

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.)

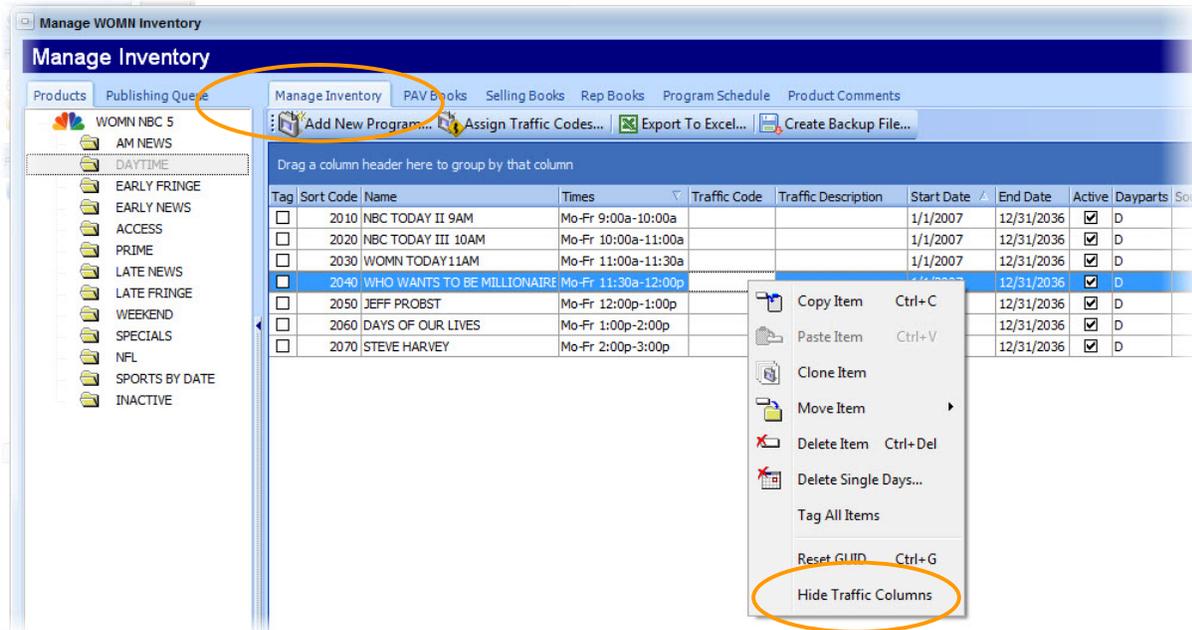
The screenshot shows the WO Media Sales 6.56d interface. On the left, the 'Folders' pane shows 'TV Inventory' selected and circled in orange. The main window displays a table with the following data:

Station	Market	Last Modified	Last U
WOMN	Central City	6/24/2013 3:31:47 PM	ADM
WOMSS.2	Central City	5/13/2013 4:09:34 PM	ADM

An orange callout box contains the following text:

In most cases, you’ll see your station and sister stations if they exist. Occasionally, you’ll see a long list of stations, including all your competitors and even cable stations. Time to maintain competitive stations is usually non-existent, and these are not actually needed. All the competitive information anyone needs can be found in research reports. See the **Competitive Avails** and **Time Blocks** guides under Quick Tips, and please contact us for any help you may need in finding competitive information.

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

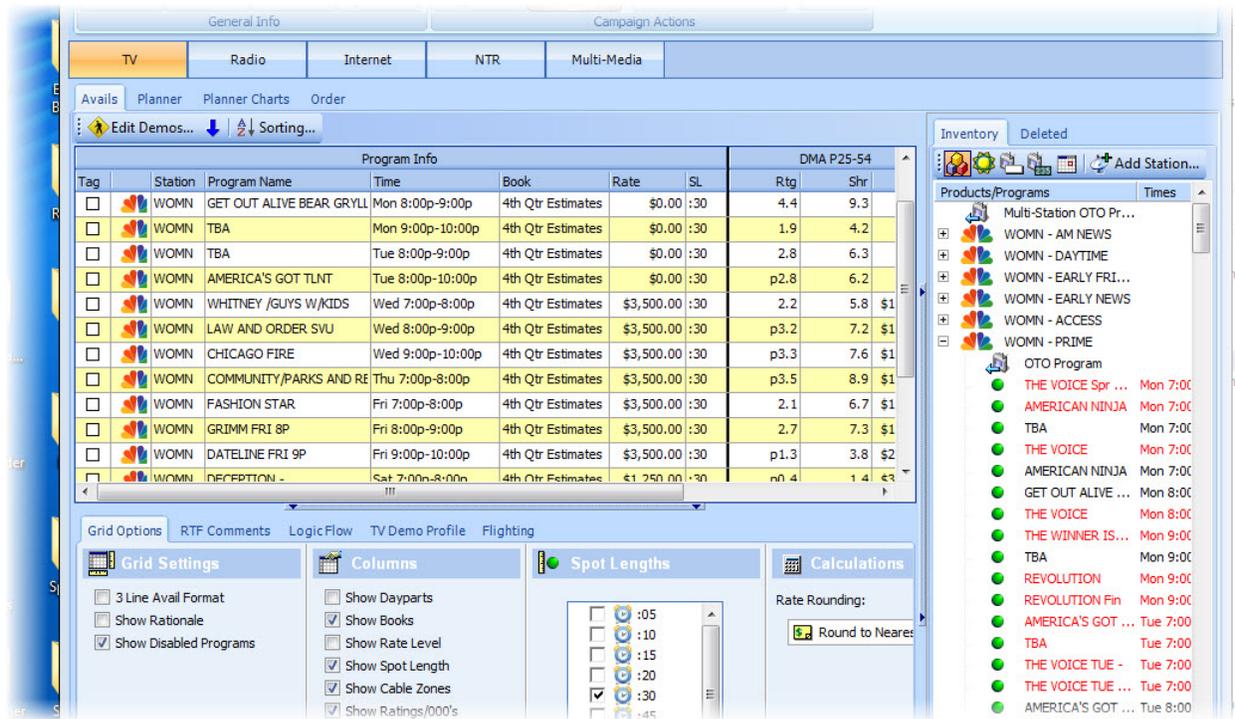


(Unless your station uses the Orion traffic system, right-click to hide the Traffic Columns if they are visible- you don't need them.)

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.

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.

1. 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.

2. 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.)

Tag	Sort Code	Name	Times	Start Date	End Date	Active
<input type="checkbox"/>	6470	SUNDAY NIGHT FTBL	Sun 6:15p-9:30p	9/9/2012	1/11/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6320	OFFICE/PARKS&REC- THU 8P	Thu 8:00p-9:00p	9/20/2012	1/3/2013	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	6380	BIGGEST LOSER		1/11/2013	1/11/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6270	PARENTHOOD		1/11/2013	1/29/2013	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	6360	DO NO HARM PR		1/31/2013	1/31/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6230	OFF ROCKERS/O		1/12/2013	2/12/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6490	CELEBRITY APPR		3/3/2013	3/24/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6340	ROCK CENTER TH		7/7/2012	3/28/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6350	DO NO HARM		3/31/2013	4/11/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6500	CELEBRITY APPR		3/31/2013	4/28/2013	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	6480	READY FOR LOVE		3/31/2013	4/29/2013	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	6330	THE OFFICE/160		1/10/2013	5/16/2013	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	6170	THE VOICE Tue 8		1/14/2013	5/21/2013	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	6240	GRIMM		1/30/2013	5/21/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6250	GRIMM Fin		1/21/2013	5/21/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6180	THE VOICE Tue 8		1/28/2013	5/28/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6260	TBA		1/28/2013	5/28/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6080	REVOLUTION Fin		1/3/2013	6/3/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6110	REVOLUTION		1/11/2013	6/3/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6040	THE VOICE Spr M		1/25/2013	6/3/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6120	BLACKLIST		1/11/2013	6/3/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6130	THE VOICE TUE -		1/14/2013	6/4/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6210	AMERICA'S GOT		1/4/2013	6/4/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6140	THE VOICE TUE M		1/11/2013	6/11/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6010	THE VOICE		1/10/2013	6/17/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6060	THE VOICE		1/10/2013	6/17/2013	<input checked="" type="checkbox"/>

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.

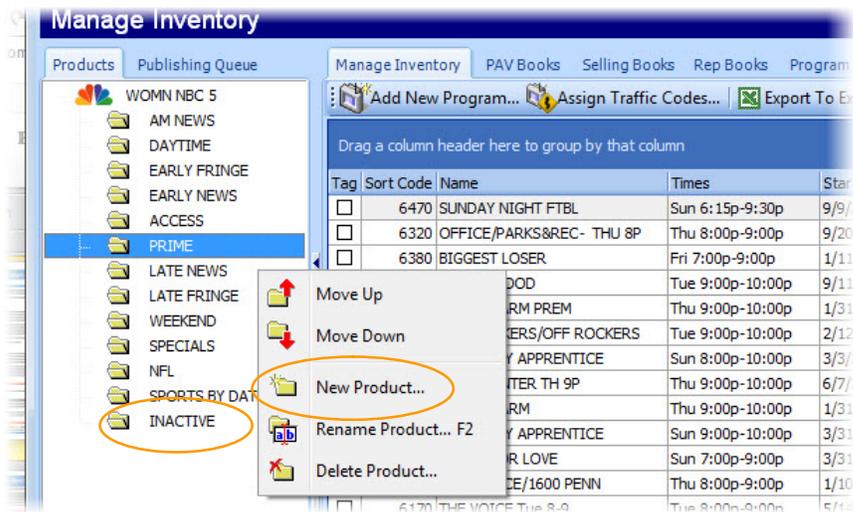


Warning: This may not apply to Sports. In many cases, the same games or events run next year around the same time. No reason to delete those; just change the dates as you learn them. Or change them to the following year after they occur, and correct them (exact date and time) when you receive the new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

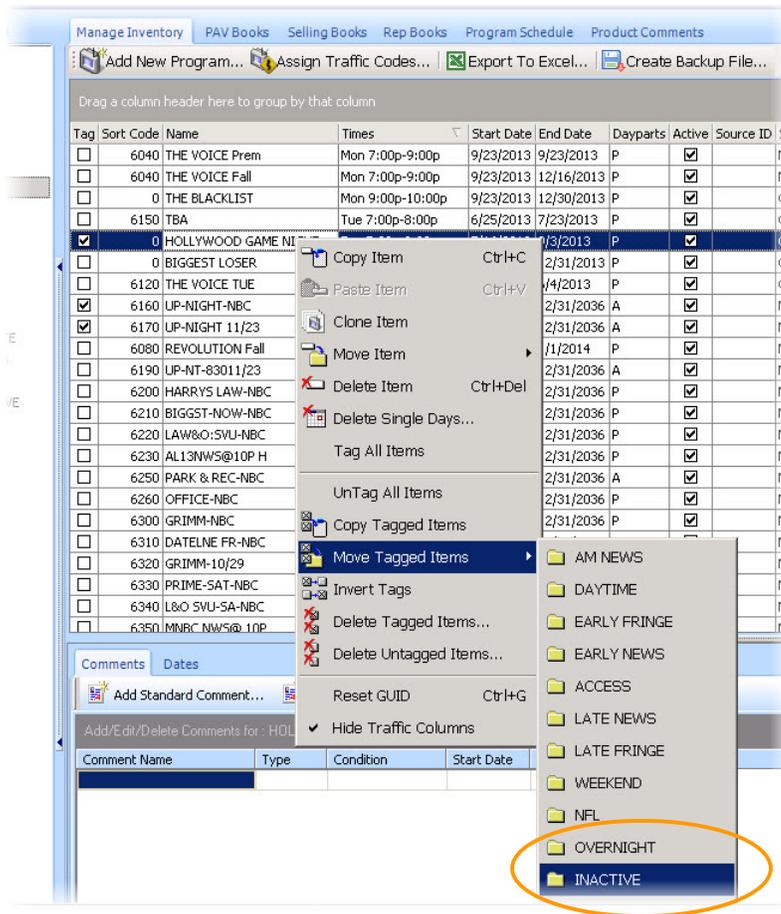
Don’t worry about deleting a program and finding out later that you need it. You can always re-add it.

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.

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**.



As soon as you know if, and when 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.



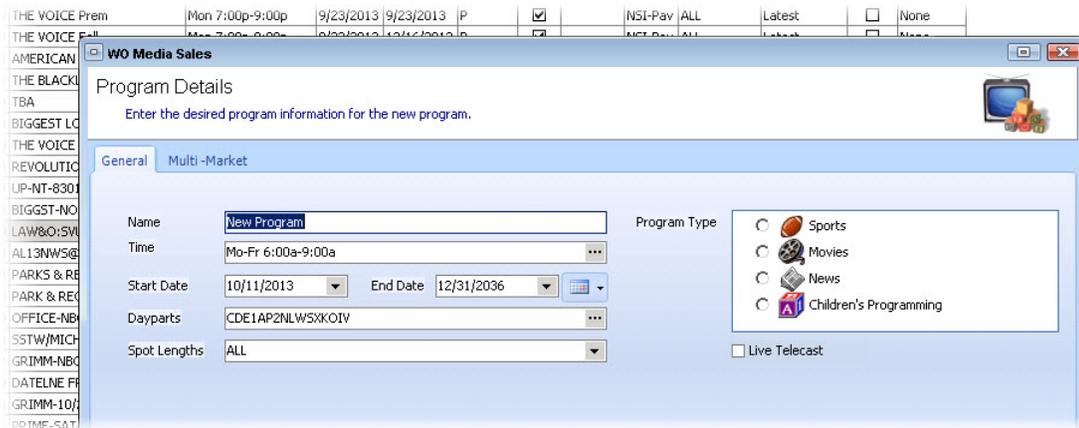
Note: We're working in, and so emphasizing the Prime folder only because it usually changes the most. But there may have been changes in any of your station's programming. Be sure to go through each folder and check for accuracy.

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

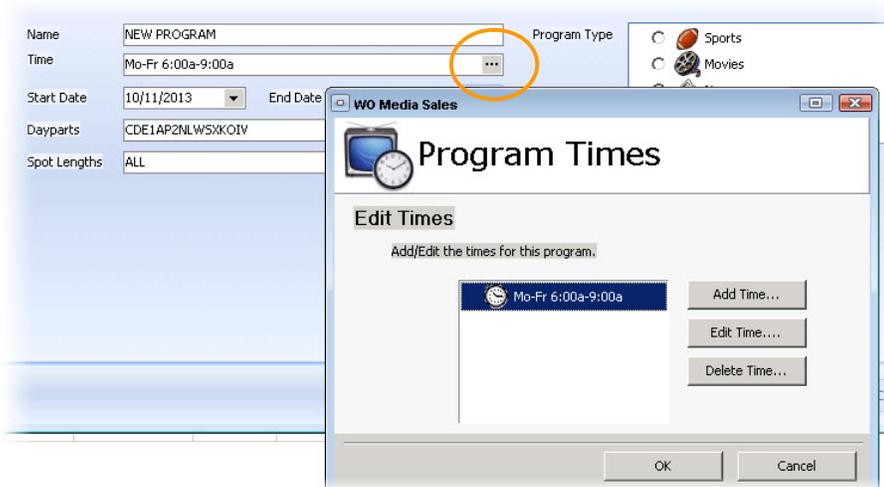


Program Title

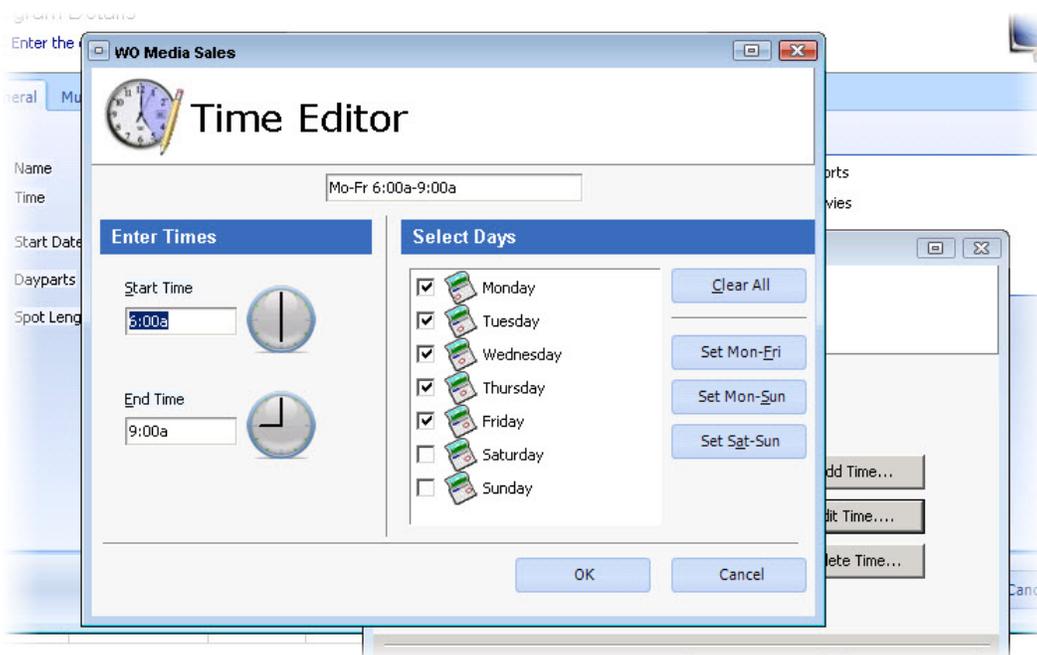
Check the current inventory items for style. If they are ALL CAPS, your new items should be, too.



Air Time



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:



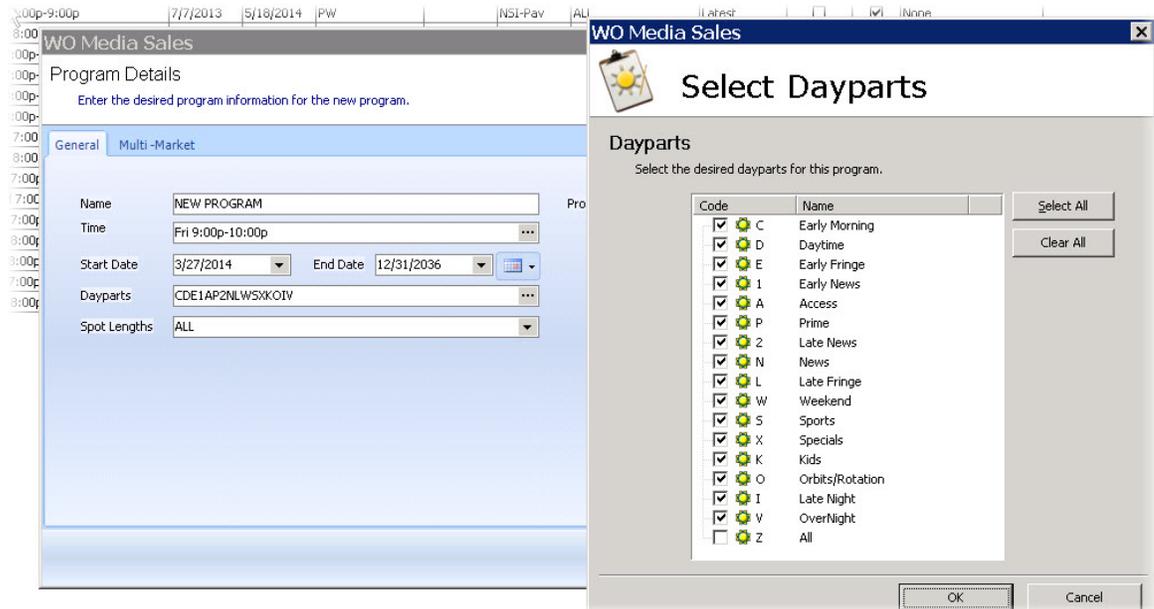
When this dialog box opens, the Start Time is highlighted- So start typing there. As soon as I type 9p (just like that- no colon or zeros), the cursor will jump to End Time and highlight it. I can type 10p. Now look at the far right side- short cut buttons. No need to uncheck each day you don't need, 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

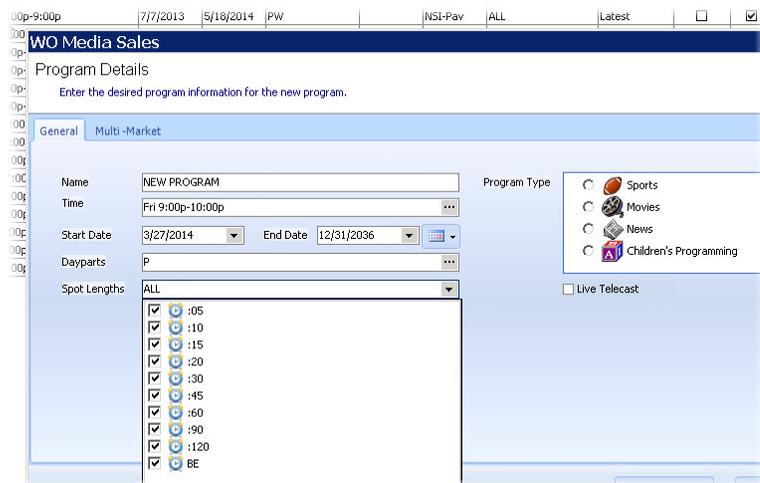
In what daypart does your new program run? Click the three dots on the right of the Dayparts bar. The second dialog lists all possible dayparts. This will help if you are new to media or to TV. As you can see, some of these are not part of the day, and some of the codes are not intuitive.



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.



Sort Codes

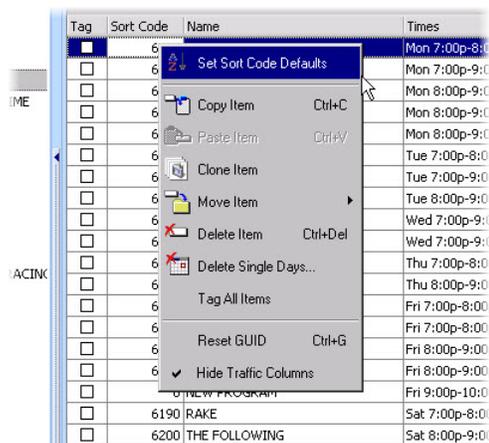
What makes the new program different from the others? A big zero, when all the others have numbers in the first column. A sort code will help you out in the other sections of inventory, in your station’s rate card, and will definitely help AEs with their avails- it’s important that each program line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

Drag a column header here to group by that column

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

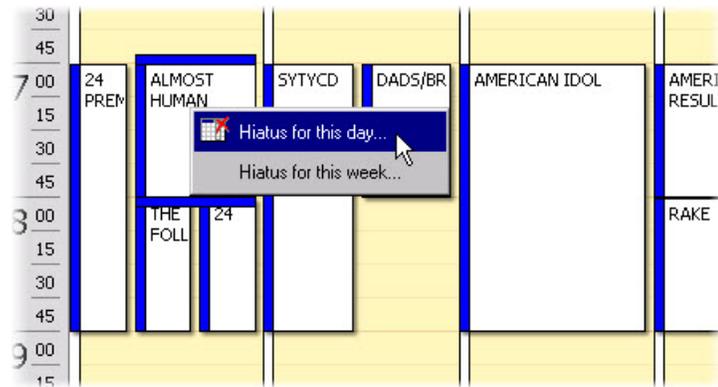
What do the numbers mean? Nothing. They are simply arbitrary numbers, starting with 1010 in your first folder, 2010 in the next, etc. Did you add just one program and want to type the number in? You can. If it's between 2040 and 2050, just make it 2045.

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?

<input checked="" type="checkbox"/>	6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	4/28/2014	P
<input type="checkbox"/>	6060	THE FOLLOWING	Mon 8:00p-9:00p	4/7/2014	9/15/2014	P
<input type="checkbox"/>	6070	24	Mon 8:00p-9:00p	5/5/2014	5/23/2014	P
<input type="checkbox"/>	6080	DADS/BROOKLYN	Tue 7:00p-8:00p	9/30/2013	5/12/2014	P
<input type="checkbox"/>	6090	SUTYCD	Tue 7:00p-8:00p	5/12/2014	11/17/2014	P

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

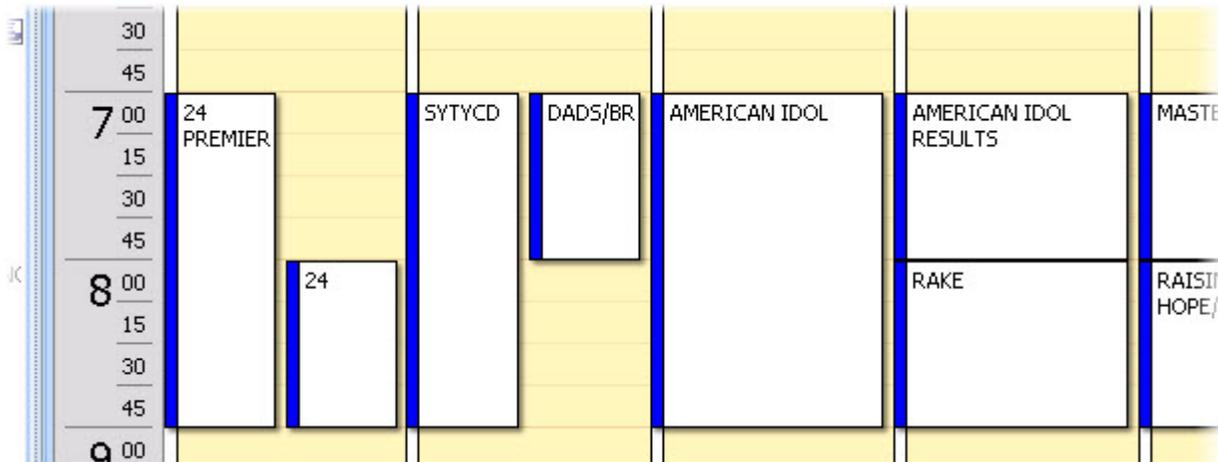
<input checked="" type="checkbox"/>	6040	SLEEPY HOLLOW	Mon 8:00p-9:00p	10/3/2013	1/14/2014	P
<input checked="" type="checkbox"/>	6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	9/15/2014	...
<input type="checkbox"/>	6070	24	Mon 8:00p-9:00p	5/5/2014	5/23/2014	P

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**.

The screenshot shows the 'Program Dates' dialog box. On the left, a list of programs is visible, including 'THE FOLLOWING' with start date 1/27/2014 and end date 9/15/2014. The 'Dates' section has 'Start Date' 01/27/14, 'End Date' 09/15/14, and 'Weeks' set to 24. The 'Hiatus Dates' section has 'Start Date' 5/5/2014 and 'End Date' 6/23/2014. The calendar on the right shows a grid of dates from Jan 2014 to Jun 2014, with 'THE FOLLOWING' highlighted in blue.

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).

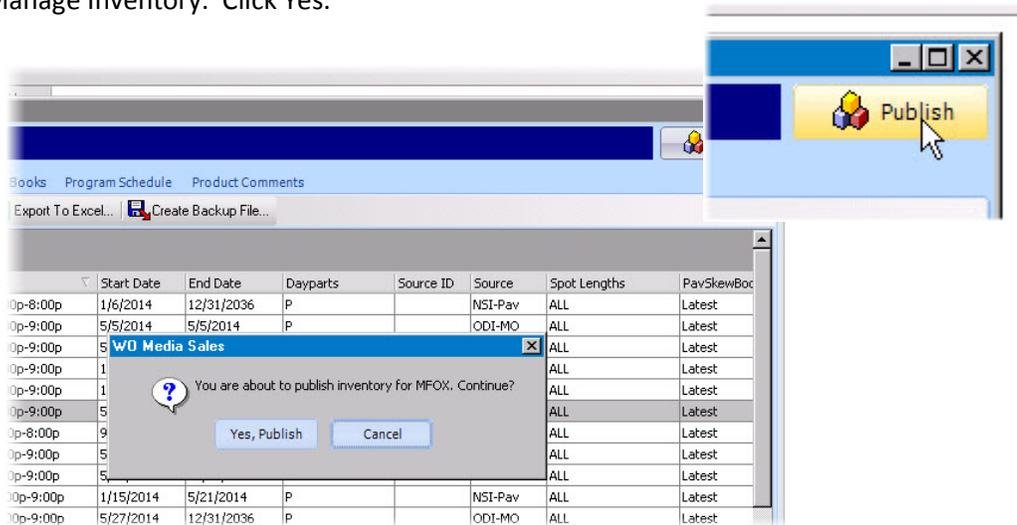
So, now we're down to 24 and 24. Sometimes, if they are exactly the same, you will have a Premiere or Finale "doubled up" with the regular air time of the program- and that's okay. AEs sometimes want to have the option to change the rates for such airings. (Check with your managers as to the preference 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.

A screenshot of a program schedule grid. The vertical axis on the left shows time slots: 45, 7:00, 15, 30, 45, 3:00, 15, 30, 45, and 9:00. The horizontal axis represents program slots. The programs shown are: 24 PREMIERE, SYTYCD, AMERICAN IDOL, AMERICAN IDOL RESULTS, and RAKE. The grid cells are highlighted in yellow.

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.

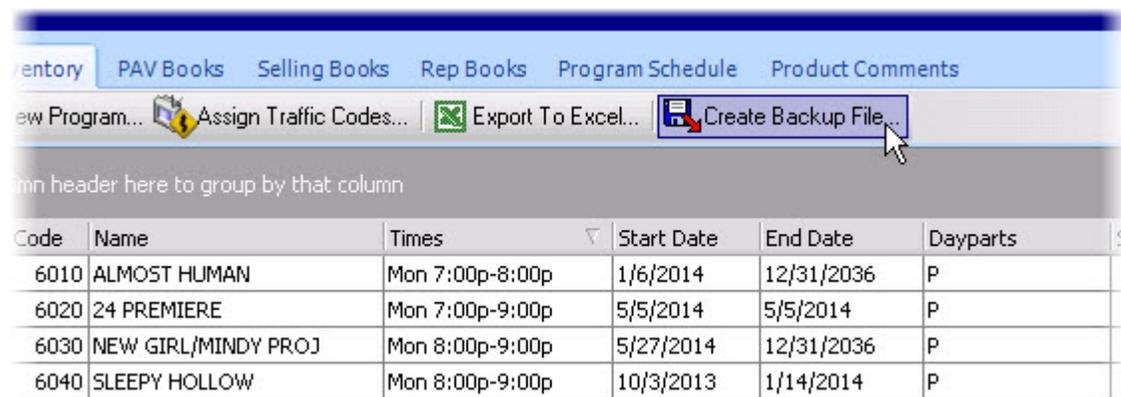


And enjoy all the thanks and compliments from the sales staff!

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.



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 www.wideorbit.com