.

Dayparts

In what daypart does your new program run? Click the three dots on the right of the Dayparts bar. The second dialog lists all possible dayparts. This will help if you are new to media or to TV. As you can see, some of these are not part of the day, and some of the codes are not intuitive.

200p-9:00p	7/7/2013 5/18/2014 PW	NSI-Pav	ALL		li atest	None None		
8:00 WO Media Sa	ales	· · ·		WO Med	ia Sales			×
00p- Program Deta 00p- Enter the desin	ils ed program information for the new p	rogram.		-	Select	Dayparts		
7:00 8:00 7:00	larket			Daypaı _{Select}	ts the desired daypart	s for this program.		
7:00 Name	NEW PROGRAM		Pro		Code	Name	Select A	
7:00; Time 8:00; Start Date 7:00; Dayparts 9:00; Dayparts Spot Lengths	Fri 9:00p-10:00p 3/27/2014 Cnd Date CDE1AP2NLWSXKOIV ALL	 12/31/2036 ♥ ■ • ▼			Y O Y O Y O Y O Y O Y O Y O Y O Y O Y O Y O Y O Y O Y Y Y O Y Y Y	Early Morning Daytime Early News Access Prime Late News News Late Fringe Weekend Sports Sports Spocials Kids Orbits/Rotation Late Night OverNight All	Clear A	
						[

For now, let's say the program is in Prime. Click the **Clear All** button and re-check Prime. Later, when you're familiar with all the daypart codes, you can highlight all the dayparts and just type the one you need. (You can also edit existing sort codes in the main program line.)

Spot Lengths? Program Type? Live Telecast?

Leave them all alone. You don't need to touch them. You're done with the New Program. Just click OK.

lles		
ils		
d program information for the new program.		
arket		
NEW PROGRAM	Program Type	O 🏉 Sports
Fri 9:00p-10:00p ····		C 🧕 Movies
3/27/2014 - End Date 12/31/2036 -		C 🔬 News
P		C 🚮 Children's Programming
ALL		Live Telecast
.05	1	
20		
I 🔁 🧕 :60		
90 IV IV IV		
	ILES ils d program information for the new program. arket MEW PROGRAM Fri 9:00p-10:00p 3/27/2014 End Date 12/31/2036 III V :05 V :05 V :01 V :03 V :03 V :03 V :03 V :04 :05 V :05 V :06 V :07 :08	ILES ils d program information for the new program. arket Pregram Type Fri 9:00p-10:00p 3/27/2014 End Date 12/31/2036 P ALL IV IO IV IO IV IO IV IO IV IO IV IO

Sort Codes

What makes the new program different from the others? A big zero, when all the others have numbers in the first column. A sort code will help you out in the other sections of inventory, in your station's rate card, and will definitely help AEs with their avails- it's important that each program line have its own sort code. But don't just type one in!

Tag	Sort Code	Name	Times	Start Date	End Date	Daypart
	6020	ALMOST HUMAN	Mon 7:00p-8:00p	1/6/2014	12/31/2036	Р
	6030	24 PREMIERE	Mon 7:00p-9:00p	5/5/2014	5/5/2014	Р
	6060	NEW GIRL/MINDY PROJ	Mon 8:00p-9:00p	5/27/2014	12/31/2036	Р
	6040	SLEEPY HOLLOW	Mon 8:00p-9:00p	10/3/2013	1/14/2014	P
	6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	4/28/2014	Р
< □	6070	DADS/BROOKLYN	Tue 7:00p-8:00p	9/30/2013	5/12/2014	Р
	6080	SYTYCD	Tue 7:00p-9:00p	5/27/2014	11/17/2014	Р
	6085	GANG RELATED	Tue 8:00p-9:00p	5/20/2014	12/31/2036	P
	6090	AMERICAN IDOL	Wed 7:00p-9:00p	1/15/2014	5/21/2014	P
	6100	MASTERCHEF	Wed 7:00p-9:00p	5/27/2014	12/31/2036	Р
	6120	AMERICAN IDOL RESULTS	Thu 7:00p-8:00p	1/16/2014	5/22/2014	Р
	6130	RAKE	Thu 8:00p-9:00p	1/23/2014	5/22/2014	P
	6160	BONES - FRI	Fri 7:00p-8:00p	5/28/2014	12/31/2036	Р
	6150	MASTERCHEF JR	Fri 7:00p-8:00p	3/24/2014	12/31/2036	Р
	6180	RAISING HOPE/ENLISTED	Fri 8:00p-9:00p	1/10/2014	12/31/2036	Р
	6170	SLEEPY HOLLOW	Fri 8:00p-9:00p	10/3/2013	1/3/2014	P
	0	NEW PROGRAM	Fri 9:00p-10:00p	3/27/2014	12/31/2036	P
	6190	RAKE	Sat 7:00p-8:00p	1/23/2014	5/22/2014	Р
	6200	THE FOLLOWING	Sat 8:00p-9:00p	2/8/2014	3/29/2014	Р
	6210	BOBS BURGERS/CLEVELAND	Sun 6:00p-7:00p	1/12/2014	5/18/2014	PW
	6230	THE SIMPSONS/BOB'S BURGERS	Sun 7:00p-8:00p	7/1/2012	5/18/2014	PW
	6240	FAMILY GUY/AMERICAN DAD	Sun 8:00p-9:00p	7/7/2013	5/18/2014	PW

For Monday-Friday ("strip") programming, and for Prime, sort the programs by the **Time** column. In the Prime folder, you'll have the earliest Monday program at the top, and the latest Sunday program at the bottom.

Now go to the top/first Sort Code cell and Right-Click in it. The first item will be **Set Sort Code Defaults**. Do this, and Sort Codes will be attached to the correct program. When is this done? How do you know it's right? It will be right if you follow these rules, and you can do it as often as you like. After adding a few programs, or only one- doesn't matter.



Sort Codes are set differently for your Sports and Specials folders : For these folders, sort by the Start Date. Sports and Specials run only one day, and all through the year. It's far more helpful to sort them by date. Oldest date first/top, most future date last/bottom.

What do the numbers mean? Nothing. They are simply arbitrary numbers, starting with 1010 in your first folder, 2010 in the next, etc. Did you add just one program and want to type the number in? You can. If it's between 2040 and 2050, just make it 2045.

Program Schedule

Now all your programs are in Inventory, and correct... or are they? We've got a Tab for that.



Program Schedule makes it easy to see and correct any trouble spots. And we seem to have a great deal of trouble on Monday night! This happens for many reasons, well beyond typos when you are entering start and end dates. The most common is that programming is never static. There's always a Special being added to air at the same time as regular programming, Premieres and Finales might run at different times than the rest of the airings of a program, or the network might give you three sets of dates before a program ever begins to air!

When you see a mess like our Monday night, go back to Manage Inventory and your reference materials to check the start and end dates. It may be that you know Almost Human continues to run after the 24 Premiere. If that's the case, you can **Hiatus** Almost Human for that one date, and you can do it in the Program Schedule screen.



Not so for The Following. 24 will be taking that slot. We won't see it in the program schedule unless we click one of the last three weeks in April, but there is more than one problem with The Following. Do you see it?

	2	1	1	1		-
富	6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	4/28/2014	P
	6060	THE FOLLOWING	Mon 8:00p-9:00p	4/7/2014	9/15/2014	Р
	6070	24	Mon 8:00p-9:00p	5/5/2014	5/23/2014	P
	6080	DADS/BROOKLYN	Tue 7:00p-8:00p	9/30/2013	5/12/2014	Р
	2000	CUTUCE	T 7.00- 0.00-	Eleloot 4	44.14.72004.4	n

If you click the Date or the Time on a program line, the three editing dots will appear.

€ 040	SLEEPY HOLLOW	Mon 8:00p-9:00p	10/3/2013	1/14/2014	P
6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	9/15/2014	P
6070	24	Mon 8:00p-9:00p	5/5/2014	5/23/2014	P

Click those three dots, and you can edit the dates of the program. This could have been handled in several ways, but in this case, I deleted one of the lines showing The Following. Then I edited the dates, and extending the end date. At this point, it would still be on the schedule during the eight week run of 24. So, for those 8 weeks, I added **Hiatus Dates**.

v Prog	gram 🙀 Assign Traffic Co	des 📉 Export To Ex	cel 🛃 Cre	ate Backup File.	Program Date	es							
de	Name	Times	Start Date	End Date	Dates		Mon	Tue	Wed	Thu	Fri	Sat	Sun 🔺
6010	ALMOST HUMAN	Mon 7:00p-8:00p	1/6/2014	12/31/2036			23	24	25	26	27	28	29
6020	24 PREMIERE	Mon 7:00p-9:00p	5/5/2014	5/5/2014	Start Date 01/27/14 🔻 Weeks 🚮 掌	Jan 2014	30	31	1	2	3	4	5
6030	NEW GIRL/MINDY PROJ	Mon 8:00p-9:00p	5/27/2014	12/31/2036	End Date 09/15/14 👻		6	7	8	9	10	11	12
6040	SLEEPY HOLLOW	Mon 8:00p-9:00p	10/3/2013	1/14/2014			13	14	15	16	17	18	19
60 50	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	9/15/2014	Hiatus Dates		20	21	22	23	24	25	26
60 70	24	Mon 8:00p-9:00p	5/5/2014	5/23/2014		Feb 2014	27	28	29	30	31	1	2
6080 DADS/BROOKLYN Tue 7:00p-8:00p		9/30/2013	5/12/2014	Start Date End Date		3	4	5	6	7	8	9	
6090 SYTYCD Tue		Tue 7:00p-9:00p	5/6/2014	11/17/2014	5/5/2014 6/23/2014		10	11	12	13	14	15	16
6100	GANG RELATED	Tue 8:00p-9:00p	5/20/2014	12/31/2036			17	18	19	20	21	22	23
6110	6110 AMERICAN IDOL Wed 7:00p-		1/15/2014	5/21/2014	5/21/2014		24	25	26	27	28	1	2
6120	MASTERCHEF	Wed 7:00p-9:00p	5/27/2014	12/31/2036			3	4	5	6	7	8	9
6130	AMERICAN IDOL RESULTS	Thu 7:00p-8:00p	1/16/2014	5/22/2014			10	11	12	13	14	15	16
6140	RAKE	Thu 8:00p-9:00p	1/23/2014	5/22/2014			17	18	19	20	21	22	23
6150	BONES - FRI	Fri 7:00p-8:00p	5/28/2014	12/31/2036	Add Wature Dates Alternate Weeks		24	25	26	27	28	29	30
61 60	MASTERCHEF JR	Fri 7:00p-8:00p	3/24/2014	12/31/2036	Add Flacus Dates	Apr 2014	31	1	2	3	4	5	6
6170	RAISING HOPE/ENLISTED	Fri 8:00p-9:00p	1/10/2014	12/31/2036			7	8	9	10	11	12	13
			1				14	15	16	17	18	19	20
		V					21	22	23	24	25	26	27
Dat	es					May 2014	28	29	30	1	2	3	4
andard Comment							5	6	7:	8	9	10	11
a nadi	a commonent Mid Di	aroa conmotient		- Clocom			12	13	14	15	16	17	18
							19	20	21	22	23	24	25
me	Type Co	ndition Start	ate End Da	te Preview		1un 2014	26	27	28	29	30	31	1 -
	1700									ОК		Ca	ncel

Another solution would be to leave the two lines for The Following and edit the dates for both, so that one ran before 24 (with an end date of 4/28) and one ran after (with a start date of June 30).

So, now we're down to 24 and 24. Sometimes, if they are exactly the same, you will have a Premiere or Finale "doubled up" with the regular air time of the program- and that's okay. AEs sometimes want to have the option to change the rates for such airings. (Check with your managers as to the preference of your sales staff on this point.) But in this case, the Premiere is two hours, and the regular program only one hour. So, we need only change the start date of the regular run of 24.



What else happened here? I also went back to Manage Inventory and changed the end date of Dads/Brooklyn to 4/29, making room for SYTYCD to start on 5/6.



If you're satisfied with your changes in Inventory, it's time to **Publish**. That Publish button is at the top right of Manage Inventory. Click Yes.

								Publish
Books Pre	ogram Schedule	Product Com	ments					
Export To E	xcel 🔜 Cre	ate Backup File						
							-	
	∇ Start Date	End Date	Dayparts	Source ID	Source	Spot Lengths	PavSkewBoc	
0p-8:00p	1/6/2014	12/31/2036	P		NSI-Pav	ALL	Latest	
0p-9:00p	5/5/2014	5/5/2014	Р		ODI-MO	ALL	Latest	
0p-9:00p	5 WO Med	ia Sales			ALL	Latest		
0p-9:00p	1					ALL	Latest	
0p-9:00p	1 9	You are abou	ut to publish inver	ntory for MFOX.	ALL	Latest		
0p-9:00p	5	1				ALL	Latest	
p-8:00p	9	Yes, P	ublish	Cancel	ALL	Latest		
p-9:00p	5		Summer Summer		ALL	Latest		
p-9:00p	5,		T			ALL	Latest	
0p-9:00p	1/15/2014	5/21/2014	P	1	NSI-Pav	ALL	Latest	
0n-9:00n	5/27/2014	12/31/2036	P		ODI-MO	ALL	Latest	

And enjoy all the thanks and compliments from the sales staff!

Backup

There is one more important button in this section. It's true that Inventory saves itself. You publish and that version of it is saved in everyone's system, too. We even keep a backup of your entire station database about once a week. But wouldn't you like your own backup of Inventory? Frozen in time where you want it?

Just click **Create Backup File**. If you access the system directly, that backup will be on your machine. So, the server dies and IT has to rebuild the entire thing? All you have to do is restore your own copy of Inventory. Even if you access the system through a remote connection, a backup file can still be a lifesaver.

circory	CH				1	
ew Proj	gram 📢 Assign Traffic Co	odes 🛛 🐹 Export To Exc	el	ate Backup File	_	
wo bes	der bere to group by thet co	Jump		N	28	
ininnec	ider here to group by that to	Janin				
Code	Name	Times 🗸	Start Date	End Date	Dayparts	2
6010	ALMOST HUMAN	Mon 7:00p-8:00p	1/6/2014	12/31/2036	P	
6020	24 PREMIERE	Mon 7:00p-9:00p	5/5/2014	5/5/2014	P	
6030	NEW GIRL/MINDY PROJ	Mon 8:00p-9:00p	5/27/2014	12/31/2036	P	
6040	SLEEPY HOLLOW	Mon 8:00p-9:00p	10/3/2013	1/14/2014	P	

When should you backup? Before you make a lot of changes. After you make a lot of changes. Really, there is no rule. When you click the button, the system will bring up a dialog box. Let it create the backup in this default directory. Don't change the name because you want it to "Overwrite" the old backup file. This way, you aren't creating many large files on your machine or the server.

If you ever need to restore your Inventory, please call us, and we'll walk you through the process.

If you have a question about Manage Inventory, please contact support: 415.675.6775 Option 2, 1 or sales-support@wideorbit.com

If you would like to learn about further training options, please contact your WO Media Sales Account Manager or Wide Orbit Professional Services <u>www.wideorbit.com</u>