

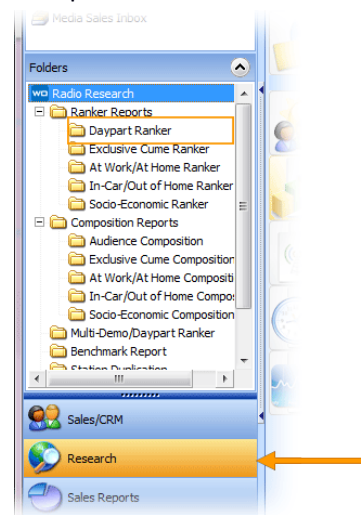
## Daypart Ranker Report

Create Ranker Reports comparing audiences among stations in *WO Media Sales*. You can apply multiple demos and dayparts, choose all or selected stations and print or export the report to Excel.

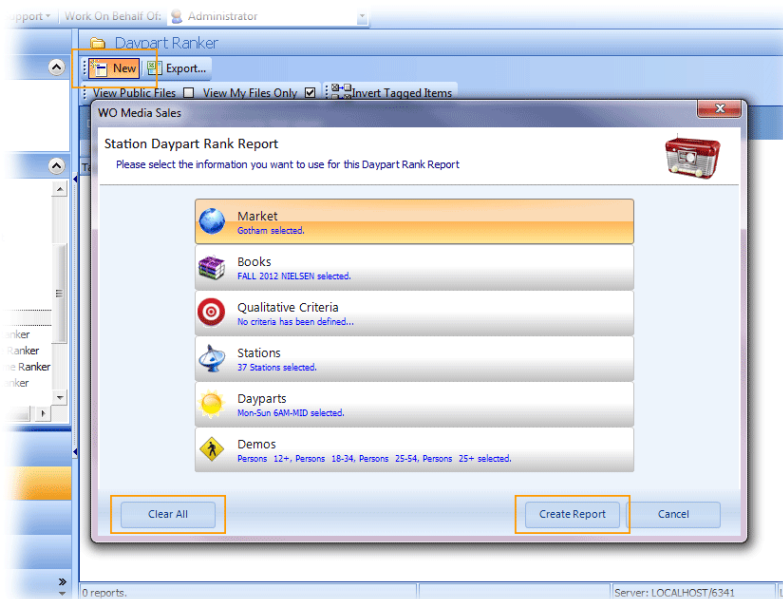
Begin by clicking on the **Research** button toward the bottom of the navigation pane along the left side of the program window. Under Radio Research expand Ranker Reports and select Daypart Ranker.



**Caution:** You may see different options under Radio Research. The list depends on what type of radio data is available for your station.



Click on the **New** button. A setup screen opens. If you want to Clear All of the report specifications, just click on the **Clear All** button to clear out your current selections. Please note, you can select multiple dayparts and demos here, but can only view, print and export one daypart/demo combination at a time. Also, Qualitative Criteria is only available with respondent level data.



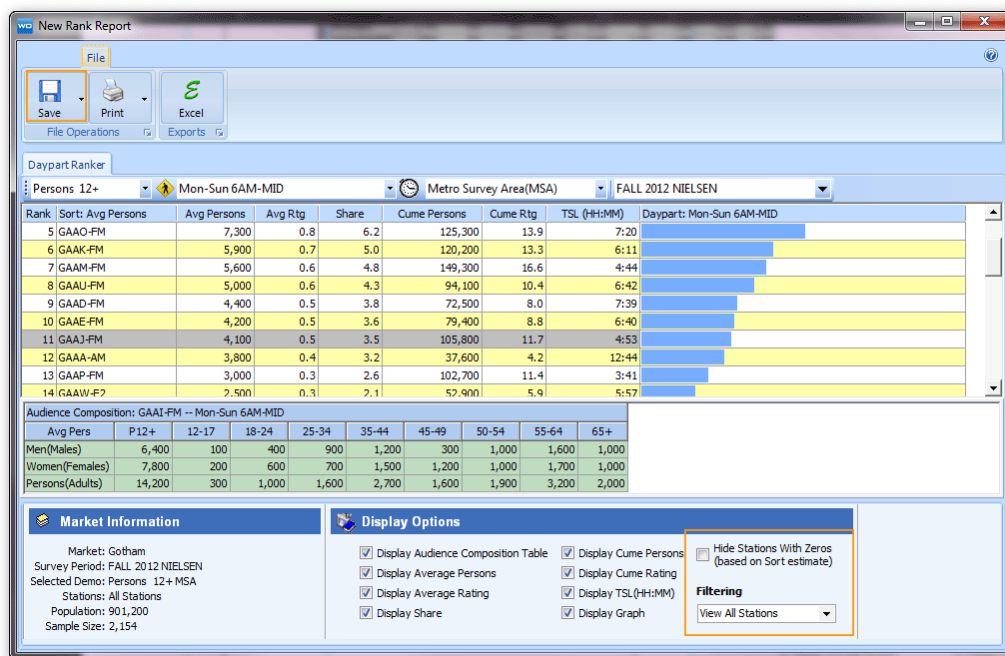
Select **Market**.

Once the report is set the way you like, click **Create Report**.



**Caution:** If this is your first time running this report in *WO Media Sales*, the options above may appear grayed out. If so, just click on each report specification and make your desired selections. The system will remember your last used report specs.

The following screen will appear. Notice one line appears in grey. That is because GAAJ-FM is a primary station. This will not be shown in your print report or export. It's just a visual on-screen cue.



Click **Save**. The Save Report window appears. Name the report and click **OK**.

**WO Media Sales**

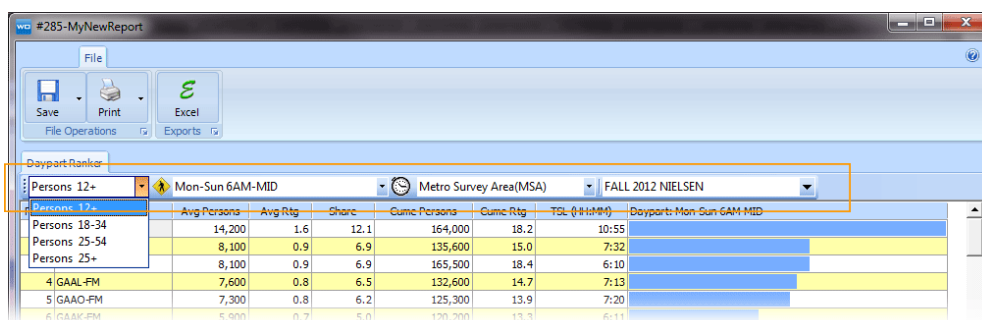
**Save Report**

**Report Name**  
 New Rank Report  
 Report description: New Rank Report

**Security Options**  
☒ Private File - no one can see this file but me.  
☐ Public File - everyone at my station can see this file.  
 Use Public Area Of: GFOX  
☐ Make file Read Only for all users except myself.

OK Cancel

Looking at the Daypart Ranker screen, notice you can switch between multiple report specs (if selected) by clicking on the drop-down arrows of each.



**Tip:** You can also click on the Rating column headers to sort by that estimate, except for TSL (HH:MM). You cannot rank on TSL. If you click on TSL, the system will display your last selected sort view.

Let's look at the bottom of the Daypart Ranker screen. The Audience Composition is a grid that provides valuable information broken out by each demo cell taken from the broad base demo you selected.

10 (GAAL-FM)		4,200		0.5		3.6		79,400		8.8		6:40	
Audience Composition: GAAL-FM -- Mon-Sun 6AM-MID													
Avg Pers	P12+	12-17	18-24	25-34	35-44	45-49	50-54	55-64	65+				
Men(Males)	6,400	100	400	900	1,200	300	1,000	1,600	1,000				
Women(Females)	7,800	200	600	700	1,500	1,200	1,000	1,700	1,000				
Persons(Adults)	14,200	300	1,000	1,600	2,700	1,600	1,900	3,200	2,000				

Market Information

Market: Gotham

Survey Period: FALL 2012 NIELSEN

Selected Demo: Persons 12+ MSA

Stations: All Stations

Population: 901,200

Sample Size: 2,154

Display Options

☒ Display Audience Composition Table

☒ Display Average Persons

☒ Display Average Rating

☒ Display Share

☒ Display Cumc Persons

☒ Display Cumc Rating

☒ Display TSL (HH:MM)

☒ Display Graph

☐ Hide Stations With Zeros  
(based on Sort estimate)

Filtering

View All Stations



**Tip:** Audience Composition is another report available under Radio Research.

If you want to edit your Daypart Ranker display or don't want to see a particular estimate, you can uncheck items under Display Options.

Check the box in the bottom right of this screen to hide stations showing zeros based on sort estimate. This example report uses Avg Persons as the base estimate. From the drop down under Filtering, you can choose to **View All Stations, View Top 5, 10, 25 or 50 Stations**. In this example we've selected **View All Stations**. These viewing option will be reflected when you carry the report over to print.

Once your report is set the way you like it, click **Print**.

**WO Media Sales**

### Configure Daypart Ranker Report

Report Header

Station: WBHJ-FM

98.7 KISS FM.com

Report Title: My Daypart Ranker WBHJ-FM

Report Author: WideOrbit User

Sales Person: WideOrbit User

Phone: 205-555-5555

Fax: 205-555-1234

Email: wideorbituser@wideorbit.com

Web Site: www.wideorbit.com

Load Defaults... Load Saved... Clear All...

☐ Save Report Header Info on Print...?

☒ Show Shading

☐ Print Header on First Page Only?

< Back Next > Print... Cancel

This screen will appear. Make any necessary selections or edits to the screen. Click **Print** to go to the Print Preview or **Cancel** to go back to the Daypart Ranker screen.

**Print Preview**

Apply Page 1 Export Report Send To

Zoom 100

Page Settings: Portrait Landscape

Font Settings: Small Medium Large

Header Size: Large Small

My Daypart Ranker WBHJ-FM - 285 Author: WideOrbit User

Market: Gotham

Survey Period: SPRING 2012 NIELSEN

Daypart: Mon-Sun 6AM-MID

Stations: Selected Stations

Sorted By: TSL (HH:MM)

Acct. Exec: WideOrbit User

Phone #: 205-555-5555

FAX #: 205-555-1234

Email: wideorbituser@wideorbit.com

Web Site: www.wideorbit.com

Persons 18-34 Population: 489,000 Sample Size: 727

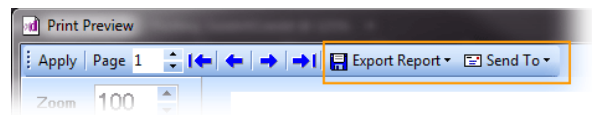
Rank	Stations	Avg Persons	Avg Rtg	Share	Cume Persons	Cume Rtg	TSL (HH:MM)	Daypart: Mon-Sun 6AM-MID
1	GAAT-FM	3,700	0.8	7.0	65,700	13.4	7:06	
2	GAAG-FM	2,900	0.6	5.5	57,900	11.8	6:19	
3	GAAG-FM	4,900	1.0	9.2	98,300	20.1	6:17	
4	GAAN-FM	1,300	0.3	2.4	26,500	5.4	6:11	
5	GAAD-FM	1,500	0.3	2.8	33,600	6.9	5:38	
6	GAAT-FM	1,900	0.4	3.6	46,700	9.6	5:08	
7	GAAX-F2	1,400	0.3	2.6	37,300	7.6	4:44	
8	GAU-FM	300	0.1	0.6	8,000	1.6	4:43	
9	GAAM-FM	4,500	0.9	8.5	128,500	26.3	4:25	
10	GAO-FM	1,900	0.4	3.6	55,800	11.4	4:17	
11	GAEE-FM	400	0.1	0.8	12,300	2.5	4:06	
12	GAAL-FM	2,300	0.5	4.3	71,400	14.6	4:04	
13	GAAR-FM	300	0.1	0.6	10,900	2.2	3:28	
14	GAAR-FM	100	0.0	0.2	3,700	0.8	3:24	
15	GAJ-FM	800	0.2	1.5	31,000	6.3	3:15	
16	GAAW-F2	300	0.1	0.6	11,700	2.4	3:14	
17	GAAS-FM	200	0.0	0.4	9,200	1.9	2:44	
18	GAAF-FM	100	0.0	0.2	7,800	1.6	1:37	
21	WRD-AM	0	0.0	0.0	500	0.1	0:00	
23	GABL-FM	0	0.0	0.0	0	0.0	0:00	
24	GABH-FM	0	0.0	0.0	0	0.0	0:00	
26	GABL-FM	0	0.0	0.0	0	0.0	0:00	
27	GABJ-FM	0	0.0	0.0	0	0.0	0:00	
30	GAH-AM	0	0.0	0.0	2,000	0.4	0:00	
31	GABC-FM	0	0.0	0.0	0	0.0	0:00	

Page 1 of 1

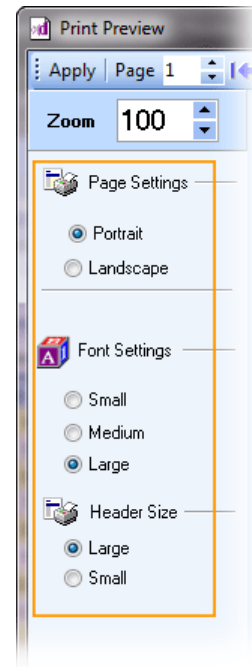
Export To PDF... Print... Cancel

At this time, you can print to a local or network printer by clicking the **Print** button or print with Acrobat by clicking the **Export To PDF** button in the lower left-hand corner.

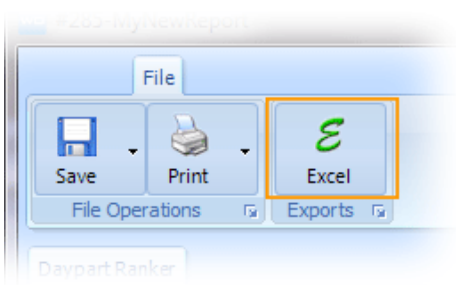
You can Export or Send (email) the report as another file type by choosing the options at the top of the screen.



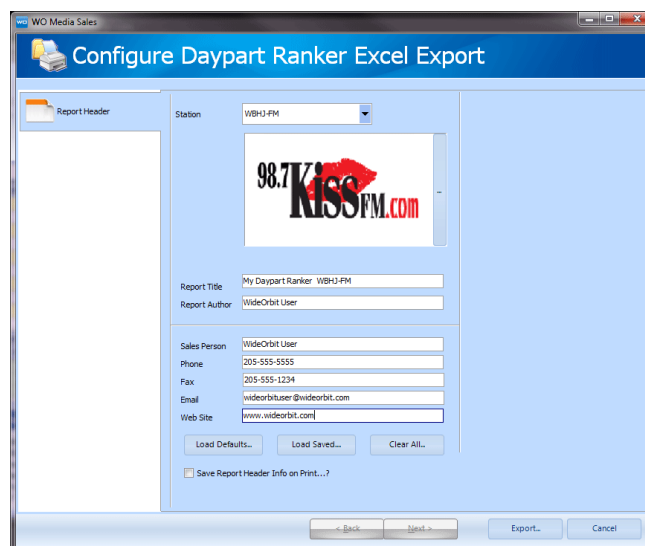
You can also change the orientation of the report and/or change the font and header settings of the report using the options found in the left panel.



You can also Export the Daypart Ranker to Excel by choosing the **Excel** button in the *WO Media Sales* ribbon.



A window will come up showing your last saved location. Select where you want to save your file, and give the Excel report a name. After clicking **Save**, this dialog will appear. If everything looks correct, click the Export button.



Excel will open and load your Daypart Ranker report. Now, you can print from Excel if you would like.

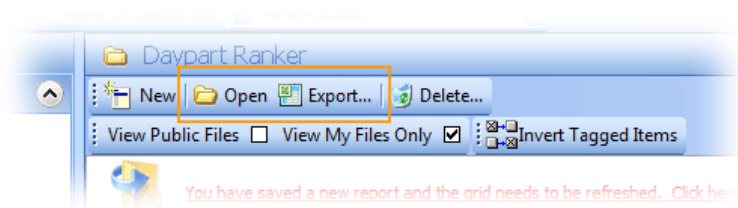
**My Daypart Ranker**

Market: Gotham  
 Survey Period: SPRING 2012 NIELSEN  
 Selected Demo: Persons 18-34 TSA  
 Daypart: Mon-Sun 6AM-MID  
 Population: 489,000  
 Sample Size: 727  
 Stations: Selected Stations  
 Sorted By: TSL(HH:MM)

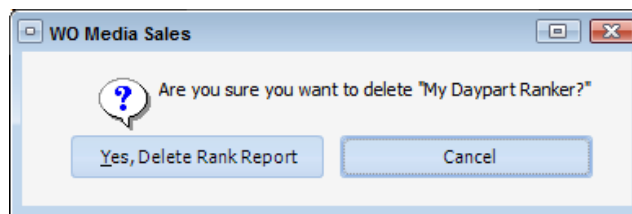
Acct. Exec: Administrator  
 Email:  
 Phone #:  
 FAX #:  
 Web:

Rank	Stations	Avg Persons	Avg Rtg	Share	Cume Persons	Cume Rtg	TSL (HH:MM)	Daypart: Mon-Sun 6AM-MID
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7	GAAX-F2	1,400	0.3	2.6	37,300	7.6	4:44	

Once a report is saved, you can double-click to load it or highlight the report and click **Open**.



Any old or unwanted reports can be removed from the list by selecting the report(s) and clicking the **Delete** button. There is a confirmation window when you delete items in *WO Media Sales*.



If you have questions or concerns you can call or email Support.

**WO Media Sales Support:**  
 415.675.6775 Option 2, 1  
[sales-support@wideorbit.com](mailto:sales-support@wideorbit.com)