The Research Director's Guide to the Galaxy WO MEDIA SALES



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Introduction

Although this is a lengthy guide, it is not comprehensive. We have tried to cover those tasks most common to all Research Directors or those fulfilling the duties of that title. So, at your station, there will most likely be "something else" you need to accomplish in *WO Media Sales*. For instance, if you handle inventory over multiple markets and properties, there are some tremendous shortcuts in the system to prevent entering the same information multiple times. Or, you may need to create research reports or handle book breakout. For those instances, please check the Quick Tips (at the bottom of the menu in the far left **Navigation Pane** in *WO Media Sales* opening page, in the Sales/CRM bar), and email or call Sales Support (sales-support@wideorbit.com, 415.675.6775 Option 2, 1).

More options will be available soon, so please ask!

Create a New User in WO Media Sales

To access System Setup and Users, you must have certain administrative rights. These are set in your own User information. As a Research Director, you should have full rights to add and edit users within *WO Media Sales*.

If you need to also understand User Roles and/or Entrustments, please contact WO Media Sales support.

- 1. Click on System Setup and select Users.
- 2. To create a new user, click Add User.
- 3. On the Add New User screen, type in the following Login Information:
 - Display Name should be the formal name of the user: John Smith
 - User's Initials will be first initial and last initial: js
 - Set the user's **Commission** percentage, if applicable
 - If you set the **Logon Name** to be the same as the computer user name, login to *WO Media Sales* is bypassed.
- 4. Create the **Password** of your choice.

Tip: This naming convention makes things very easy when a user loses their password. But we can tell you how to find a user's password, no matter what it is. *IMPORTANT: Passwords are CASE sensitive.*

- 5. Check **Notify Me on Data Delivery** if you want the user to get data updates (usually on a need-to-know basis). The user will get an email when data is added.
- 6. Click the Add button when active. Or, you can click the Cancel button to go to the previous screen and not add in the user.
- Once you click the Add button, you will notice additional options will appear on the left-hand side of the screen.
- Click the User Access option. This is where you assign permissions within WO Media Sales. You can assign a User Role from the menu at the top of this screen. You can define new User Roles in System Setup > User Roles.
- 9. Click the Market/Station Access option.
- **10.** Choose the **Market**(s) and the **Station**(s) access for this user. In some cases, more than one market and one station are available. You can choose multiples if needed.
- **11.** Click the **Traffic Links** and **Manage Traffic Links** to view a list of users read from your traffic system.

Tip: If this user is a manager or a sales assistant who will be handling posts for many AEs, you may want to check **Can View All Posts** in their list of user permissions. This will make Traffic Links unnecessary.

12. Choose the matching user from the list on the right and click the left facing blue arrow to add a user to the list on the left. Sometimes users will have multiple accounts in traffic and you will need to add all of those.

Accounts		Tra	affic Users	
Orbit User	Traffic User		Drag a column header here	to group by that column
	Abbey Miller		Traffic User	🛆 🔻 Sls # 💌 Antic
			A Lenox	{9D53E96
			Aaron Inman	{119FA96
		44	Aaron Inman	{119FA96
			Aaron Inman	{119FA96
			Aaron Inman	{119FA96
		•••	Aaron Inman	{119FA96
			Abbey Miller	{1D204C7
			Abbey Miller	{1D204C7
			Abbey Miller	{1D204C7
			Abbey Miller	{1D204C7
			Abbey Miller	{1D204C7
			ABC Network	{OCBBOCE
			Accounting Dept	{705ABC8

- **13.** Click the **OK** button when finished.
- **14.** Click **Emails** and click the **Add**... button to enter in the user's email Information. There is no need to enter in the contact name here.
- **15.** Click **Mailing Addresses** and click the **Add**... button to enter in the user's address information.
- 16. Click the OK button.
- **17.** Click **Phones** and click the **Add**... button to enter in the user's phone information. There is no need to enter in the contact name here.
- 18. Click the OK button.

OPTIONAL: Enter in the **Server Information** only if the user will be synching their email information into their CRM system. Click **Use Owner Server Addresses** or manually type in the IP addresses for each of the server fields. **Logon Information** should be similar to the login name used to sign on the computer. Click the **Test Connection...** button if you want to confirm the connectivity.

- **19.** If you enter the server info, click **OK** again.
- **20.** Click **Websites** and click the **Add**... button to enter in the station's Web URL. There is no need to enter a description here.

OPTIONAL: Once the user is set up, you can click the **Send Install Email** button in the lower-left hand corner of the screen if the system has not yet been installed on the new user's machine.

21. Click the OK button to add the new user.

Dayparts Manage Inventory/Daypart Codes

There are two (or three) ways to which Dayparts are referred in *WO Media Sales*, and it can be confusing. Daypart Codes assigned in Manage Inventory are important for the Research Reports and Campaigns that are pulled using *Inventory Dayparts* (as they appear when creating new reports). But these Daypart assignments do NOT transfer into Posting, or Research reports that extract all information from Nielsen Data. They DO, however, also affect research reports that pull from INVENTORY (like ComparaTrend). These include Sports, Specials and others that aren't time related.

ew Campaign				
rogramming				
Select how you would	like the system	to pull the progr 🔯 Inv	entory Daypar	ts 💌
(0 of 16 Dayparts Sele	cted)			
Davo	arts	Name		Select All
<u> </u>	C C	Early Morning		
Ē	D D	Davtime		<u>C</u> lear All
	Δ E	Early Fringe		
	1	Early News		
	🙆 A	Access	=	
	🗳 Р	Prime		
	🗳 2	Late News		
	🗯 N	News		
	🤹 L	Late Fringe		
	😟 w	Weekend		
	🤤 s	Sports		
	😪 🗙	Specials	- 1	
	XOR K	Kids	-	

Daypart assignment is very important to many functions in *WO Media Sales*: Early Fringe, Early News, Access, Prime, Sports, etc. In **Manage Inventory**, you will assign Daypart Codes, and often more than one per program. The first (far left) code is the most important one. For example, your Morning News which airs on Saturday should be "C" for Morning News but can also be "W" for weekend since Research and Campaigns may be pulled as Weekend.

lanage Inventory								
oducts		Manag	le	PAV Books Selling Books Rep Boo	ks Program Schedule Prod	uct		
KOB+ NBC 4		🖾 A	dd Program	📸 Edit Program 🕍 Delete Pro	ogram 🚸 Assign Traffic Co	odes 🖭 Exp	port To Excel	🔚 Create Back
DAYTIME		Drag		der here to group by that column				
EARLY NEWS		Tag	Sort Code	Name	Times 🗸	Start Date	End Date	Dayparts
ACCESS			1010	EYEWIT NW TDY M-F 5A	Mo-Fr 5:00a-5:30a	12/2/2011	12/31/2036	С
PRIME			1020	EYEWIT NW TDY M-F 530A	Mo-Fr 5:30a-6:00a	12/2/2011	12/31/2036	С
			1030	EYEWIT NW TDY2 M-F 6A	Mo-Fr 6:00a-7:00a	12/2/2011	12/31/2036	С
OVERNIGHT			1040	TODAY SHW M-F	Mo-Fr 7:00a-9:00a	12/2/2011	12/31/2036	С
WEEKEND			1050	GOODDAY-NEW MEXICO -	Fri 4:00a-4:30a	12/2/2011	12/31/2036	С
SPECIALS	4		1060	1ST LOOK	Fri 4:30a-5:00a	10/23/2013	12/31/2036	С
	ALCONOM .		1070	EYEWITNESS NEWS 4 SAT AM	Sat 5:00a-6:00a	12/13/2011	12/31/2036	cw
PRIME - TIME PERIOD			1080	NBC SATURDAY TODAY 5-7A	Sat 5:00a-7:00a	12/13/2011	12/31/2036	CW

System Setup/Inventory Dayparts

Have you ever heard one of your AEs say, "How come my post is showing Prime at 10:05 instead of Late News?" Therefore it is important to properly define your System Setup/Inventory Dayparts. Each station in your market needs to have these dayparts defined correctly here so that Research Reports pulled from raw Nielsen data will be labeled correctly. Inventory Daypart assignments also push to posting – so be sure to define these dayparts in the way you wish programs to be defined in a post.

To define your System Setup/Inventory Dayparts:

- 1. Under the System Setup Module, go to Inventory Setup then select Inventory Dayparts.
- 2. Select the station you wish to edit from the drop-down menu.
- 3. Click on the Daypart you wish to edit, then Edit Daypart...

Inventory Davparts										
KOB+	 Edit Daypart 									
	Time									
ning	Mo-Sa 5:00a-9:00a									
	Mo-Fr 9:00a-3:00p									
ge	Mo-Fr 3:00p-5:00p									
NS	Mo-Fr 5:00p-7:00p									
	Mo-Fr 6:00p-7:00p									
	Mo-Sa 7:00p-10:00p									
vs	Mo-Fr 10:00p-10:35p									
	Mo-Fr 12:00p-1:00p									
ge	Mo-Fr 10:35p-4:00a									
d	Sa-Su 5:00a-4:59a									
it	Mo-Fr 2:00a-4:00a									
	rv Davpa KOB+ ming ge ws vs ge d	Time Time Mo-Sa 5:00a-9:00a Mo-Fr 9:00a-3:00p ge Mo-Fr 3:00p-5:00p ws Mo-Fr 5:00p-7:00p Mo-Fr 6:00p-7:00p Mo-Fr 10:00p-10:35p Mo-Fr 12:00p-1:00p ge Mo-Fr 10:35p-4:00a dd Sa-Su 5:00a-4:59a Mt Mo-Fr 2:00a-4:00a								

Tip: Do not overlap time periods. You may define Daytime as M-F 9a-4p, but you do not need to define noon news as M-F 12-1p as it falls into the Daytime range. You cannot edit the names of Inventory Dayparts because they are meant to work for any station in the market.

For your own station, you can enter the exact break times for programs, and it will be helpful when importing Posted spots. For instance, if your news airs 1058p-1136p, then your news spots that air between 1130 and 1136p will be labeled correctly as **Late News**. This way, program times which clients see (like 11-1130p for Late News) remain in campaigns yet come into posting with proper spot times.

You'll see that each station in the market can be accessed at the top of Inventory Dayparts. For all your competitive stations, set the dayparts to the best of your knowledge. For instance, since Fox usually runs Late News differently, it might be set as 10-1130p. This way, any stations information (programs, times, ratings) can be accessed directly from any Nielsen or Rentrak data.

Weekend can be defined as Sa-Su 5a-5a as listed. It will populate all programs in the preceding Inventory Dayparts first, and whatever doesn't fit into any of the other Dayparts, will fall into the Weekend.

If your station does not carry a Daypart, like Early News or Late News, you can inactivate that Daypart by placing it into a "phantom" time such as M-F 3a-301a.

System Setup/Time Blocks

This is one of the most important ways to accurately design how you want your research reports and campaigns to pull information (usually including competitive stations) that comes directly from the raw Nielsen data. It is through this careful assignment that you can pull all dayparts and programs correctly - even though each station may have different start and end times for its programming.

The AEs can each define their own Time Blocks (My Time Blocks) but the RD at each station needs to take the time to define the station's Time Blocks (called Shared Time Blocks) for everyone's use.

You can edit these Time Blocks as you wish. Have your individual Time Blocks "default" to PAV Program data, or, if you want to see an Averaged Time Block (such as Cable sells), you can create other Time Blocks for that purpose.

Tip: If you set up Time Blocks correctly, you may find AEs happy to run their own reports!

Make sure you know how your station and market define Daytime to Early Fringe, Late News, Prime, and Late Fringe.

Tip: Time Blocks come with **Default Load Settings** of Time Period, an 8:00 PM start time for Prime, and an 11:00 pm start time for Late News. These will need to be edited to your time zone, and you need to replace the Time Period with PAV, Exact Days for earlier (and Late Fringe) M-F programs. Prime shows each individual day. You can change this or add another block that creates a time period for 7 days of Prime.

- In the System Setup area, click Time Blocks (it's in the top section).
- Select your Primary Station from the station drop down menu.
- Here you can add new time blocks or edit or delete existing blocks.

WO Media Sales 6.7.0.133LB					
<u>F</u> ile <u>T</u> ools <u>W</u> indow <u>H</u> elp E <u>x</u> it					
📑 New 🔻 🚾 Latest Features 🤵	Contact Support •				
System Setup	🗅 Time B	locks	-		
WO Media Sales	Time Blocks:	SL (Shared)	- (📴 Add 🤥 Edit 🧭 Delete 📄 Save 📔	1 N
Primary Station(s)	Name	C My Time Blocks	~	Description	
Station Mappings	MULTI MARKET SI	KION (Shared)		Mo-Su 6:00a-2:00a	
🛅 Users	MULTI MARKET LO	KCOY (Shared)	Ξ	Mo-Fr 5:00a-11:30p	
🛅 User Roles	MULTI MARKET 5	KSL (Shared)		Mo-Fr 5:00a-2:00a	
C User Entrustments	MULTI MARKET S	WXTV (Shared)		Mo-Fr 9:00a-11:30p	
agencies	MULTI MARKET LO	WNRC (Shared)		Mo-Su 6:00a-2:00a	
	Early Morning			Mo-Fr 5:00a-9:00a	
Time Blocks	Daytime	KUTH (Shared)		Mo-Fr 9:00a-4:00p	
Gulla Zanga	Early Fringe	KSMS (Shared)	-	Mo-Fr 4:00p-5:00p	
Spot Lengths	Early News			Mo-Fr 5:00p-7:00p	
Traffic Interface	Prime Access			Mo-Fr 6:30p-7:00p	
Post Breaks	Prime			Mo-Su 7:00p-10:00p+	
Post Rules Call auto auto	Late News			Mo-Fr 9:00p-10:30p	
Sell-OUT LeVels	Late Fringe		1	Mo-Fr 10:30p-12:00a	
Commercial Spot Types Inventory Setup	Sports Only		1	Mo-Su 6:00a-2:00a	

- 1. Click Add and enter the time range and select days. Click OK.
- 2. Name the time block in the field at the top. (where you see SPORTS Sa-Su 6:00a-2:00a)
- To create a simple time block such as M-F 5a-6a leave the Time Definitions as Load All Programs for All Stations. Under the Default Load Options tab, choose Local PAV Programming and Exact Days (meaning M-F) for days to load.

Time Edite	or	
Mo-Fr 6:00a	-2:00a	WO Media Sales
Enter Times	Select Days	VO Media Sales
Start Time	Monday Tuesday	Time Block Enter the name of the time block. SPORTS Sa-Su 6:00a-2:00a
End Time	Vednesday Vednesday Thursday Friday Saturday Sunday	Time Definitions Filters Times Filters Sa-Su Load <u>Al Programs</u> for <u>Al Stations</u> 6:00a-2:00a Time Definitions
		Load Options
		0 Days to Load
		Al Days Individual Days Exact Days
		Exact Days Example: A time defined as Mon-Fri 7p-10p will load programs that run Monday through Friday ONLY (will not load a program that runs only on Monday).
		OK Cancel

WO Media Sales		
Drograr	n Filters	
Filters		
Select the filter type.	Filter Program By Source	•
	Filter Program By Title	
abc ABC Network	Filter Program By Code	al News
CBS Network	? Filter Program By Type	Sports
FOX FOX Network	Filter Program By Source	News
Local Programming		
Local Movies	<< Clear All	
Local News		
Local Sports		
MBC Network		
PAX Television		
Public Broadcasting		
Syndicated Programm	ing 👻	
		OK Cancel

Use **Program Filters** to define special purpose time blocks such as all news or sports)

Standard Daypart Time Blocks:

Early Morning:	M-F 5a-9a, can also ADD M-TH, and Su 430-459a Default Load: PAV, Exact Days
Daytime:	M-F 9a-3p Default Load: PAV, Exact Days
Early Fringe:	M-F 3p-5p: Default Load: PAV, Exact Days, Exact Days
Early News:	M-F 5p-630p or M-F 4p-730p Program Source Local News Default: PAV Exact
Access:	M-F 630-7p or 730-8p
Prime:	M-Su 7-10p, Add Su 6-7p Stations: ABC, CBS, NBC (or M-Su 8-11p, Add Su 7-8p)
	PAV, Individual Days
	M-Su 7-9p, Add Su 6-7p Stations: FOX, CW (or M-Su 8-10p, Add Su 7-8p)
	PAV Individual Days
Late News:	M-F 9p-1030p or M-F 10-1130p: Program: Source/Local News/PAV/Exact Days
	Sa-Su 9-1030p or Sa-Su 10-1130p; Program: Source/Local News/PAV/Individual Days
Late Fringe:	M-F 1030-2a, PAV Exact Days or M-F 1130-2a (or match with your station/market preference for
	Late Fringe
Weekend:	You may want to break out weekend into Weekend Sports, Weekend News, Weekend Access,
	etc. Whatever you decide, make sure you add them as PAV, Individual Days

Program Type Specific Time Blocks:

All Local Early NewsM-F 4p-7 or 8pPrograms: Source: Local News/PAV/Exact DaysAll Local Early News WKNDSa-Su 4p-7 or 8 pPrograms: Source: Local News/PAV/Individual DaysAll Local News M-FM-F 5a-1030 or 1130pPrograms: Source: Local News/PAV/Exact Days(if you want to add 4a news to this you need to Add M-Th, then Add Su 4a-459a, Programs: Source: LocalNews/PAV, Exact Days)News/PAV, Exact Days) (All Local News Weekend is the same, but Default Load is Individual Days)Sports OnlySports OnlyM-Su 6a-2a (or you may want to do M-Su 6a-559a) Programs: Local Sports, Sporting Events, PAV,Individual Days (or All Days if you need to capture any Th-F or M-F programming).News/PAV

Tip: All Default Load options should be PAV unless you have defined some broad Time Period Time Block Averages.

Nielsen's **Start-End of Day** will change to 3a-3a beginning with the December book, but until then you will need to setup Morning News as follows:

Name	Description	
Early Morning Local News M-F	Mo-Fr 5:00a-9:00a+	
Early Morning Sa-Su	Sat 5:00a-9:00a+	
Daytime M-F	Mo-Fr 9:00a-4:00p	
Early Fringe No News M-F	Mo-Fr 4:00p-7:00p	
Early Fringe No News Sa-Su	Sa-Su 5:00p-7:00p	
Early News M-F	Mo-Fr 4:00p-7:00p	
Early News Sa-Su	Sun 5:00p-7:00p+	
Prime Access M-F	Mo-Fr 7:00p-8:00p	WO Media Sales
Prime Access Sa-Su	Sat 7:00p-8:00p+	
Prime M-Sun	Mo-Su 8:00p-11:00p+	I CAS TIME Block
Late News M-F	Mo-Fr 8:00p-11:30p	
Late News Sa-Su	Sa-Su 10:00p-11:30p	
Late Fringe No News Sa-Su	Sa-Su 10:30p-1:00a	Time Block
Late Fringe No News M-F	Mo-Fr 10:30p-1:00a	Enter the name of the time black
Overnight No News M-F	Mo-Fr 1:00a-5:00a	Latter the name of the time block. Larry Horning Local News HH
Overnight No News Sa-Su	Sa-Su 1:00a-5:00a	Time Definitions Default Load Ontions
All Local News M-F 5a-5a	Mo-Fr 5:00a-4:59a+	
All Local News Sa-Su	Sa-Su 5:00a-4:59a	Times Filters Add Time
Sports M-S 5a-5a	Mo-Su 5:00a-4:59a	Mo-Th 4:30a-5:00a Load Ld News for All Stations
		Sun 4:30a-5:00a Load Ld News for All Stations Edit Time
		Delah Tar
	I	Delete Ime
	I	
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If you do it as M-F 5-9a and Su-Thu 4:30-5a it does not pull in the Sunday number. Since 430a is still considered in the "overnight" daypart, M-F with a 430a start time would pull Tuesday through Saturday!

Broad Time Period Averages:

You may also want to add some TP Average Blocks. Here are a few that you may find useful:

Daytime TP Block:	-F 9a-3p Default Load Option: TP, Time Period Block							
SO/SO TP Block:	M-Su 5a-559a, or M-Su 5a-12a Default Load Option: TP, Time Period Block							
Early Fringe TP Block:	M-F 3p-5p or 3p-6p Default Load Option: TP, Time Period Block							

These time blocks yield reports with one line per station, and ratings for an average of all the quarter hours in the time you have defined. Just create the blocks that best suit your station/market.

Cable Time Blocks:

This section refers to pulling in programming for Cable. Cable is defined separately in the Nielsen electronic file. There are a few rules here that are different. You must also include your Primary station when selecting cable reports, or the report won't load. I usually set up Cable two ways, one to show individual shows (PAV) and one to show Time Period Blocks. Here are two examples of cable:

Cable PAV Prime: M-Su 5p-12a All *Stations* Click on the tab that says **Affiliates**, scroll to the end and select **Cable, Default Load: PAV**: **All Days** This way gives you all the Cable Networks with every way the programs are sold, like M-F averages, plus individual days.

Cable TP Block: M-Su 5p-12a (or your own time definition) All *Stations* click on the tab that says **Affiliates**, scroll to the end and **check Cable, Default Load: Time Period: Time Period Block**. This way, you get one line per Cable Network with an average rating.

Introduction to Inventory

Keeping your programming current and accurate

Inventory in *WO Media Sales* refers to 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, and that's in the **Manage Inventory** tab.

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 selections 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:

F	Vianag Products	e Inventory Publishing Queue WOMN NBC 5 AM NEWS DAYTIME	Manage Inv	entory PAV Books Selling Boo ew Program Assign Traffic on header here to group by that co	iks Rep Books Pro Codes 🔀 Export	gram Sche To Excel	dule	Product Comments Create Backup File	5 2				
		EARLY FRINGE	Tag Sort Co	de Name	Times 7	Traffic Co	de	Traffic Description	Start Date 🔺	End Date	Active	Dayparts	Sou
		EARLY NEWS	20	10 NBC TODAY II 9AM	Mo-Fr 9:00a-10:00a				1/1/2007	12/31/2036		D	
		ACCESS DDIME	200	20 NBC TODAY III 10AM	Mo-Fr 10:00a-11:00a				1/1/2007	12/31/2036		D	
		ATE NEWS	203	30 WOMN TODAY 11AM	Mo-Fr 11:00a-11:30a				1/1/2007	12/31/2036		D	
		LATE FRINGE	20	40 WHO WANTS TO BE MILLIONAIF	E Mo-Fr 11:30a-12:00p				4.14.10007	12/31/2036		D	
	-	WEEKEND	20	50 JEFF PROBST	Mo-Fr 12:00p-1:00p			Copy Item	Ctrl+C	12/31/2036		D	
	-	SPECIALS	20	50 DAYS OF OUR LIVES	Mo-Fr 1:00p-2:00p		ph.	Paste Item	Ctrl+V	12/31/2036		D	
		NFL	20	70 STEVE HARVEY	Mo-Fr 2:00p-3:00p		1000	- ruste terri		12/31/2036		D	
		SPORTS BY DATE						Clone Item					
		INACTIVE					2	Move Item	•				
							۲	Delete Item Ct	rl+Del				
							*.	Delete Single Da	iys				
								Tag All Items					
								Reset GUID	Ctrl+G				
								Hide Traffic Col	umns				

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. And, you can change the location of the columns. Just drag the column header any way that works best for you.

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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 section.

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 area 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.

				General Info					Ca	mpaign Acti	ins							
		тν		Radio	Inter	net	NTF	ι	Multi-	Media								
B	Avails	Planne	er F	Planner Charts	Order													
	🚯 E	dit Demo	s	↓ Arring.											In	ventory	Deleted	
					Pi	rogram Inf	б					D	MA P25-54	*	1	0.0	Ad The Ad	Station
	Tag	Stat	tion	Program Name		Time		Book		Rate	SL	Rtg	Shr					Trees
		MOI 🚺	MN	GET OUT ALIVE B	EAR GRYLL	Mon 8:00	o-9:00p	4th Qtr	Estimates	\$0.0	:30	4.4	9.3		Pr	oducts/i	Multi-Station OTO Pr	Times 🔺
1		MOI 1	MN	ТВА		Mon 9:00	o-10:00p	4th Qtr	Estimates	\$0.0	:30	1.9	4.2		(F)		WOMN - AM NEWS	E
		MOI NO	MN	ТВА		Tue 8:00p	-9:00p	4th Qtr	Estimates	\$0.0	:30	2.8	6.3		÷	1	WOMN - DAYTIME	
		NOI	MN	AMERICA'S GOT 1	ILNT	Tue 8:00p	-10:00p	4th Qtr	Estimates	\$0.0	:30	p2.8	6.2		÷	1	WOMN - EARLY FRI	
		MOI WOI	MN	WHITNEY /GUYS	N/KIDS	Wed 7:00	p-8:00p	4th Qtr	Estimates	\$3,500.0	:30	2.2	5.8	\$1	• •	12	WOMN - EARLY NEWS	
		WO	MN	LAW AND ORDER	SVU	Wed 8:00	p-9:00p	4th Otr	Estimates	\$3,500.0	:30	p3.2	7.2	\$1	÷	12	WOMN - ACCESS	
		M WO	MN	CHICAGO FIRE		Wed 9:00	n-10:00n	4th Otr	Estimates	\$3,500.0	:30	p3.3	7.6	\$1	-	 .	WOMN - PRIME	
			MN	COMMUNITY/DAD		Thu 7:00	-8.000	4th Otr	Estimates	¢3 500 0	.30	03.5	8.0	¢1		4	OTO Program	
	-		MN			Fri 7:000	9:000	440.04	Estimator	¢3,500,00	.20	2.1	6.7	#1			THE VOICE Spr	Mon 7:00
						Fil 2:00p-	0:00p	4th Oh	Colorates	\$3,500.0	.30	2.1	0.7	\$1 \$1				Mon 7:00
	-					Fri 8:00p-	9:000	401 Q0	Esumates	\$3,500.0	:30	2.7	7.5	\$1			THE VOICE	Mon 7:00
		Me wo	MIN	DATELINE FRI 9P		Fri 9:00p-	10:00p	4th Qtr	Estimates	\$3,500.0	:30	p1.3	3.8	\$2			AMERICAN NIN 1A	Mon 7:00
	•		MN	DECEPTION -		Sat 7:00n	-8·00n	4th ∩tr	Estimates	\$1 250 0	1.30	n0 4	14	63 F			GET OUT ALIVE	Mon 8:00
	2														-		THE VOICE	Mon 8:00
	Grid	Options	RTF	Comments Log	gic Flow	TV Demo I	Profile Fli	ghting									THE WINNER IS	Mon 9:00
		Grid Se		15	T Co			1	Spot				Calculat				TBA	Mon 9:00
5				2000 C						-						•	REVOLUTION	Mon 9:00
		3 Line Avai	il Forn	nat	Show	v Daypart	S			1 ·05		Rate	Rounding:				REVOLUTION Fin	Mon 9:00
		Show Ratio	onale		Show	v Books				:10		5	Round to	Neares	-	•	AMERICA'S GOT	Tue 7:00
		Show Disat	bled P	rograms	Show	v Rate Lev	/el			0 :15							TBA	Tue 7:00
					Show	v Spot Ler	gth			20 :20							THE VOICE THE	Tue 7:00
					Show	v Cable Zo	nes		~	2:30	Ε							Tue 8:00

This is the window your sales staff works with in creating their proposals:

All the programming, the time and day it runs, and 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 complete all the steps below in one session! Inventory saves automatically as you work! 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. No one on the sales staff will see what you've done until you Publish.

It is important to note that publishing makes ALL the latest and greatest changes available to the sales staff in campaigns at once and it should not be necessary to publish multiple times a day. "Overpublishing" may inflate the database making working in inventory and campaigns slower than it needs to be for all users.

It is also important that **End Task** in **Windows Task Manager** not be used with a publishing job. This could cause a hung transaction and potentially corrupt the database. If publish jobs are taking too long, find out if some of the defined PAV books in the system can be deleted.

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 can be 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 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.)

EARLY FRINGE	Tag	Sort Code	Name			Times		1	Start Date	End Dat	Active
EARLY NEWS		6470	SUNDAY NIGHT F	TBL		Sun 6:1	15p-9:30p	9	9/9/2012	1/1/2013	
ACCESS		6320	OFFICE/PARKS&	REC- T	HU 8P	Thu 8:0	00p-9:00p	9	/20/2012	1/3/2013	
PRIME	8	6380	BIGGEST LOSER						/11/2013	1/11/2013	
LATE NEWS		6270	PARENTHOOD	20	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		Paste It	em	Ctrl+V		/12/2013	2/12/2013	•
SPECIALS		6490	CELEBRITY APPR	R	Clone I	tem			/3/2013	3/24/2013	~
NFL		6340	ROCK CENTER TH						/7/2012	3/28/2013	~
SPORTS BY DATE		6350	DO NO HARM		Move I	em		۲	/31/2013	4/11/2013	•
INACTIVE		6500	CELEBRITY APPR	-	Delate		Chill Duil		/31/2013	4/28/2013	•
		6480	READY FOR LOVE	~	Delete	tem	Ctri+Dei		/31/2013	4/29/2013	•
		6330	THE OFFICE/160	*	Delete	Sinale D	avs		/10/2013	5/16/2013	•
		6170	THE VOICE Tue 8			-			/14/2013	5/21/2013	✓
	2	6240	GRIMM		Tag All	Items			/30/2013	5/21/2013	~
		6250	GRIMM Fin						/21/2013	5/21/2013	✓
		6180	THE VOICE Tue 8		UnTag	All Item	ns		/28/2013	5/28/2013	✓
		6260	TBA		· · ·				/28/2013	5/28/2013	✓
		6080	REVOLUTION Fin		Сору Г	agged I	tems		/3/2013	6/3/2013	✓
		6110	REVOLUTION		Move 1	agged	Items		/11/2013	6/3/2013	✓
		6040	THE VOICE Spr M						/25/2013	6/3/2013	✓
		6120	BLACKLIST		invert I	ags			/11/2013	6/3/2013	✓
		6130	THE VOICE TUE -	1					(14/2013	6/4/2013	✓
		6210	AMERICA'S GOT	X	Delete	agged	Items		/4/2013	6/4/2013	✓
		6140	THE VOICE TUE	2	Dolete	Intage	ed Items		/11/2013	6/11/2013	✓
		6010	THE VOICE						/10/2013	6/17/2013	✓
		6060	THE VOICE		Reset G	UID	Ctrl+G		/10/2013	6/17/2013	V

Here, I have sorted Prime by End Date (Click on the words **End Date** in the column header so that the oldest dates are at the top of the screen). I "Tagged" the programs I want to delete and chose **Delete Tagged Items** from the right-click 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 later).
- 4. But 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.

Products	Publishing Queue		Mai	nage Invento	DIV PAV	Books Selling Bo	oks Rep Books Pr	ogran
	VOMN NBC 5 AM NEWS DAYTIME		Dra	Add New I	Program. neader her	🚯 Assign Traffic	: Codes 🔀 Expor	t To E
	EARLY FRINGE		Tag	Sort Code	Name		Times	Sta
	EARLY NEWS			6470 5	SUNDAY NI	GHT FTBL	Sun 6:15p-9:30p	9/9
	ACCESS			6320 0	OFFICE/PA	RKS&REC- THU 8P	Thu 8:00p-9:00p	9/2
	PRIME			6380 E	BIGGEST LO	DSER	Fri 7:00p-9:00p	1/1
	LATE NEWS			112	p	OD	Tue 9:00p-10:00p	9/1
	LATE FRINGE		iviove	Up	,	RM PREM	Thu 9:00p-10:00p	1/3
	WEEKEND		Move	Down	a	ERS/OFF ROCKERS	Tue 9:00p-10:00p	2/1
	SPECIALS		2007314000	0.00000	r	APPRENTICE	Sun 8:00p-10:00p	3/3/
	NFL	16	New F	roduct		TER TH 9P	Thu 9:00p-10:00p	6/7
	SPORTS BY DAT	~				RM	Thu 9:00p-10:00p	1/3
	INACTIVE	b	Renar	ne Product.	F2 💡	APPRENTICE	Sun 9:00p-10:00p	3/3
		*			6	R LOVE	Sun 7:00p-9:00p	3/3
			Delete	Product	Ē	E/1600 PENN	Thu 8:00p-9:00p	1/10
				6170 1	THE VOTCE	Tue 8-9	Tue 8:00n-9:00n	5/12

"Inactive" is the most common name for the folder of 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 select their "tag" box. Then you can right-click and **Move Tagged Items**.

	ŀ	Tag S	ort Code	Name	_	_	Times	T	Start Date	End Date	Davparts	Active	Source ID	50
	ľ		6040	THE VOICE Pres	n		Mon 7:00n-9:00n		9/23/2013	9/23/2013	P		1	VS
	ŀ	n	6040	THE VOICE Fall			Mon 7:00p-9:00p		9/23/2013	12/16/2013	P	•	1	VS
	ŀ		0	THE BLACKLIST			Mon 9:00p-10:00p)	9/23/2013	12/30/2013	P		0	DE
	l		6150	TBA			Tue 7:00p-8:00p		6/25/2013	7/23/2013	Р	•		DE
			0	HOLLYWOOD G	AME NI					1/3/2013	P		ł	bt
	ſ		0	BIGGEST LOSER	t.	-0	Copy Item		Ctrl+C	2/31/2013	P	•	(DE
			6120	THE VOICE TUE		Pa	Paste Item		Ctrl+V	/4/2013	Р	•		DE
		✓	6160	UP-NIGHT-NBC		-				2/31/2036	A	•	1	٩S
-0		✓	6170	UP-NIGHT 11/2	3	. 6	Clone Item			2/31/2036	A			٧S
-0			6080	REVOLUTION F	əll	7	Move Item		•	/1/2014	Р		1	٩S
			6190	UP-NT-83011/2	3	-				2/31/2036	A		1	٧S
F			6200	HARRYS LAW-N	IBC	~	Delete Item		Ctrl+Del	2/31/2036	P	✓	1	٩S
			6210	BIGGST-NOW-N	IBC	×.,	Delete Single Da	iys.		2/31/2036	Р			٩S
			6220	LAW&O:SVU-NE	BC .		-	÷.		2/31/2036	Р	☑	1	٩S
			6230	AL13NWS@10P	Н		Tag All Items			2/31/2036	Р	✓	1	٧S
			6250	PARK & REC-NE	iC					2/31/2036	A		1	٧S
			6260	OFFICE-NBC		-	Unitag All Items			2/31/2036	P		· · · · · · · · · · · · · · · · · · ·	٩S
			6300	GRIMM-NBC			Copy Tagged Ite	ms		2/31/2036	P		1	٩S
			6310	DATELNE FR-NB	BC	2	Move Tagged Its			AMA	EWC			٩S
			6320	GRIMM-10/29		2	move ragged ra	51116	° (10000		1	4S
	┝		6330	PRIME-SAT-NBC	_		Invert Tags	_		DAY1	TIME			4S
-			6340	L&O SVU-SA-NE	iC	1/2	Delete Tanned I	hon	ne			-	1	٩S
			6350	MNRC NWS@ 1	1P	N	Delete Taggea I				. TTTCING			ų<
		Com	ments	Dates		X	Delete Untaggeo	Ite	ems	📄 EARL	Y NEWS			
		1	Add Star	ndard Comment.	📓		Reset GUID		Ctrl+G	ACCE	ESS			
		Add.	/Edit/Del	ete Comments fo	r : HOL	~	Hide Traffic Colu	Imr	าร	LATE	NEWS			
		Com	ment Nan	ne	Туре		Condition	St	art Date	🗋 LATE	FRINGE			ï
										🗀 WEE	KEND			
										🗀 NFL				
	Ш								_		CHICALLY I			

As soon as you know 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 completed work for that line 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.

THE VOICE Pr	em Mon	7:00p-9:00p	9/23/2013 9/23/2013	P 🗹		NSI-Pav ALL	Latest		None	-
THE VOICE F	WO Media Sales	2.00- 0.00-	-10/20/2012 112/14/2015			AICT David AU	ll a ba ab		Alana	
THE BLACKL TBA BIGGEST LC	Program Deta Enter the desire	ilS d program infor	mation for the new progr	am.						
THE VOICE REVOLUTIC UP-NT-8301	General Multi - M	arket								
BIGGST-NO	Name Time	New Program	2005			Program Type	C 🏉 Sports	5		
PARKS & RE	Start Date	10/11/2013	End Date 12	/31/2036 🔻	•		C S News	en's Pro	gramming	
OFFICE-NB SSTW/MICH	Dayparts Spot Lengths	CDE1AP2NLW	SXKOIV		•••		Live Telecast	onsero	gramming	
GRIMM-NBC										

Air Time

Click the **Elipsis (...)** 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**.

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 back at the **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 **Elipsis (...)** 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 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 brandnew 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 **Elipsis (...)** on the right of the Dayparts bar. The second dialog lists all possible dayparts. This will help if you are new 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, probably 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 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
8		6020	ALMOST HUMAN	Mon 7:00p-8:00p	1/6/2014	12/31/2036	P
		6030	24 PREMIERE	Mon 7:00p-9:00p	5/5/2014	5/5/2014	Р
DO IME		6060	NEW GIRL/MINDY PROJ	Mon 8:00p-9:00p	5/27/2014	12/31/2036	Р
PRIME		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	Р
		6100	MASTERCHEF	Wed 7:00p-9:00p	5/27/2014	12/31/2036	Р
ODACTAK		6120	AMERICAN IDOL RESULTS	Thu 7:00p-8:00p	1/16/2014	5/22/2014	P
		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	P
		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	Р
		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 (all folders except for Specials and any Sports folders), sort the programs by the **Times** 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. 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 tentative dates before a program ever begins to air!

When you see a mess like our Monday night, you can either go back to **Manage Inventory** and reference the program to check the start and end dates – or in 6.7 versions and later, you can right-click on the program to view flight 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. (Those of you who have version 6.8 of the system can also Add or Edit a program with a right-click in Program Schedule.)

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?

		L	· · ·	· ·		_
富	6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	4/28/2014	Р
	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-	E1220014	1111710014	0

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	Ρ
6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	9/15/2014	Р
6070	24	Mon 8:00p-9:00p	5/5/2014	5/23/2014	Ρ
					_

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**.

N Program V Assign Traffic Co	des 🔣 Export To Ex	cel 🗖 🔂 Crea	ate Backup File.	Program Date	es							
ode 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 📴 🛟	lan 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
6050 THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	9/15/2014	Hiatus Dates		20	21	22	23	24	25	26
6070 24	Mon 8:00p-9:00p	5/5/2014	5/23/2014	READ AND DESCRIPTION	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 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 AMERICAN IDOL	Wed 7:00p-9:00p	1/15/2014	5/21/2014		Mar 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 Babas Datas		24	25	26	27	28	29	30
6160 MASTERCHEF JR	Fri 7:00p-8:00p	3/24/2014	12/31/2036	Add Hiatus Dates Alternate weeks	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
Dates					May 2014	28	29	30	1	2	3	4
adard Commont 🛛 📝 Add Sh	ared Commont		olata			5	6	7.	8	9	10	11
andara commenc 🔤 Adu Sh			eletern			12	13	14	15	16	17	18
						19	20	21	22	23	24	25
	ndition Start F	ate End Da	to Proviou		Jun 2014	26	27	28	29	30	31	1
	Julian		ie Pieview						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.

30 45				
7 00	24 PREMIERE	SYTYCD	AMERICAN IDOL	AMERICAN IDOL
15				RESULTS
30				
45				
3.00				RAKE
15				
30				
45				
3 00 E	1			

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**.

ooks Pro	ogram Schedule	Product Com	iments					Publish
xport To E	xcel 🔜 Cre	ate Backup File						
							-	
	🗸 Start Date	End Date	Dayparts	Source ID	Source	Spot Lengths	PavSkewBoc	
p-8:00p	1/6/2014	12/31/2036	P		NSI-Pav	ALL	Latest	
-9:00p	5/5/2014	5/5/2014	P		ODI-MO	ALL	Latest	
-9:00p	5 WO Med	ia Sales			>	ALL	Latest	
-9:00p	1					ALL	Latest	
-9:00p	1 7) You are abou	ut to publish inver	ntory for MFOX.	Continue?	ALL	Latest	
-9:00p	5	1				ALL	Latest	
-8:00p	9	Yes, P	ublish (Cancel		ALL	Latest	
-9:00p	5		Summer Summer			ALL	Latest	
-9:00p	5,					ALL	Latest	
p-9:00p	1/15/2014	5/21/2014	P		NSI-Pav	ALL	Latest	
n-9·00n	5/27/2014	12/31/2036	P		ODI-MO	AU	Latect	

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

Backup Your Inventory!

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 also backup your entire station database 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 must 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.

w Prog	gram 🐧 Assign Traffic Co	odes 🛛 🔀 Export To E	xcel 🗖 🖓 Crea	ate Backup File _n .	
-				h	2
nn hea	ader here to group by that c	olumn			
-					
ode	Name	Times	V Start Date	End Date	Dayparts
ode 6010	Name ALMOST HUMAN	Times Mon 7:00p-8:00p	✓ Start Date 1/6/2014	End Date 12/31/2036	Dayparts P
ode 6010 6020	Name ALMOST HUMAN 24 PREMIERE	Times Mon 7:00p-8:00p Mon 7:00p-9:00p	 Start Date 1/6/2014 5/5/2014 	End Date 12/31/2036 5/5/2014	Dayparts P P
ode 6010 6020 6030	Name ALMOST HUMAN 24 PREMIERE NEW GIRL/MINDY PROJ	Times Mon 7:00p-8:00p Mon 7:00p-9:00p Mon 8:00p-9:00p	 Start Date 1/6/2014 5/5/2014 5/27/2014 	End Date 12/31/2036 5/5/2014 12/31/2036	Dayparts P P 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.

PAV Books – Adding, Editing and Defining

Not sure if the new book is in your system? Create a new **Report Builder** and look at the "Target Book" list in Quick Num, or create a new Avail and look in the **Ratings Book** column in the **Surveys** screen.

In Inventory, be sure all the programming is up to date in the **Manage Inventory** section; this will save you from unnecessary work in PAV and Selling books. Now you can click on the PAV Books tab, then **Manage PAV Books...**, and **Add Book...**

Look below the list of books, findand check **Default to Time Period if not exact PAV Match**. This will go a long way in helping you to spot which definitions will need to be edited. Now look in your list of new books– you'll find your new book at the top. There may be several datastreams; stations usually define the LivePlus books as they will be used for sales. Some stations define others, so check with a sales manager if you are unsure. With a book selected, you can click **OK**.

Select the survey from which you	would like your PAV built.		
Add PAV Book Multi-Market			
Drag a column header here to group t	by that column		<u>م</u>
Survey Name	Delivery	Survey Type	Survey Date 🔻 🗏
May14LS	LiveSD	Standard	4/28/2014
May14L3	LivePlus3	Standard	4/28/2014
May14LP	LivePlus	Standard	4/28/2014
HISMay 14LP	LivePlus	Hispanic	4/28/2014
Feb 14LS	LiveSD	Standard	1/27/2014
Feb 14L3	LivePlus3	Standard	1/27/2014
Feb14LP	LivePlus	Standard	1/27/2014
HISFeb 14LP	LivePlus	Hispanic	1/27/2014
Nov13LS	LiveSD	Standard	10/28/2013
Nov13L3	LivePlus3	Standard	10/28/2013
New 1910	Live Dive	Carrier and Carrie	10/20/2012

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WO Media Sales will attempt to match a Program Average definition from the Nielsen book you're working with to each one of your inventory items. It cannot succeed in all cases!

The Defined Book list will appear again and you can click **OK**. Filter to just the book you are defining. Sort by time, and check **Show FTC/LTC** at the bottom left. Right-click in a column header to choose **BestFit (all columns)**.

Manage Products	Inventory	Manage Inve	ntory PAV Books	Selling Books Rep	o Book	s Program Schedule Pro	oduct Comments	Publish
<u></u> ко: 	3 NBC 4 AM NEWS DAYTIME	Drag a column	e PAV Books 🥁 I n header here to grou	dit PAV Selections	@ I	Export 🕗 Create Maste	r Planner	WIDEORBIT
	EARLY FRINGE			Program Info			Ave	erage Info
	ACCESS	Sort Code	Book Name Program Feb/2013LP EYEWIT	Name Ti NW TDY M-F 4:30A M	â↓	Sort Ascending	ogram Name(s) /N 4 TODAY;EWN 4 TODAY TC	Times 3 MTWR,U 4:30a-5:
	LATE NEWS LATE FRINGE		Nov/2012LS EYEWIT	NW TDY M-F 4:30A M	Z↓	Sort Descending	IN 4 TODAY	1 Mon 4:30a-5:00a
	PRIME WEEKEND		Nov/2012L9 EYEWIT	NW TDY M-F 4:30A M	2	Group By This Field	VN 4 TODAY (2)	2 MTWR,U 4:30a-5:0
	NFL SPECIALS		Jul/2012LP EYEWIT May/2012LF EYEWIT Feb/2012LP EYEWIT	NW TDY M-F 4:30A M NW TDY M-F 4:30A M NW TDY M-F 4:30A M		Alignment	IN 4 TODAY IN 4 TODAY (2) IN 4 TODAY TC;EWN 4 TODAY	1 Mon 4:30a-5:00a 2 MTWR,U 4:30a-5:0 2 MTWR,U 4:30a-5:0
	OVERNIGHT SPORTS BY DATE		Nov/2011LP EYEWIT Jul/2011LP EYEWIT	NW TDY M-F 4:30A M NW TDY M-F 4:30A M	F-4	Best Fit Best Fit (all columns)	RLY TDAY-NBC (2) RLY TDAY-NBC (2)	2 MTWR,U 4:30a-5: 2 MTWR,U 4:30a-5:1
	ARCHIVE-NBC	Grid Options	s PAV Breakdown	Demo Profile				
- 🔄	M-Sun Prime Inventory In Sports Archive	Grid	Settings					
	TEST PRODUCT	Display R	lationale Comments abled Items					
		Show FT	C/LTC					

It's easy to see which items need help. Edit definitions with a right-click, or a double-click on the definition (Average Info on the right side of screen) in question, or by clicking **Edit PAV Selections** at the top of the screen.

	Ma	nage Inven	tory PAV Bo	ooks Selling Books Rep	Books	Program Schedule Product Com	men
	:] Manage	PAV Books	📸 Edit PAV Selections	🖷 E	xport 🐖 Create Master Planner.	
	Dra	ag a column	header here t	o group by that column			_
	Bre			Program Info	6 1	Edit PAV Selections	
	_	Sort Code	Book Nam 🔻	Program Name			5
1		1180	Jul/2012LP	EYEWIT NW TDY2 W-F 6A		Update Selling Books	E
		1040		TODAY SHW M-F			0
		1190		TODAY SHW W-F	1	Copy To All Books	0
		1130		SUN TODAY-NBC	0		Ν
		1140		CHRIS MATTHEWS	O	Use Time Period For This Book	IF
		1150		MEET PRESS-SUN		Use Time Period For All Books	E
		1070		NBC SATURDAY TODAY 5-7	А		Т
		1100		EYEWITNESS NEWS 4 SAT	1	Disable This Item For This Book	M
		1010		EYEWIT NW TDY M-F 5A	~		E
	1					Disable This Item For All Books	

The system will have most of your long-running strip programming exactly as it should be. But if changes have been made since the end of the sweep period, you'll have to make a change in PAV definitions as well. Why? Because AEs have access to these books and will use them. The book may allow inventory items in an avail to default to a Program Average number in error if those items ran in the selected book. If you don't edit the definitions, your AE might accidentally try to sell a weekend footballgame (inventory item– left side) with numbers for an afternoon movie (PAV from the book– right side). And, if you intend to update your estimate books (selling books) to reflect your latest share in the market, using a correctly defined PAV book will save a LOT of time and trouble!

🥂 К	OB+ •	Filter Time Range:	Mo-Su 5:00a-4	:59a	··· Limit	Search	n Programs:			DMA	НН	*	
		P	rogram Info			_			Ratings Info		Releva	ince	
ook	▼ Station ▼	r Program 💌	Time	🗸 🔺 N	or 💌 Wi	ιs ▼ Ty	. 🔻 Src 💌	 Rating 	Share 💌	HUT 💌		#-	
JV2012LP	KOB+	TODAY SHW2-NBC	Mon 9:00a-10	:00a	123	4 N/A	NBC	2.3	6.8	33.7		28	
W2012LP	KOB+	NBC-7/23 SP RP	Mon 9:30a-9:4	i5a		N/A	NBC	2.6	7.5	34.0		26	
W2012LP	KOB+	TODAY SHW3-NBC	Mon 10:00a-1	1:00a	123	14 N/A	NBC	1.8	5.1	34.3		28	
JV2012LP	KOB+	GOODDAY NM	Mon 11:00a-1	1:30a	123	14 N/A	Local	1.0	2.8	35.1		28	
JV2012LP	KOB+	MILLIONAIRE	Mon 11:30a-1	2:00p	123	14 N/A	Synd	1.7	4.6	37.2		28	
W2012LP	KOB+	EYEWIT-4 MIDDY	Mon 12:00p-1	:00p	123	14 N/A	Lcl New	s 4.2	10.3	40.5		33	
W2012LP	KOB+	DAYS-OUR LIVES	Mon 1:00p-2:0	JOp	123	14 N/A	NBC	2.7	6.5	41.1		28	
JV2012LP	KOB+	RACHAEL RAY	Mon 2:00p-3:0	J0p	123	14 N/A	Synd	2.5	6.1	40.4		28	
JV2012LP	KOB+	INSIDER	Mon 3:00p-3:3	30p	123	14 N/A	Synd	3.2	7.8	41.5		28	_
🕹 Add P	rogram	Remove Program	TRemov	e All		Show Loc	al Monthly De	tailed PAVs			TP: 4.6	/ 17.8 / 25.8	_
	KOB+	EYEWIT NW TDY2	Mo-Fr 6:00a-7	':00a	123	4 N/A	Lcl New	s 4.7	17.9	26.0		93	
V2012LP													
/2012LP													
V2012LP													
2012LP													

You can see there's quite a mix of assignments. This is due, in part, to the book being a July book, and Inventory with a mix of summer programming, standard fall programming, and new fall programs...and, it's Prime – which is forever changing! Always check lines defined as None (Time Period). There may be a PAV program you can use instead.

			Program Info)			A	Verage	e Info		HH	HH
	Sort Code B	ook Name	Program Name	Times V	FTC	LTC	Program Name(s)		Times	Weeks	D.RTG	D.SH
	6030 3	ul/2011LP	THE BACHELORETTE	Mon 7:00p 9:00p	5/30/2011	8/1/2011	BACHLRTTE ABC	1	Mon 7:00p 9:00p	231	p9.1	p13.
	6040		THE BACHELOR PAD	Mon 7:00p-9:00p	8/8/2011	9/12/2011	None (Time Period)	0	None (Time Period)	1234	7.1	11.
	6050		CASTLE	Mon 9:00p-10:00p	3/9/2009	12/31/2036	N/A	0	N/A	1234	n/a	n,
	GOGO		EXTRM MKVR; WEIGHT LOSS	Mon 9:00p-10:00p	5/30/2011	8/1/2011	EM: WEIGI IT-ADC	1	Mon 9:00p-10:00p	234	p6.5	
	6070		WIPEOUT	Tue 7:00p-8:00p	6/14/2011	10/4/2011	WIPEOUT-TU-ABC	1	Tue 7:00p-8:00p	1234	p4.5	p7.
	6080		LST MAN STND/MAN UP	Tue 7:00p-8:00p	10/11/2011	12/31/2036	None (Time Period)	0	None (Time Period)	1234	4.5	7.
	6090		STARS RESULTS SHOW	Tue 8:00p-9:00p	9/21/2010	12/31/2036	N/A	0	N/A	1234	n/a	n
	6100		TAKE MONEY & RUN	Tue 8:00p-9:00p	8/2/2011	9/13/2011	None (Time Period)	0	None (Time Period)	1234	4.5	6
	6110		101 WAYS-GM SHW	Tue 8:00p-9:00p	6/21/2011	7/26/2011	101-GM SHW-ABC	1	Tue 8:00p-9:00p	1234	p4.5	p6
×	✓ (Book N	lame = Jul,	/2011LP) 									
G	rid Options	PAV Brea	akdown Demo Profile									
	Grid Se	ettings										
E	Display Rat	ionale Con	nments									
F	Hide Disable	ed Items										
V	Show FTC/	LTC										

Defining your Program Average tracks correctly can be *very* important, especially in a diary market. Many calls that come into support about "incorrect numbers" actually stem from the incorrect definition of Program Average.

Here are a few suggestions on how you might define your PAV's under a variety of circumstances:

- 1. Assign the program that aired in the time period when possible
- 2. Choose a program that dominated the time period as the PAV track (2+ weeks or more)
- 3. If a program did not dominate the time period, take all of the pure programs (exclude any special reports or special events)
- 4. If all of the programming aired for 1 week, then choose all of those 4 programs to get your PAV# or **default to Time Period**
- 5. If you are combining two half hour programs together, such as "The Middle/Modern Family", select both half hour programs that aired
- 6. When new programming airs in a time period (for example, new Fall line-up), use the best match of the time period to create your PAV for all past books. For example, for the change in your Monday night lineup, use the best match of the time period from last May. <u>This is not estimating</u>. <u>This is definition of historical tracks</u>. <u>Use the Selling Books for estimating</u>.
- 7. If your regularly scheduled program only aired one week in the book, select it
- 8. If your program moved from Tuesday to Wednesday select the program from Tuesday as the history. Do NOT do this if the program is moving to or from a Friday or Saturday night, or if one night's programs are encores and the other nights are new!
- 9. The general rule for Sports or Specials is to *Disable* the historical track for all books unless it actually aired in a book. It is important to train the sales staff to always use the Sports or Specials Selling book when selling Sports or Specials
- 10. If a variety of programs aired in the time period, but one of them was a Special that increased (or decreased) the time period, select the other 3 weeks of programming and eliminate the special
- 11. If your program is a block of time, such as Overnight ROS M-Su 2a-5a, select **Use Time Period for All Books** (right-click option)

Note: These are just suggestions. Use your best judgment and defer to any standard practice for your station. Instances are often unique to one program or time period in one book.

Basic Estimating

Before We Begin

- We will be presenting this in the Selling Book section of Inventory. If your station does not have someone designated to maintain inventory and enter estimates for everyone, most of what's presented can also be done in Avails/Packages. But that would apply only to one Avail/Package.
- Most of this guide is presented with Metered Markets in mind. There are far more options in LPM markets and fewer in Diary markets.

Please keep in mind that these are not the only ways of creating Selling book Estimates but are the ways we feel are most efficient. Also, many more markets will be receiving 12 books a year now, and this should help with more accurate estimates, especially when skewing demos for HouseHold Overnights. If you have any questions or concerns, feel free to contact *WO Media Sales* Support: 415.675.6775 Option 2, 1.

Let's Get Started

Probably the most helpful and time saving contribution to the bottom line that you can make is to create a Selling Book (or six) for your sales staff. These books are used in avails/packages and can contain estimates and rationales for every program in your station's Inventory. Teach the staff to use these books whenever possible, and they'll never go out to sell with "wrong numbers".

Selling books begin as simple PJs, and some stations stop there. (We'll explain below why it's best to check each program when you do this.) The first step for making fast work of this is to 1. Make sure all your programming is up to date and correct, then 2. Define the PAV Book, or Books, you will be using for the Share in the PJ you create as your base selling book.

Click the **Selling Books** tab. You may get a blank screen, or you may get old selling books someone created long ago. Now click the **Manage Selling Books** button.

Ma	inag	e Inventory														
Pro-	ducts EOX	Publishing Queue MFOX FOX 6		Mana	age Inventory Add New Prog	PAV Books	Selling Books gn Traffic Code	Rep Boo	ks Progra	m :						
Γ		EARLY PROVING DAYTIME EARLY FRINGE EARLY NEWS ACCESS		Drag Tag	e column head Sort Code 1010	der here to gro Name GOOD DAY PL 1	up by that colur SA	Products	Publishing MFOX FOX 6			Manage Invento	iny PAV Books	Selling Books	Rep Books PAV Book	Program
	ē	PRIME	1		1020	GOOD DAY-53	M		EARLY F	E RINGE EWS		Drag a column h	eader here to gro	up by that column		Program
									ACCESS	- 1	1	SortCode 101	Book. 0 Q1 EST	Progr GOOD	am Name DAY PL 5A	

The screen may be completely blank, if a selling book has never been created for your station.

Or, it may look something like the screen below. If you see "old" books (before the past year or two), there probably isn't much to salvage, and you can delete them. (Old Avail files using these books will be preserved unless the AE edits the books. The avail will be okay in any case, but they'd have to update the books once they hit **Edit Books**.)

/O Mee	dia Sales	1		$y_{i,i} = (1^{i})^{i} (0) (1^{i})^{i} (1$	\ldots, \ldots, \ldots	L
Manag Defi	e Selling Books	this inventory.				
🖪 Ad	d Book 📝 Edit	Book 国 Delete Book	💽 Copy Book.	📓 Move Up	属 Move Dow	'n
ype	Name	Share Book	Hut Book	Start Date	End Date	RepBook
	SPORTS	Nov/2012LS	n/a	n/a	n/a	n/a
	SPECIALES	Nov/2014LP (PAV)	n/a	n/a	n/a	n/a
	FEBEST	Feb/2015LP (PAV)	Feb/2015LP	5/27/2013	12/31/2036	None
	MAYEST	May/2014LP (PAV)	May/2014LP	5/27/2013	12/31/2036	NSI
	JULEST	Jul/2014LP (PAV)	Jul/2014LP	5/27/2013	12/31/2036	NSI
	NOVEST	Feb/2015LP	Feb/2015LP	5/27/2013	12/31/2036	None

If there's a reason not to delete the books, you can edit what you have. Highlight the book you wish to edit and click on **Edit Book**. Here you can edit the book name, edit your start and end dates for the book and edit your share and HUT books. Typically, you would want to update your Selling Books when the latest Nielsen PAV books become available as your Share book.

When you update your Share book to the latest Nielsen PAV book, then click **OK**, you will receive a prompt detailing which Dayparts you want to auto update with the new Share information. You will see that Sports and Specials default to NOT being checked – so that the system won't override special estimates that you may have created for them. The PRIME box IS checked, however. So make sure to uncheck that Prime box if you do not want your custom Prime estimates overridden with the new default Share/HUT information.

elling Book Update I	n Othe	
Book Properties		
Book Type	Standard Book JANES Gustom Book	¥
Book Name	1Q2016	
Start Date	8/5/2015 👻	
End Date	12/31/2036 💌	
Book Source		
Delivery	LivePlus	-
Survey Type	Standard	•
	PAV Books O Time Period E	looks
Share Book	Nov/2014LP (PAV)	-
HUT Book	Nov/2014LP	•

When you click **Add a Book**, within the **Edit Selling Book** window, you can either choose to either build a new Custom Book or a Standard Book. When you click **New Standard Book**, you get a list to choose from, limited to what's possible in your market, and what has NOT already been created. Click **New Custom Book** and you can name the book what you'd like.

Easiest way to use these two book types, in our opinion: Create your Quarterly books as **Custom**, and your Sports and Specials books as **Standard**. When creating **Custom** books, you can specify which dayparts you want to update when you are changing to more recent books (you'll do this every time you receive a new book from Nielsen). For instance, you may not want to update all of prime, overwriting existing estimates. You'll see that the Sports and Specials dayparts are unchecked (won't be overwritten by a "new book" update) by default.

- Standard books do **not** allow you to choose which dayparts to update- all *active programs, enabled in a given Standard Selling Book* will update.
- Combined with Sports and Specials programming, **Standard** books perform a few "automagical" functions which you and your AEs will find helpful.
- You would never want to update Sports or Specials programs *as a group* with a new book, so using a Standard book for those programs works well.

Note that you can specify Start and End Dates for each book in **Manage Selling Books**. This isn't required for the book to function, but there is an option in **Campaigns** which allows the selection of station programming based on the dates of the Selling Book used.

When you go back to the main selling book screen, be sure to filter to the book you'll be working with. (Just a general rule– there will be times when you'll want to see more than one book at a time)

In this shot, you can see the "ideal" outcome... a carefully defined Program Average book has been used as the Share in our 1st Qtr Selling/Estimate book. The result is that your work is done for many programs. If you could look

below the "bubbles" in **Logic Flow**, you'd see that even the Rationale is in place. Sometimes you may need to "write" your own Rationale. To do this, right click in the blank area next to the PAV Average bubble. In that menu you'll see **Auto Create Rationale Comment**. Click this and the system will write it based on what's presented in your logic flow.

		Program Info				HH	HH
È	SortCor / Book	Program Name	Time	FTC	LTC	D.RTG	D.SHR
	6010 Q1	HOUSE	Mon 7:00p-8:00p	1/6/2012	12/31/2036	p12.0	p1
	6020	AMERICAN IDOL	Mon 7:00p-9:00p	5/5/2012	5/5/2014	6.1	
	6025	TERRA NOVA	Mon 8:00p-9:00p	1/14/2012	1/14/2014	p5.6	P
	Display Options for HOUSE	Do not include in this estimate.	. 🔲 Disable Share Di	isplay. 🗖 I	Disable HUTs D	isplay.	
	Estimate CE dit Starting	g Point 🚰 PAV Average 🦆 HI PAV Average (1 Programs) Feb/2011LP MF0X HOUSE-F()	UT Adjustment 💉	Demo Overrio	des 🌮NTI .	Adjustments 😤	overni

It may be that after the run of this program begins, you'll want to check Overnights to be sure your numbers from last Feb are holding up, and you may want to add some of those overnights to your estimate. Click on the **Overnights** button (far right in the selection bar in Logic Flow). You'll only have to add in the dates you want and choose your delivery type; the Day and Time will default to that of the program. You would probably **Add All for Title**, then maybe remove that 4.6 HH on January 3 (football game on competition? Likely).

WU Media Sales									-14	
Mo	orNid	abt Adjue	tmor	ate	_	Inve	ntory Program			
0	/er miç	Jiit Aujus	unei	115		Mon 7:00p-8:00p				
💋 QuidA	um	D < 💌 Station 💌	Network	Program	▼ Episode	▼ Time	▼ HH ▼	Share		
tations		02/07/2012 MFOX	FOX	HOUSE-FOX		Mon 7:00p-8:00	p 11.	9	15	
MEOX		01/31/2012 MFOX	FOX	HMN TRG1/31 8	P	Mon 7:00p-8:00	p 6.	7	8	
IN OK		01/24/2012 MFOX	FOX	HOUSE-FOX		Mon 7:00p-8:00	p 11.	2	14	
rogram Name		01/17/2012 MFOX	FOX	HOUSE-FOX		Mon 7:00p-8:00	p 12	1	15	
		01/10/2012 MFOX	FOX	LIE-ME-1/10 8P		Mon 7:00p-8:00	p 5.	2		
pisode		01/03/2012 MFOX	FOX	HOUSE-FOX		Mon 7:00p-8:00	p 4.	6		
8										
ime 🔽										
Mon 7:00p-8:00;	2									
weep To Date	Sweeps									
tart Date										
01/03/11	-									
nd Date										
02/09/11		•								
elivery			1			1				
LIVE PLUS 7	-	Add Program	Add /	All for Title	 Remove Program 	· Remove A	1			

You can see that in this case, the HH number (and so all the demo numbers, too) goes down just a little. Is that okay? Probably. What you've done is show what "House" is doing *now*, as close to predicting the future as possible. (This is why TV sales teams monitor overnights) It may be, as time goes on in First Quarter, you'll want to add more overnights or change the overnights used in the estimate. For Metered Markets: When you add these overnights, they are HH overnights only, no demos.

	6030	AMERICAN IDOL	Mon 7:00p-8:30p	1/9/2012	12/31/2036	10.3
	6040	TERRA NOVA	Mon 8:00p-9:00p	9/6/2011	12/31/2036	p6.8
	6060	ALCATRAZ	Mon 8:00p-9:00p	1/2/2012	12/31/2036	p6.8
	6050	HOUSE	Mon 8:000-9:000	10/3/2012	12/31/2036	06.8
	(Book = 1st Qtr)					
•						
Disp	lay Options for H	OUSE 🗖 Do no	t include in this estimate. 🔲 D	isable Share Displ	ay. 🔲 Disable H	HUTs Disp
~						
Logic Flo	ow Demo Prof	ile				
Est	imate 🏷 Edi	t Starting Point 隣 PAV Avi	erage 🥇 HUT Adjustment	🌮 Demo Overrid	les 🐔 NTI Adji	ustments (
65	SHR/HUT	PAV Average [1	Programs)	Pure H	H Overnight Adjus	tment (3 F
	Feb/2011LP Mon 7:00p-8:00p	JFeb/2011LP MF	90X HOUSE-FOX Mon 7:00p-8:00	01/24	/2012 MF0X HOU /2012 MF0X HOU /2012 MF0X HOU	SE-FOX M
_						

ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF HOUSE-FOX Mon 7:00p-8:00p IN Feb/2011LP ON MFG

WO Media Sales creates demo numbers for you based on a formula using your HH Overnights and an NSI book. In the case above, it's able to use PAV from the NSI book: just those demos who were watching "House" on Mon 7-8p in Feb11. So, when overnights are added, the role of the PAV you've added changes. It is no longer the program average number you're using to estimate the program. Now, it's the PAV you use as an element in the formula which creates demos from your HH Overnights. (This is good strategy for estimating a game which didn't run in a book: Get the game from Overnights, but ensure your demos are accurate by using PAV from a *similar* game in a book.)

And the Rationale is no longer accurate! When you add overnights, you must manually re-write your rationale. This one might be: "Estimate is based on actual performance of "House" – MFOX Pure HH Overnights 1/17 through 2/7– Demos in proportion to MFOX Feb11LP-PAV "House" Mon 7-8p"

6010 132 07 FOX PRIME AVERAGE Mo-5a 7:00a-9:00a 1/1/2012 12/31/2036 7.1 6020 HOUSE Mon 7:00a-9:00a 1/2/2012 12/31/2036 011.8
Tip: Although we jumped into Prime for this illustration, you should look at all of your strip programming
and be sure it is accurate. Most should be like the example at the beginning of this section: Correct PAV
Service and rationale auto-created. In the event of new Morning, Daytime,
in our of the second of the se
LogicFlow Demosystem can "do your work for you" is when the program has an exact match in the defined PAV book used
😤 Estimate 🐼 Stil & Bog Sen S Rap By Average 🏅 HUT Adjustment 🞸 Demo Ovenides 🧹
(C) SARCHUT
Mon 7:00p-8:30p
ACTUAL F+b/2011LP Mon 7:00p-8:30p TIME PERIOD ON MFOX.

This example is totally different. In fact, in some cases (some stations) it would have been disabled in the Feb11PAV book because "AI" just did not run on Monday 7-830p in that book. The time period HH number you see is an average of "House" and "Chicago Code" (you would view this by clicking the PAV Average button in Logic Flow). But wait. You say you KNOW "AI" ran in the Feb11 book?

And here it is. With my program highlighted, I clicked PAV Average in Logic Flow, but only saw "Chicago Code" and "House". The program running in the time period is always the default. Where **Limit** is circled below, the default button says **Show All**— I clicked it. That gave me every program in the Feb book. Then, I clicked on the word **Program** to sort alphabetically.

🗑 WO Medi	ia Sales														
										Inv	entory Program				
Select Program Averages										AMERICAN IDOL Mon 7:00p-8:30p					
🛛 💽 MFOX 🔹 🥏 Feb/2011LP 🔹 Filter Time Range: Mo-Su 5:00a-4:59a 🔤 Limit									Search Pro	grams:					
	Program Info							H	Batings Infe	D	Relevance				
Book 💌	Station	Program 💎 💌	ime 💌	Nor 💌	Wks 🕶	Ty 🔻	Sic	▼ Rating ▼	Share 💌	HUT 💌	# *				
eb/2011LP	MFOX	SUSEC-S-EN-FOX	Sat 11:30p-12:00a		1234	N/A	FOX	1.2	2.4	48.2	26				
eb/2011LP	MFOX	A YOUNG PRSNTS	Sat 5:00p-6:00p		1-34	N/A	Local	1.4			20				
eb/2011LP	MFOX	AM IDL TU-3/1	Tue 7:00p-8:30p		4	N/A	FOX	18.8			52				
eb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-9:00p		1234	N/A	FOX	19.6	25.5	76.8	43				
eb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-8:00p	~	1234	N/A	FOX	20.0	28.2	76.4	43				
eb/2011LP	MFOX	AM IDOL-WE-FOX	Wed 7:00p-9:00p		1234	N/A	FOX	19.2	26.1	73.5	43				
Ab/2011LP	MEOX	AMERON DAD-FOX	Sun 6:30n-7:00n		.234	N/A	FOX	3.0			25				
🕹 Add Pro	gram	1 Remove Program	Remove All Show Local Monthly Del								TP: 10.3 / 13.4 / 76.8				
eb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-9:00p		1234	N/A	FOX	19.6	25.5	76.8	43				
eb/2011LP	MFOX	AM IDOL-TH-FOX	Thu 7:00p-8:00p	✓	1234	N/A	FOX	20.0	26.2	76.4	43				
eb/2011LP	MFOX	AM IDOL-WE-FOX	Wed 7:00p-9:00p		1234	N/A	FOX	19.2	26.1	73.5	43				
								19.5	25.9	75.4	AVG=43.00				
Pure P	AV Averag	6	Do	Not Sho	v At All		Use Time	Period		Ok		Cancel			

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!

I double-clicked on the "Idols" I wanted to select them, deciding against the odd one week run on 3/1. I checked Pure PAV Average because I want the *HUTS/PUTS* to come from the programs I've chosen rather than the time period across the book.

When I click **OK**, the system is going to double-check that decision:

W0 Media Sales	×
Select HUT Times Please select what you would like to do with the HUT times for this program. © Use Program HUT Times Mon 7:00p-8:30p	
O Use Pure PAV Thu 7:00p-9:00p+Thu 7:00p-8:00p+Wed 7:00p-9:00p	
ОК	

It will default to the time period of the program you're estimating. Change that to Use Pure PAV as you need to. In this case, the choice to use Pure PAV in this estimate is more than valid: the program is in the base hut book for the quarter. Often you have different Share and Hut books—for instance, if you are estimating for 1st Quarter and the May book was your most recent book containing "Idol", you may be using May for your share, and pull your PAV from the May book. If so, you might also use the HUT from the *Feb* book, *because that's the time of year the program will be running… the HUT levels are likely to be more accurate.*

"Likely to be"... You'll need to look, check, decide: Which numbers do I want to use? The highest numbers? Not if you don't think they'll be accurate when the program runs. Yes, this would help the AE sell, but what happens if they also have to post? Usually, what you want is to predict the future as accurately as possible. Also, there is still some measure of "industry standard". You're "expected" to use your most recent Nielsen book (share) adjusted to the book for the applicable "time of year" (HUTs), or to use "last year/same time" (actual). If you vary from this, and the pitch is to an agency, you could be questioned. So, those estimates should have good rationale!

Click **OK** again, and you have one more thing to do to this estimate:

Just right-click beside one of the Logic Flow bubbles, and choose the last option, Auto-Create Rationale Comment.

6050 ALCATRAZ Mon 8:000-9:00p 1/2/2012 12/31/2036 p6 6050 HOUSE Mon 8:000-9:00p 10/9/2012 12/91/2036 p6 V (Rook = 1st Qe) In 8:000-9:00p 10/9/2012 12/91/2036 p6 Image: State of the state of t	•
6000 HOUSE Men 8:000-9:000 10/0/2012 12/0/2016 p6 Image: State Control of the Control of	8
Cook = 1st Qe) Cook = 1st Qe) Display Options for AMERICAN IDOL Do not include in this estimate. Disable Share Display Logic Flow Demo Profile Cook = 1st Qe) Demo Profile Cook = 1st Qe) Demo Profile Demo Profile Demo Demo Profile Demo Demo Demo Demo Demo Demo Demo D	8
Display Options for AMERICAN IDOL Do not include in this estimate. Disable Share Display Logic Flow Demo Profile Demo Profile Demo Edit Starting Point Display Average HUT Adjustment	
Logic Flow Demo Profile	. 🗖 Di
📸 Estimate 🍋 Edit Starting Point 🚰 PAV Average 🥉 HUT Adjustment 🌮 Demo Override	
	👘
SHR/HUT PAY Average (3 Program) - Pure Average Feb/2011LP MPDX AM IDOL-TH-FDX Thu 7 00p-8:00p	
Feb/2011LPt Copy Logic To All Books	
CODY Logic To All Books (Including HUT/PUT	Levels)
Copy Logic to Clipboard	
Copy as Image To Clipboard	
Auto-Create Rationale Comment	

Could we have pre-selected these programs in the Feb PAV book so that the system would have "automatically" created the estimate for us, as in the first example ("House" near the beginning of this section)? YES. In fact, if you think that AEs will be using PAV books for selling, this may be better than any other option! You do not have to have PAV books to reflect history, as that can always be pulled from the PAV side of your Nielsen books as a projection.

What you do to estimate first airings isn't as clear as our last two examples. How to estimate programs, like "Alcatraz" for instance, which have no track record? Here are some thoughts and suggestions.

- Remember Time Period still counts for something. (Especially when you don't have much else!) Not as much as other factors, and certainly not as much as it used to, and much more so for older demos than younger ones. But a "CBS Tuesday Night at 8pm" habit still exists out there.
- Gather all the info you can on the program: Affiliate websites, maybe Rep estimates, and Google it. Somewhere in all that you may see something which tells you either directly or indirectly, "This program is expected to command an audience like that of Scandal".
- As you see, you can change the station as well as the book. It often takes a bit of "hunting" to find an older program on another station, but you have the tools to do it. Here, for instance, I changed the time to all of prime, and clicked the **Program** column header to sort alphabetically, because I didn't know when or if "Lost" ran in the March09 book. Then I'd make sure that the HUTS came from Mon 8-9p on MFOX. (The system will ask you to confirm whether that is what you want.)

1	Select Program Averages										Inventory Prog ALCATRAZ Mon 8:00p-9:/			
1114	obc	MCAB	-	Aar/2009LP	Filter Time R	ange: Mo	Fr 7:00p	-10:00p			Show All	Search P	rograms:	
П	obc	MCAB		F	Program Info						HI	IRatings Info		Relevar
В		MCBS		Program 💎 💌	Time	Nor 💌	Wks 🕶	Ту 💌	Sic	•	Rating 💌	Share 💌	HUT 💌	
П	сŭ	MCWT		GREYS-THU9-ABC	Thu 8:00p-9:00p		1234	N/A	ABC		11.1			
	GII	MOWT+		HMELND-USA-ABC	Tue 7:00p-8:00p		1	N/A	ABC		6.0			
		DICWIT	-	IN MOTHRHD-ABC	Thu 7:00p-7:30p		4	N/A	ABC		7.0			
	FOX	MFUX	_	LIFE-MARS-ABC	Wed 9:00p-10:00p		1234	N/A	ABC		2.9			
	MILITAR	I MIL		LOST-ABC	Wed 8:00p-9:00p		1234	N/A	ABC		5.0	6.5	77.2	
		MJTP		PRIMTME-DO-ABC	Tue 9:00p-10:00p		123-	N/A	ABC		5.6	7.6	73.6	
	11	MNVC	-	PRS OBM-CN-ABC	Tue 7:00p-8:00p		3-	N/A	ABC		8.8			
						_								

- What is the lead-in program? Will that have a strong influence? You can start with the lead-in number (adjusted to the time period HUTS), if there is good rationale for that.
- Ask the opinions of sales managers or senior AEs; they may have just the info you need.

Remember, every program is different, and it often comes down to your judgment and expertise.

Rentrak Inventory and Estimating

Creating and maintaining Rentrak inventory follows almost the same procedures as creating and maintaining Nielsen inventory. The big differences exist in creating Selling Books and estimating – since Nielsen estimates are in book form, and Rentrak is strictly overnight data.

For instructions on how to set up your Rentrak data and inventory, please see the Quick Tip for Rentrak Setup. For estimating, see the Quick Tip "Rentrak Data in *WO Media Sales*". And please get in touch- we will be happy to help.

If you have any questions or concerns, please call or email.

WO Media Sales Support: 415.675.6775 Option 2, 1 Sales-support@wideorbit.com