

*The Research Director's*  
**Guide to the Galaxy**

**WO MEDIA SALES**



# The Research Director's Guide to the Galaxy

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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](mailto: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.



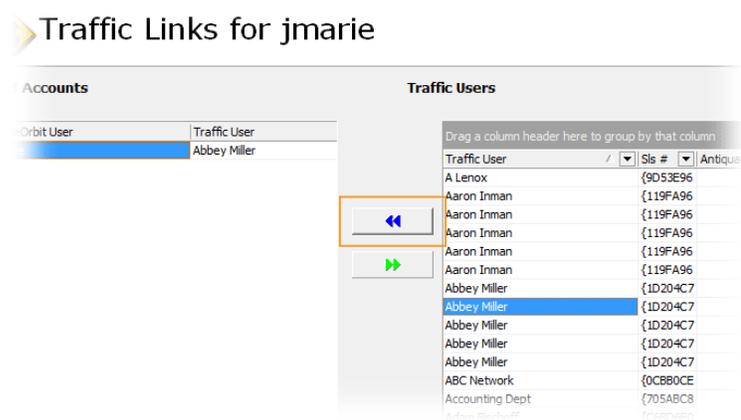
**Tip:** This naming convention makes things very easy when a user loses their password. But we can tell you how to find a user's password, no matter what it is.  
*IMPORTANT: Passwords are CASE sensitive.*

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.
7. Once you click the **Add** button, you will notice additional options will appear on the left-hand side of the screen.
8. 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.



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 syncing 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.

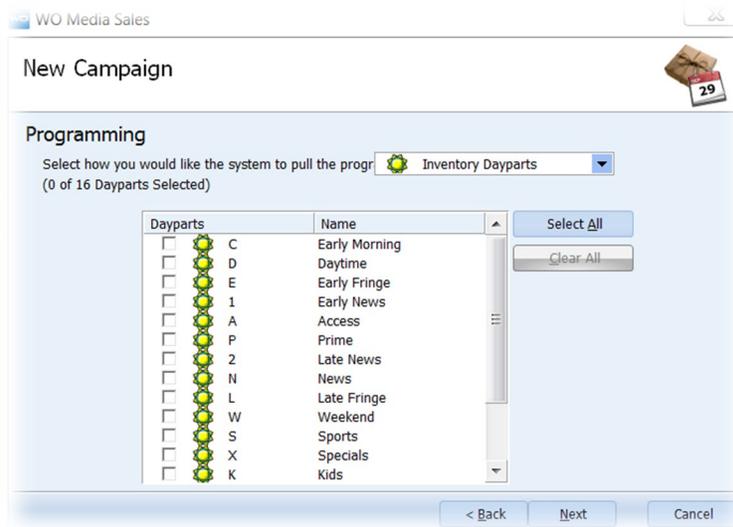
**OPTIONAL:** Once the user is set up, you can click the **Send Install Email** button in the lower-left hand corner of the screen if the system has not yet been installed on the new user's machine.

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

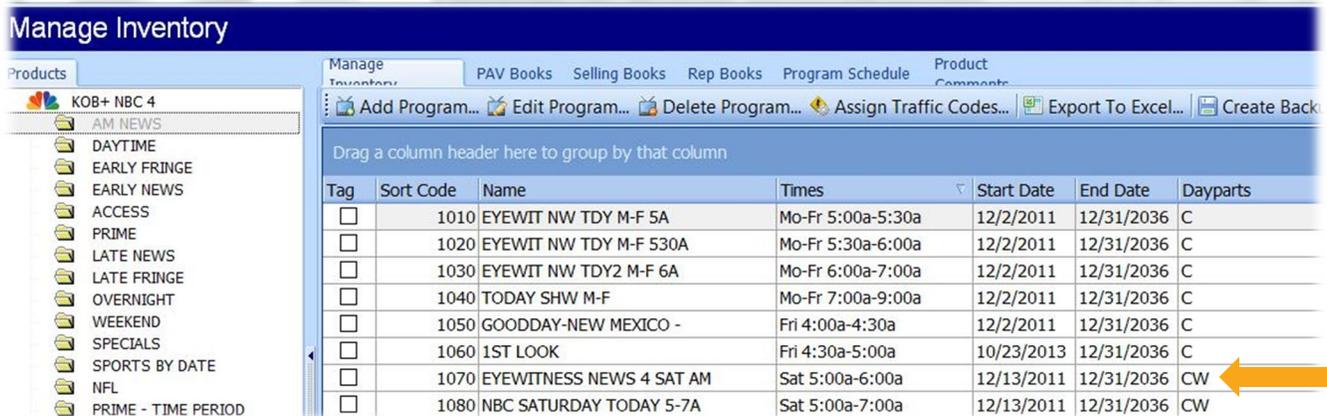
## Dayparts

### 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.



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.

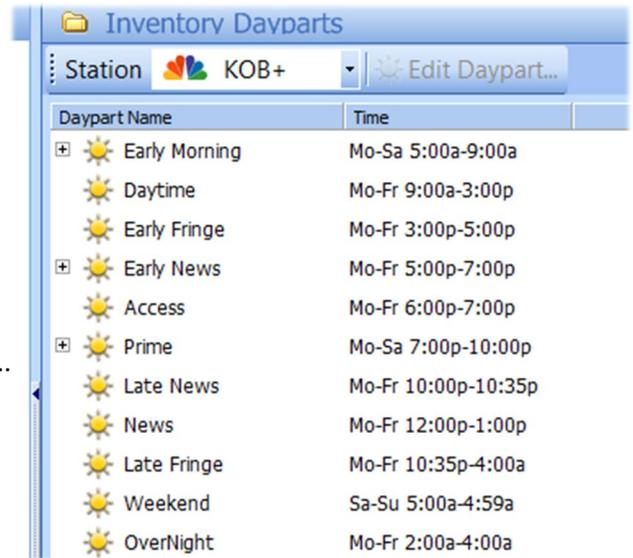


## System Setup/Inventory Dayparts

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...**



The screenshot shows the 'Inventory Dayparts' window for station KOB+. It features a dropdown menu for the station and an 'Edit Daypart...' button. Below is a table listing various dayparts with their corresponding time slots.

Daypart Name	Time
☀ Early Morning	Mo-Sa 5:00a-9:00a
☀ Daytime	Mo-Fr 9:00a-3:00p
☀ Early Fringe	Mo-Fr 3:00p-5:00p
☀ Early News	Mo-Fr 5:00p-7:00p
☀ Access	Mo-Fr 6:00p-7:00p
☀ Prime	Mo-Sa 7:00p-10:00p
☀ Late News	Mo-Fr 10:00p-10:35p
☀ News	Mo-Fr 12:00p-1:00p
☀ Late Fringe	Mo-Fr 10:35p-4:00a
☀ Weekend	Sa-Su 5:00a-4:59a
☀ OverNight	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.



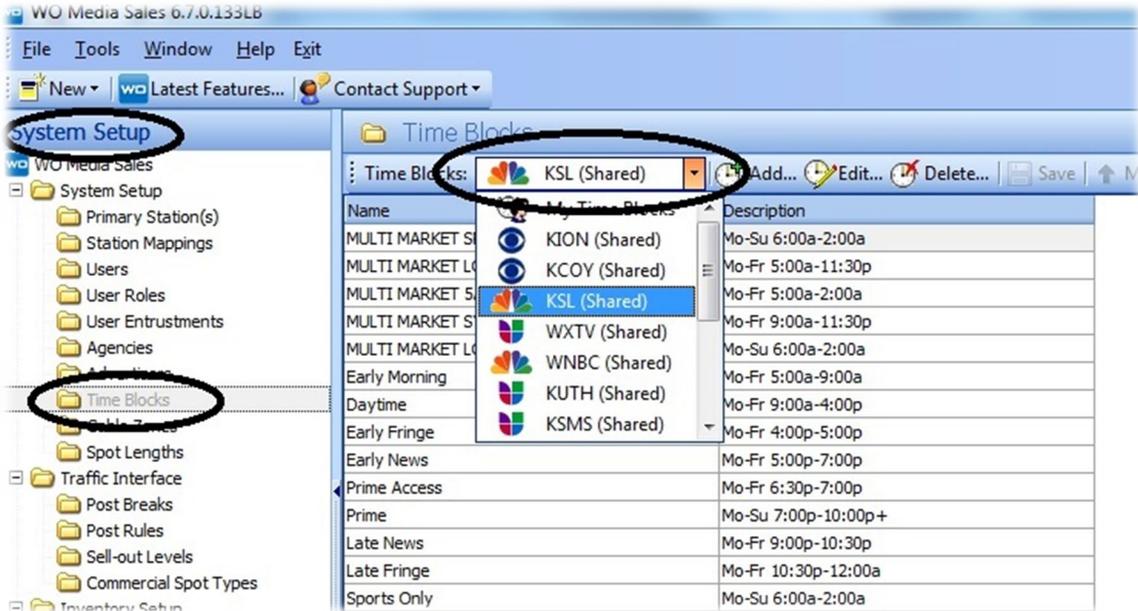
**Tip:** If you set up Time Blocks correctly, you may find AEs happy to run their own reports!

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

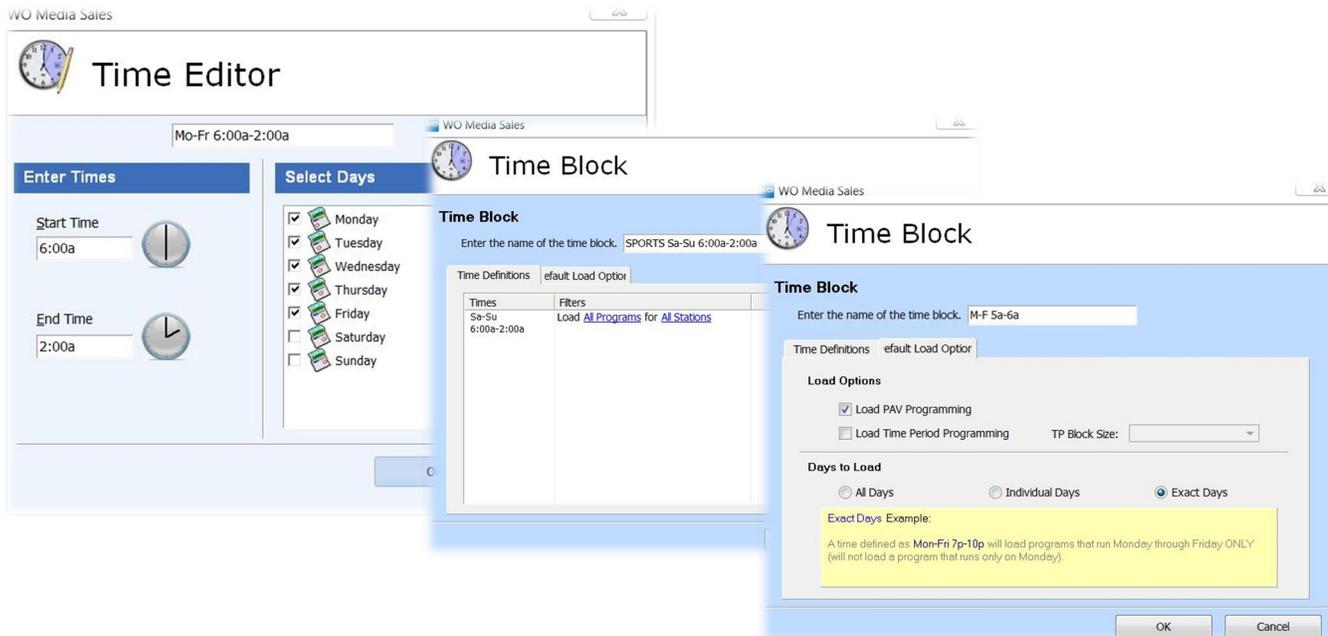


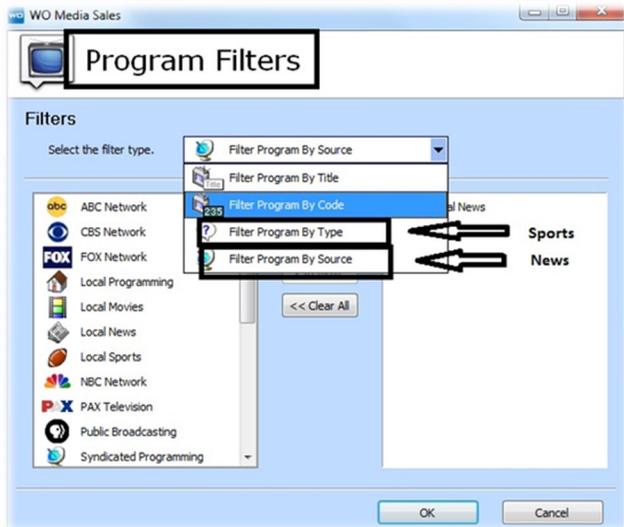
**Tip:** Time Blocks come with **Default Load Settings** of Time Period, an 8:00 PM start time for Prime, and an 11:00 pm start time for Late News. These will need to be edited to your time zone, and you need to replace the Time Period with PAV, Exact Days for earlier (and Late Fringe) M-F programs. 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.



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)
3. 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.





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 News** M-F 4p-7 or 8p *Programs*: Source: Local News/PAV/Exact Days

**All Local Early News WKND** Sa-Su 4p-7 or 8 p *Programs*: Source: Local News/PAV/Individual Days

**All Local News M-F** M-F 5a-1030 or 1130p *Programs*: Source: Local News/PAV/Exact Days

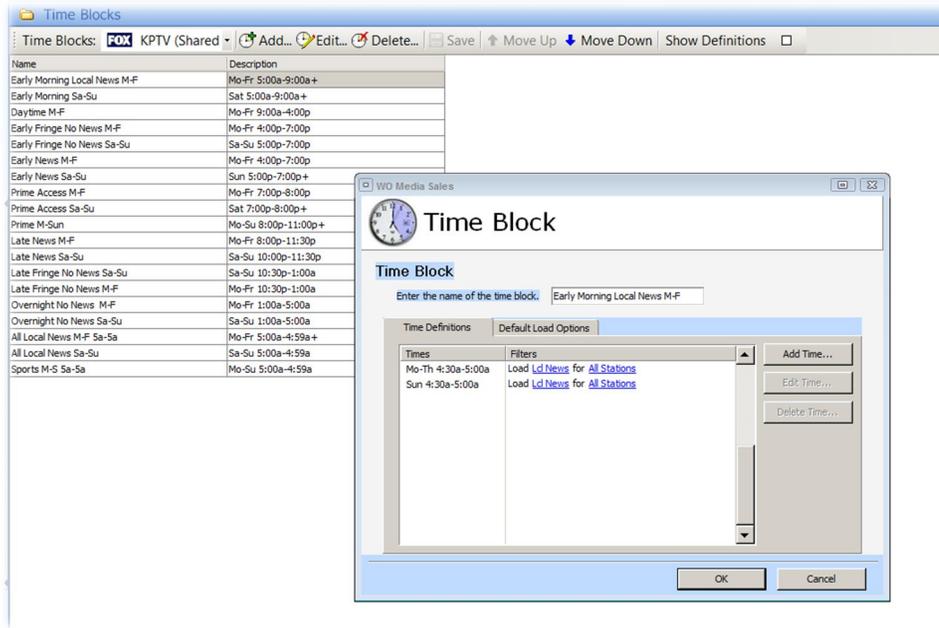
(if you want to add 4a news to this you need to **Add M-Th**, then **Add Su 4a-459a**, *Programs*: Source: Local News/PAV, Exact Days) (All Local News Weekend is the same, but Default Load is Individual Days)

**Sports Only** M-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).



**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:



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:** M-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

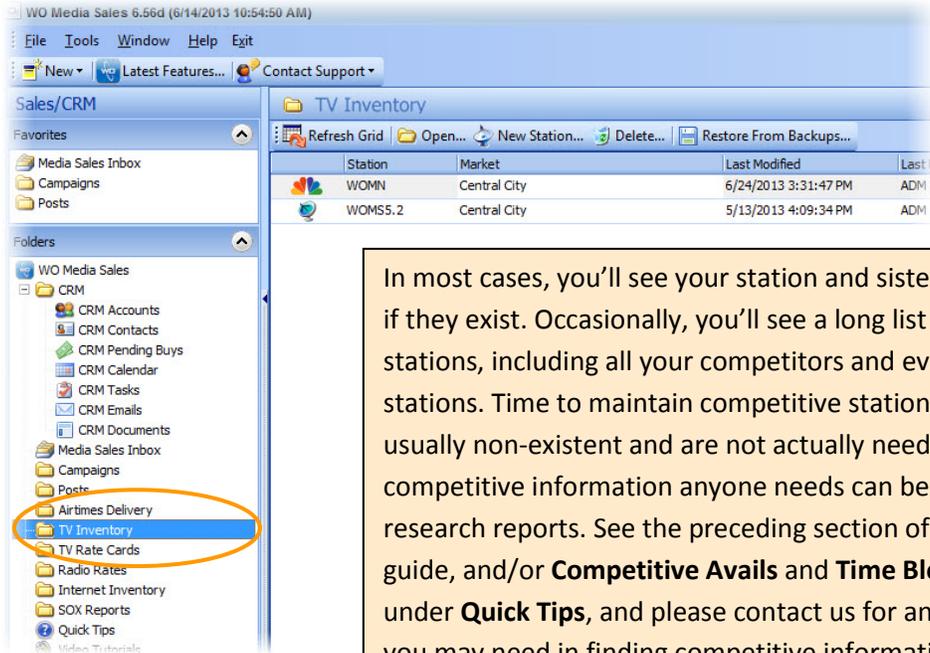
**Inventory** in *WO Media Sales* refers to the programming your station's sales staff uses for their presentations to buyers. You will enter changes by deleting, moving, editing, or adding new programs. You may have been asked to "update the books" or even "estimate the new programs", but in almost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

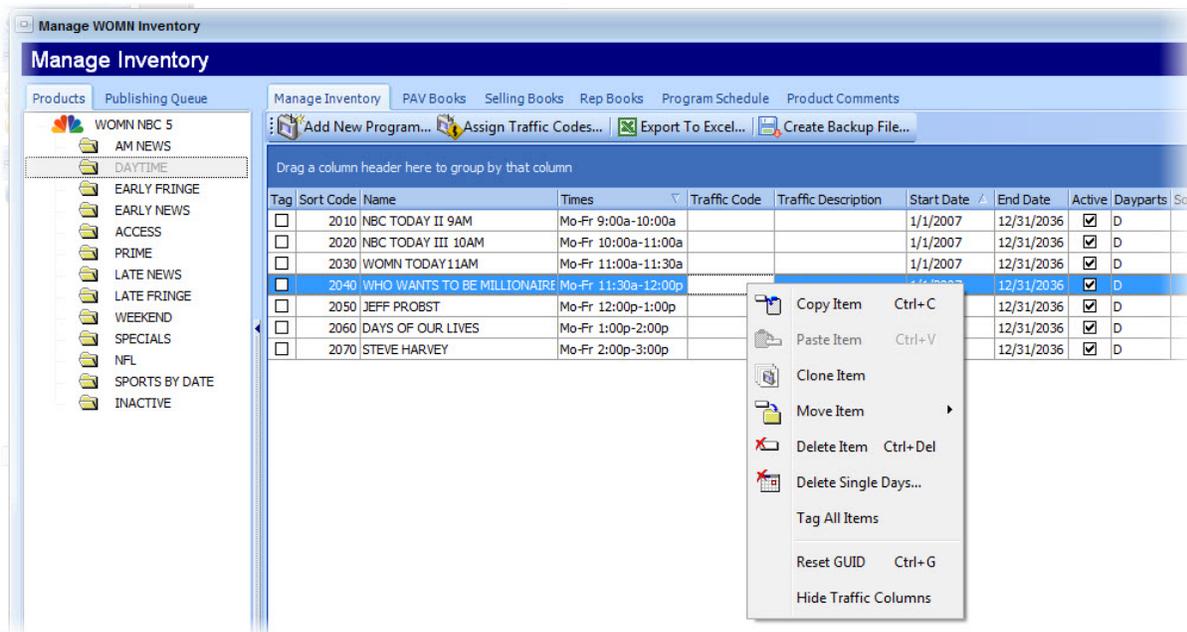
### Do you have access to Inventory?

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:

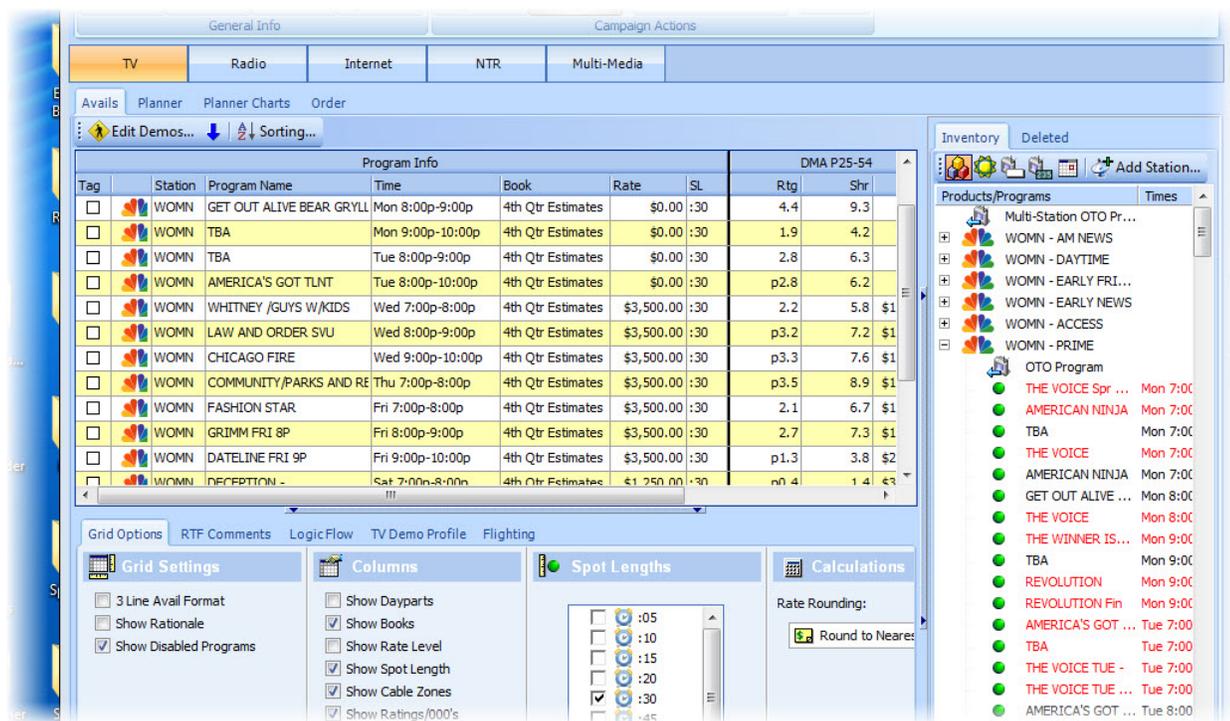


You can edit almost anything you see in this **Manage Inventory** tab. You can "sort by" any of the columns in the main grid. Sorting is simply clicking the column header to make the line items line up the way you want them to. And, you can change the location of the columns. Just drag the column header any way that works best for you.

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.

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 4<sup>th</sup> 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.

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 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		1/3/2013	3/24/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6340	ROCK CENTER TH		1/7/2012	3/28/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6350	DO NO HARM		1/31/2013	4/11/2013	<input checked="" type="checkbox"/>
<input type="checkbox"/>	6500	CELEBRITY APPR		1/31/2013	4/28/2013	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	6480	READY FOR LOVE		1/31/2013	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 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 (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.



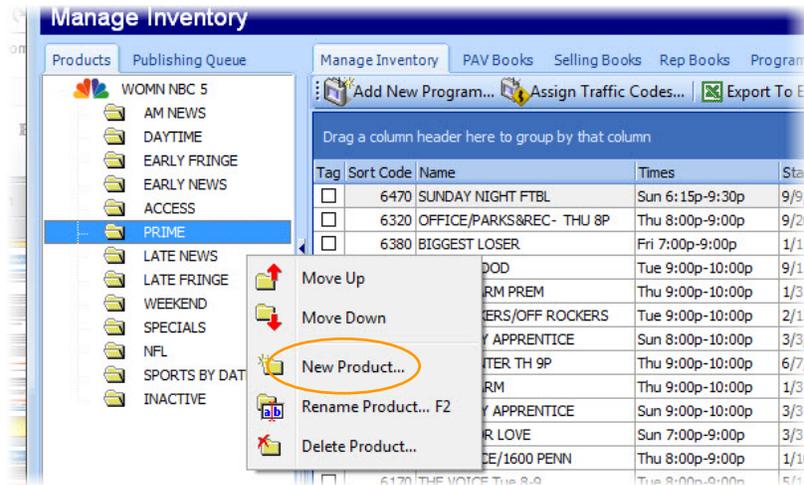
**Warning:** This may not apply to Sports. In many cases, the same games or events run next year around the same time. No reason to delete those; just change the dates as you learn them. Or change them to the following year after they occur and correct them (exact date and time) when you receive the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

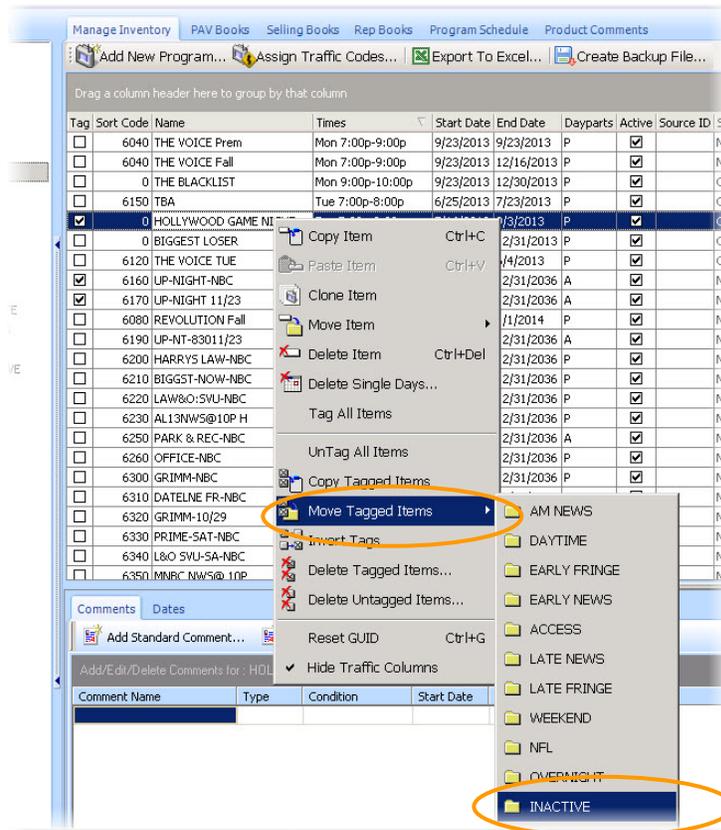
3. It is perfectly okay to have several lines with the same program name. In fact, you may have lines with the same program name AND the same time; just different dates (more on that later).
4. But there may be programs for which there is no definite information. It’s not on the air now, and “It might 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.



“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**.



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.

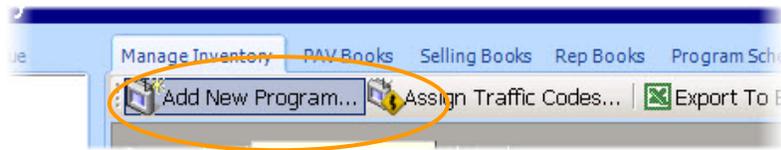
## Add a New Program

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.



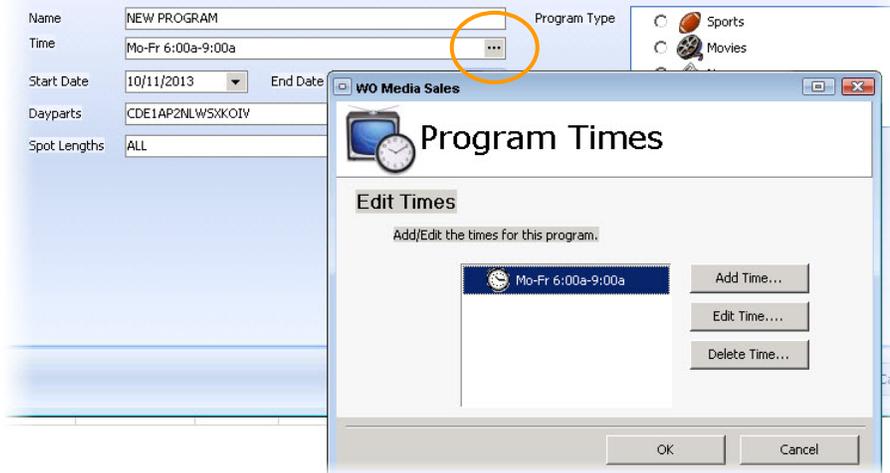
## Program Title

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

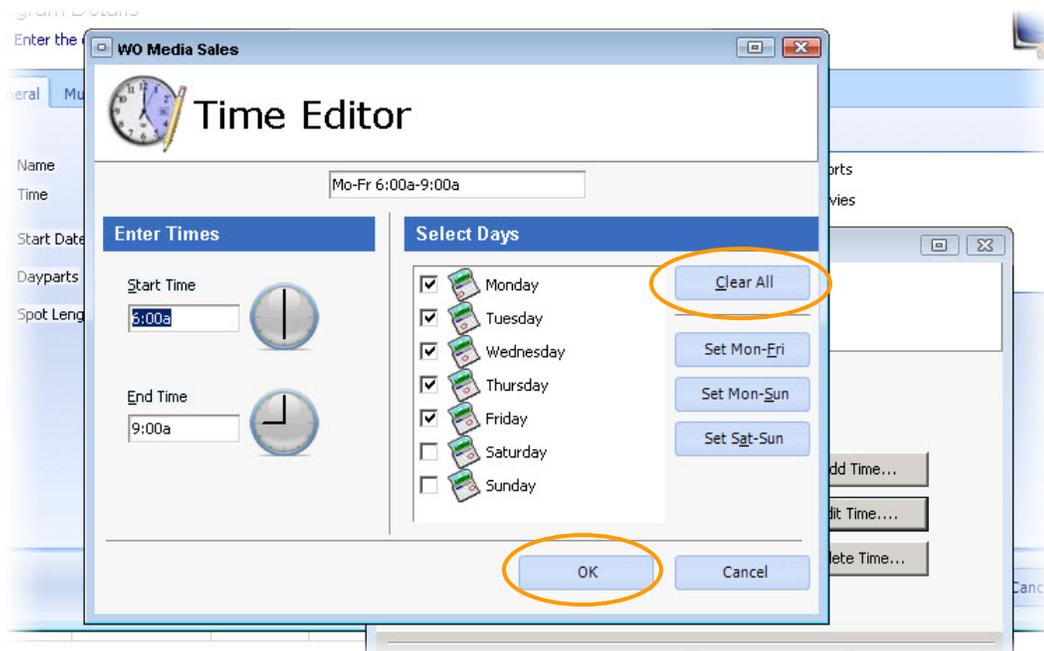
Name	Time	Start Date	End Date	Dayparts	Spot Lengths	Program Type	Live Telecast
New Program	Mo-Fr 6:00a-9:00a	10/11/2013	12/31/2036	CDE1AP2NLWSXKOIV	ALL	<input type="radio"/> Sports <input type="radio"/> Movies <input type="radio"/> News <input type="radio"/> Children's Programming	<input type="checkbox"/>

## 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.

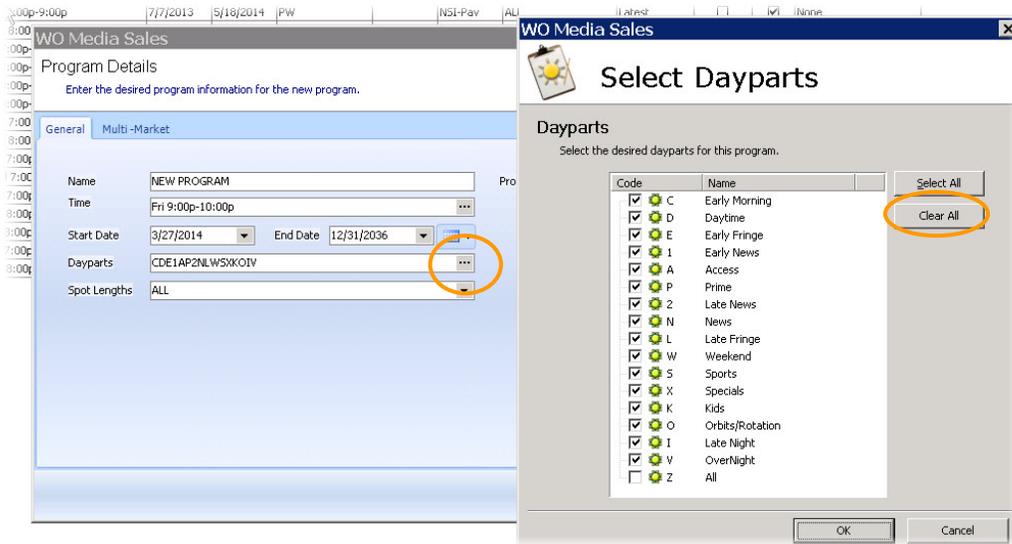


## First Date Aired (Start Date or First Telecast) and Last Aired Date (End Date or Last Telecast)

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 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

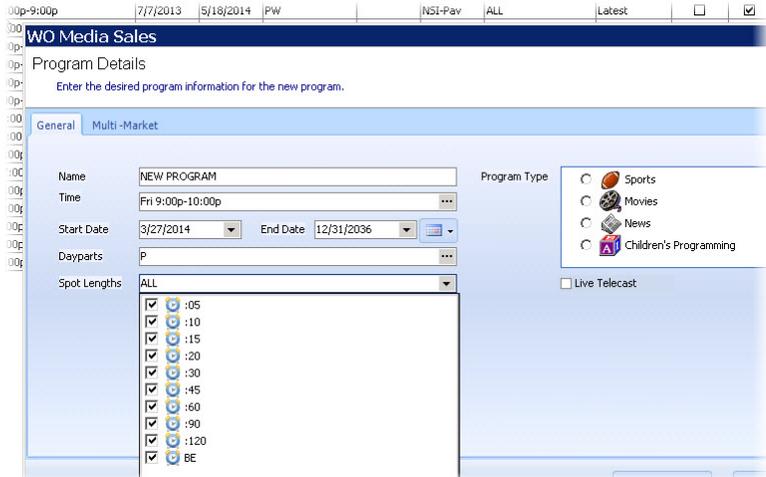
In what daypart does your new program run? Click the **Elipsis (...)** on the right of the Dayparts bar. The second dialog lists all possible dayparts. This will help if you are new to TV. As you can see, some of these are not part of the day, and some of the codes are not intuitive.



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**.



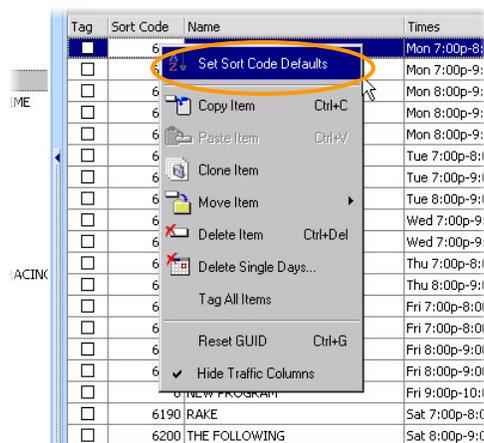
## Sort Codes

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!

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 (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.

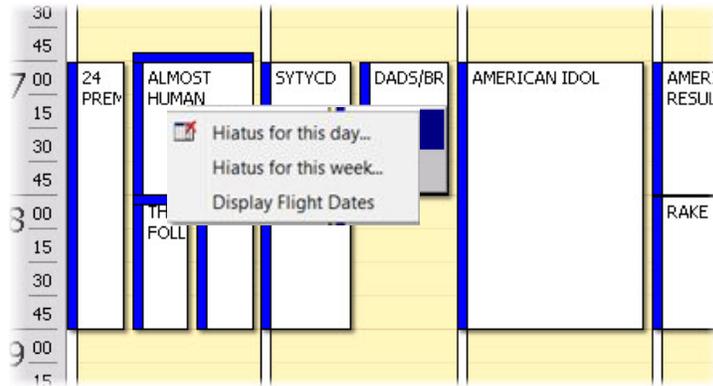
## Program Schedule

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!

The screenshot shows the 'Manage Inventory' application with the 'Program Schedule' tab selected. The interface displays a grid of program slots for the week of Monday, May 05 to Sunday, May 11. The grid is organized by time slots (30, 45, 6:00, 7:00, 8:00, 9:00) and days. Programs listed include 'ALMOST HUMAN', 'SYTYCD', 'DADS/BR', 'AMERICAN IDOL', 'AMERICAN IDOL RESULTS', 'MASTERCHEF JR', 'RAKE', 'THE SIMPSONS/BOB'S BURGERS', 'THE FOLL', 'RAISING HOPE/ENLISTED', and 'FAMILY GUY/AMERICAN DAD'. A calendar at the bottom shows the current month (May 2014) with the 5th through 11th highlighted.

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?

<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	SYTYCD	Tue 7:00p-8:00p	5/12/2014	4/17/2014	P

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

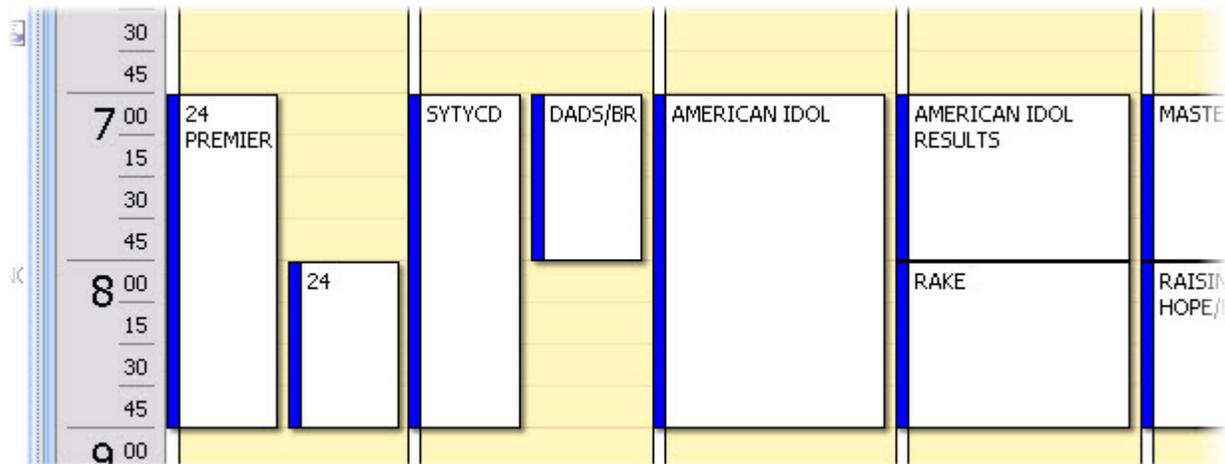
<input checked="" type="checkbox"/>	6040	SLEEPY HOLLOW	Mon 8:00p-9:00p	10/3/2013	1/14/2014	P
<input checked="" type="checkbox"/>	6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	9/15/2014	... P
<input type="checkbox"/>	6070	24	Mon 8:00p-9:00p	5/5/2014	5/23/2014	P

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**.

Code	Name	Times	Start Date	End Date
6010	ALMOST HUMAN	Mon 7:00p-8:00p	1/6/2014	12/31/2036
6020	24 PREMIERE	Mon 7:00p-9:00p	5/5/2014	5/5/2014
6030	NEW GIRL/MINDY PROJ	Mon 8:00p-9:00p	5/27/2014	12/31/2036
6040	SLEEPY HOLLOW	Mon 8:00p-9:00p	10/3/2013	1/14/2014
6050	THE FOLLOWING	Mon 8:00p-9:00p	1/27/2014	9/15/2014
6070	24	Mon 8:00p-9:00p	5/5/2014	5/23/2014
6080	DADS/BROOKLYN	Tue 7:00p-8:00p	9/30/2013	5/12/2014
6090	SYTYCD	Tue 7:00p-9:00p	5/6/2014	11/17/2014
6100	GANG RELATED	Tue 8:00p-9:00p	5/20/2014	12/31/2036
6110	AMERICAN IDOL	Wed 7:00p-9:00p	1/15/2014	5/21/2014
6120	MASTERCHEF	Wed 7:00p-9:00p	5/27/2014	12/31/2036
6130	AMERICAN IDOL RESULTS	Thu 7:00p-8:00p	1/16/2014	5/22/2014
6140	RAKE	Thu 8:00p-9:00p	1/23/2014	5/22/2014
6150	BONES - FRI	Fri 7:00p-8:00p	5/28/2014	12/31/2036
6160	MASTERCHEF JR	Fri 7:00p-8:00p	3/24/2014	12/31/2036
6170	RAISING HOPE/ENLISTED	Fri 8:00p-9:00p	1/10/2014	12/31/2036

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".

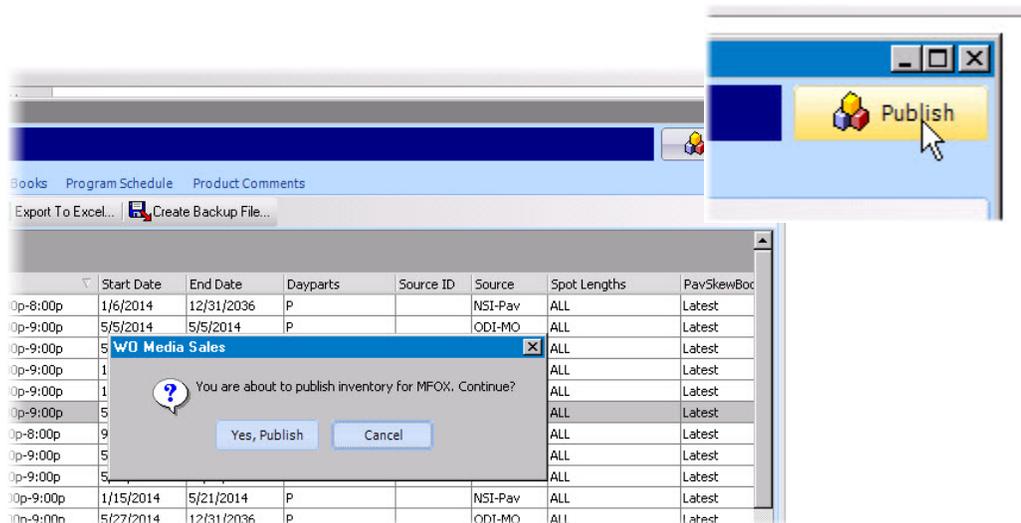


What else happened here? I also went back to **Manage Inventory** and changed the end date of Dads/Brooklyn to 4/29, making room for SYTYCD to start on 5/6.

The screenshot shows a program schedule grid with time slots on the left and program titles in the cells. The time slots are 45, 7:00, 15, 30, 45, 3:00, 15, 30, 45, and 9:00. The program titles are 24 PREMIERE, SYTYCD, AMERICAN IDOL, AMERICAN IDOL RESULTS, and RAKE.

45				
7:00	24 PREMIERE	SYTYCD	AMERICAN IDOL	AMERICAN IDOL RESULTS
15				
30				
45				
3:00				RAKE
15				
30				
45				
9:00				

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**.

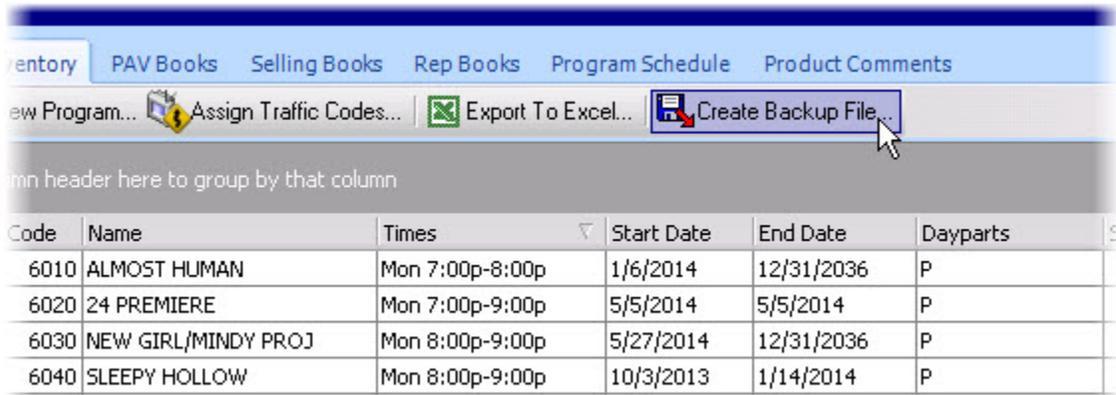


And enjoy all the thanks and compliments from the sales staff!

## Backup 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.



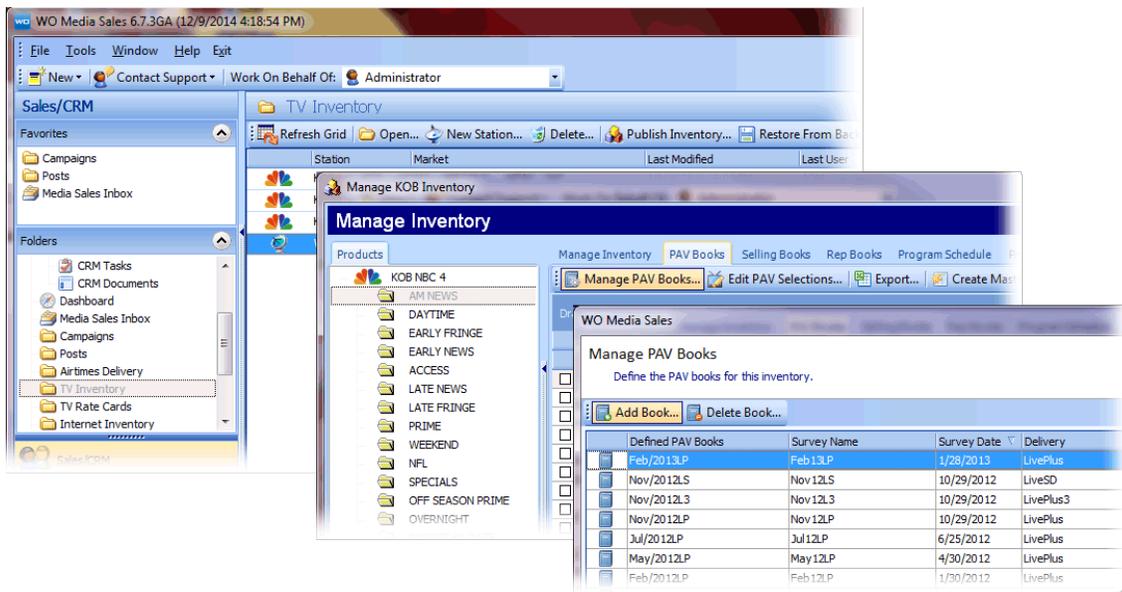
When should you backup? Before you make a lot of changes. After you make a lot of changes. Really, there is no rule. When you click the button, the system will bring up a dialog box. Let it create the backup in this default directory. Don't change the name because you want it to "Overwrite" the old backup 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.

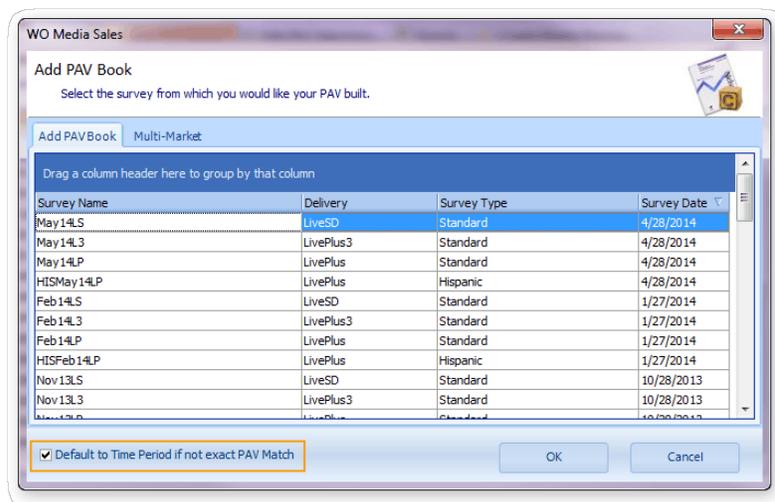
## PAV Books – Adding, Editing and Defining

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...**

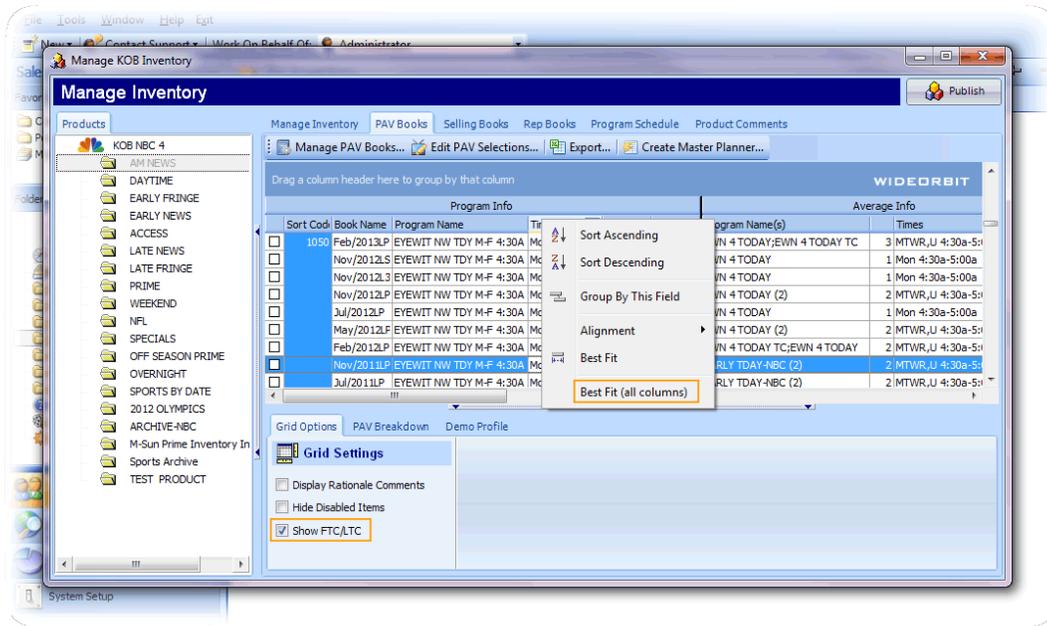


Look below the list of books, find and check **Default to Time Period if not exact PAV Match**. This will go a long way in helping you to spot which definitions will need to be edited. Now look in your list of new books– you’ll find your new book at the top. There may be several datastreams; stations 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**.

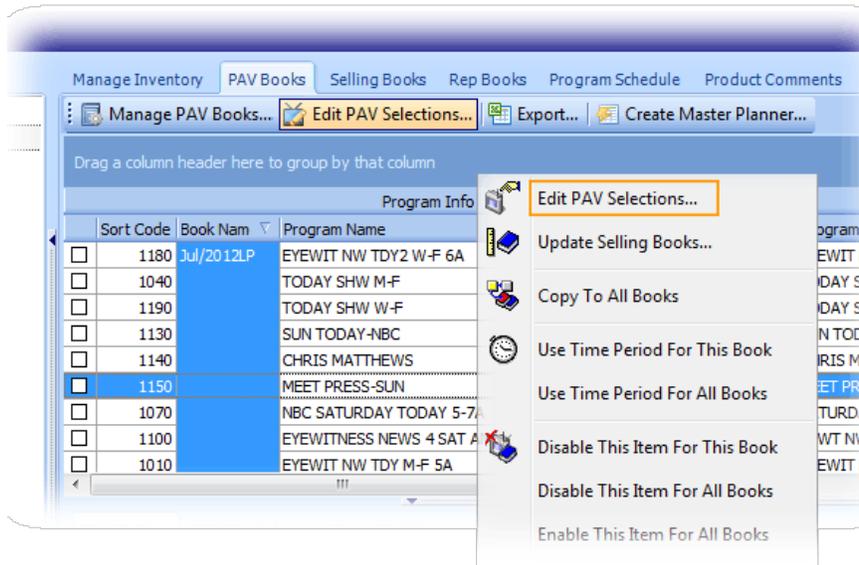


WO Media Sales will attempt to match a Program Average definition from the Nielsen book you're working with to each one of your inventory items. It cannot succeed in all cases!

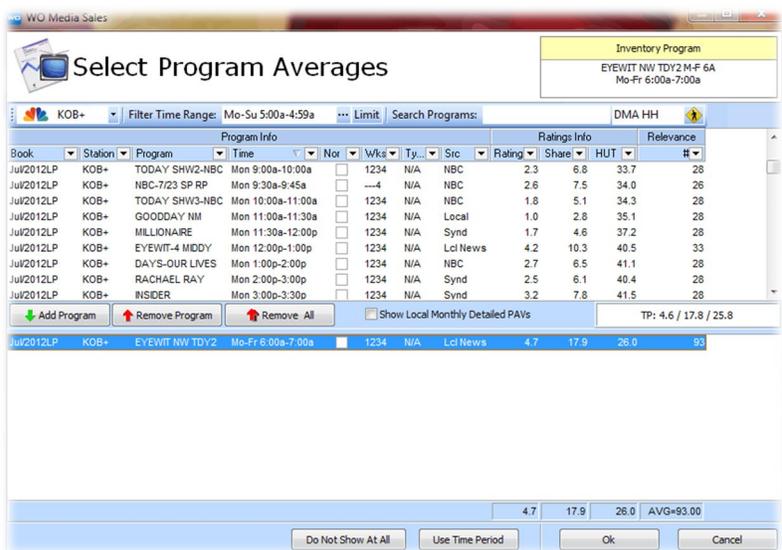
The Defined Book list will appear again and you can click **OK**. Filter to just the book you are defining. Sort by time, and check **Show FTC/LTC** at the bottom left. Right-click in a column header to choose **Best Fit (all columns)**.



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.



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 football game (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!



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						Average Info				HH	HH	P
Sort Code	Book Name	Program Name	Times	FTC	LTC	Program Name(s)	Times	Weeks	D.RTG	D.SHR	D	
<input type="checkbox"/>	6030	Jul/2011LP	THE BACHELORETTE	Mon 7:00p-9:00p	5/30/2011	8/1/2011	BACHLRTE ABC	1 Mon 7:00p-9:00p	231	p0.1	p13.8	
<input type="checkbox"/>	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	11.4	
<input type="checkbox"/>	6050		CASTLE	Mon 9:00p-10:00p	3/9/2009	12/31/2036	N/A	0 N/A	1234	n/a	n/a	
<input checked="" type="checkbox"/>	6060		EXTRM MKVR: WEIGI IT LOSS	Mon 9:00p-10:00p	5/30/2011	8/1/2011	CM: WEIGI IT-ABC	1 Mon 9:00p-10:00p	234	p6.5	p9.4	
<input type="checkbox"/>	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	p7.4	
<input type="checkbox"/>	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	7.4	
<input type="checkbox"/>	6090		STARS RESULTS SHOW	Tue 8:00p-9:00p	9/21/2010	12/31/2036	N/A	0 N/A	1234	n/a	n/a	
<input type="checkbox"/>	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	6.7	
<input type="checkbox"/>	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	p6.7	

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. *This is not estimating. This is definition of historical tracks. Use the Selling Books for estimating.*
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.

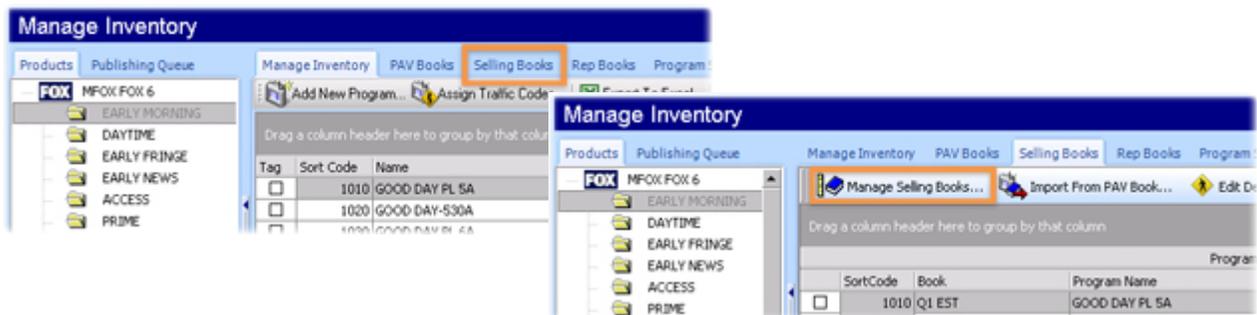
Please keep in mind that these are not the only ways of creating Selling book Estimates but are the ways we feel are most efficient. Also, many more markets will be receiving 12 books a year now, and this should help with more accurate estimates, especially when skewing demos for HouseHold Overnights. 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.



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.**)

WO Media Sales

Manage Selling Books  
Define the Selling books for this inventory.

Add Book... Edit Book... Delete Book... Copy Book... Move Up Move Down

Type	Name	Share Book	Hut Book	Start Date	End Date	RepBook
<input type="checkbox"/>	SPORTS	Nov/2012LS	n/a	n/a	n/a	n/a
<input type="checkbox"/>	SPECIALES	Nov/2014LP (PAV)	n/a	n/a	n/a	n/a
<input type="checkbox"/>	FEBEST	Feb/2015LP (PAV)	Feb/2015LP	5/27/2013	12/31/2036	None
<input type="checkbox"/>	MAYEST	May/2014LP (PAV)	May/2014LP	5/27/2013	12/31/2036	NSI
<input type="checkbox"/>	JULEST	Jul/2014LP (PAV)	Jul/2014LP	5/27/2013	12/31/2036	NSI
<input type="checkbox"/>	NOVEST	Feb/2015LP	Feb/2015LP	5/27/2013	12/31/2036	None
<input type="checkbox"/>	1Q2016	Nov/2014LP (PAV)	Nov/2014LP	8/5/2015	12/31/2036	None

WO Media Sales

Edit Selling Book  
Select the properties of your selling book.

Selling Book: Update In Other  
Market:

**Book Properties**

Book Type:  Standard Book JAMES  Custom Book

Book Name: 1Q2016

Start Date: 8/5/2015

End Date: 12/31/2036

**Book Source**

Delivery: LivePlus

Survey Type: Standard

PAV Books  Time Period Books

Share Book: Nov/2014LP (PAV)

HUT Book: Nov/2014LP

Update Rationale

OK Cancel

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.

WO Media Sales

Select Dayparts

Dayparts  
Select the desired dayparts to update for 1Q2016

Code	Name
<input checked="" type="checkbox"/>	C Early Morning
<input checked="" type="checkbox"/>	D Daytime
<input checked="" type="checkbox"/>	E Early Fringe
<input checked="" type="checkbox"/>	1 Early News
<input checked="" type="checkbox"/>	A Access
<input checked="" type="checkbox"/>	P Prime
<input checked="" type="checkbox"/>	2 Late News
<input checked="" type="checkbox"/>	N News
<input checked="" type="checkbox"/>	L Late Fringe
<input checked="" type="checkbox"/>	W Weekend
<input type="checkbox"/>	S Sports
<input type="checkbox"/>	X Specials
<input checked="" type="checkbox"/>	K Kids
<input checked="" type="checkbox"/>	O Orbits/Rotation
<input checked="" type="checkbox"/>	1 Late Night
<input checked="" type="checkbox"/>	V Overnight
<input type="checkbox"/>	Z All

Select All Clear All

OK Cancel

 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.

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.

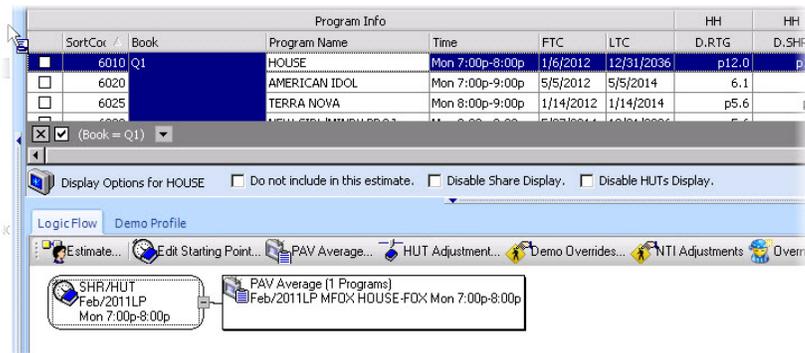
Note that you can specify Start and End Dates for each book in **Manage Selling Books**. This isn't required for the book to function, but there is an option in **Campaigns** which allows the selection of station programming based on the dates of the Selling Book used.

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)

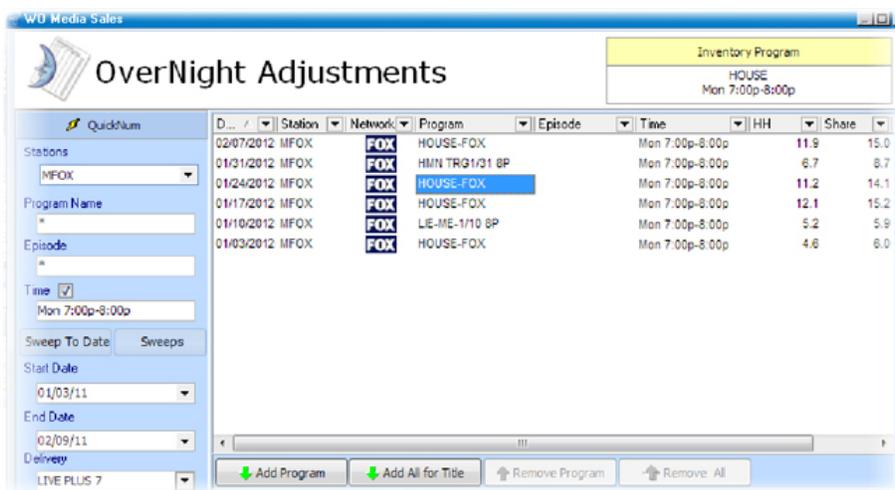


In this shot, you can see the "ideal" outcome... a carefully defined Program Average book has been used as the Share in our 1st Qtr Selling/Estimate book. The result is that your work is done for many programs. If you could look below the "bubbles" in **Logic Flow**, you'd see that even the Rationale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

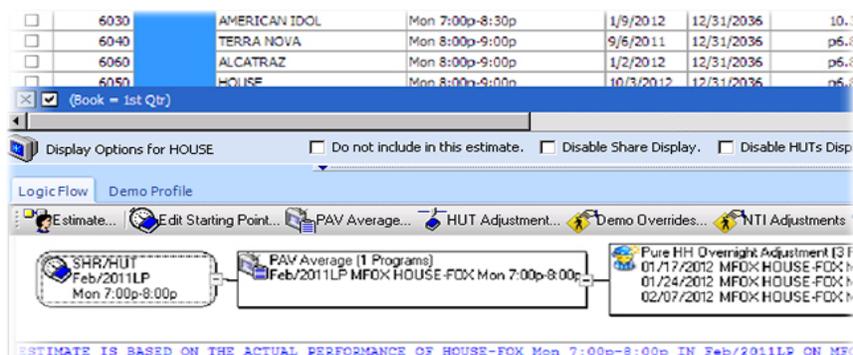
Sometimes you may need to "write" your own Rationale. To do this, right click in the blank area next to the PAV Average bubble. In that menu you'll see **Auto Create Rationale Comment**. Click this and the system will write it based on what's presented in your logic flow.



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).

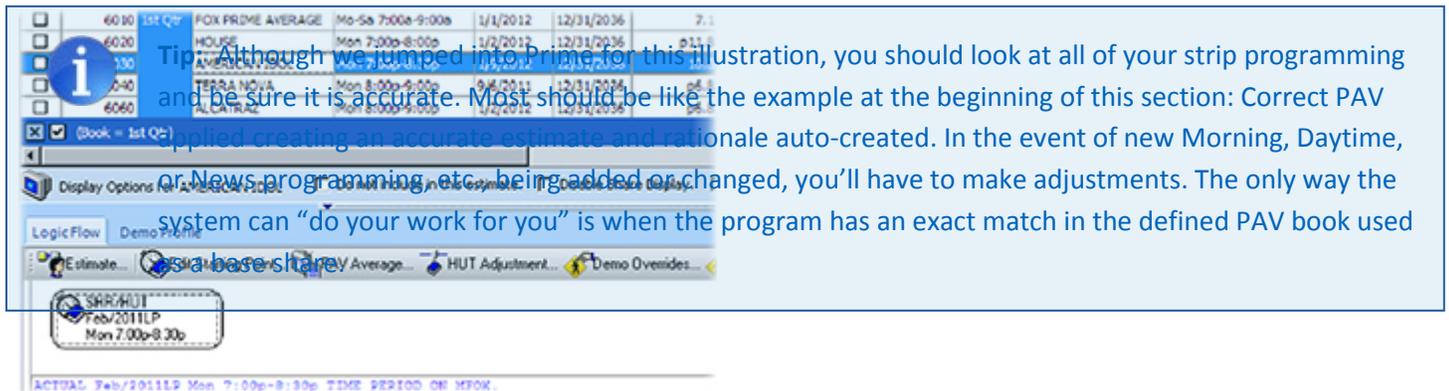


You can see that in this case, the HH number (and so all the demo numbers, too) goes down just a little. Is that okay? Probably. What you've done is show what "House" is doing *now*, as close to predicting the future as possible. (This is why TV sales teams monitor overnights) It may be, as time goes 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.



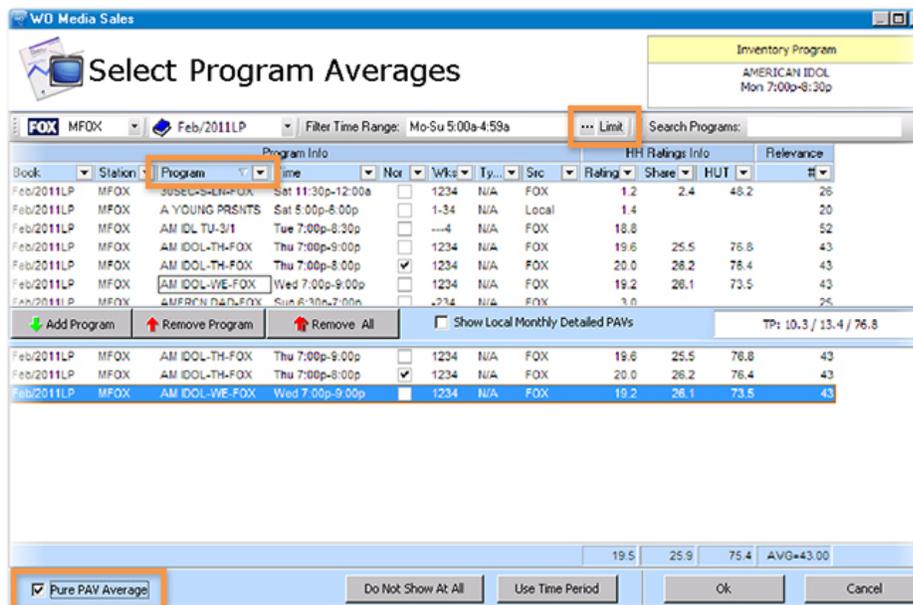
WO Media Sales creates demo numbers for you based on a formula using your HH Overnights and an NSI book. In the case above, it's able to use PAV from the NSI book: just those demos who were watching "House" on Mon 7-8p in Feb11. So, when overnights are added, the role of the PAV you've added changes. 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"



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.

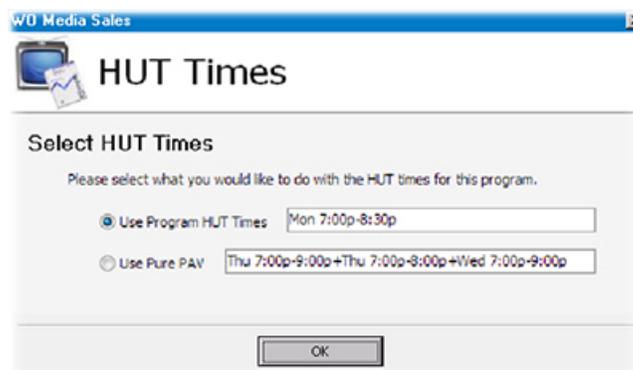




**Note:** After you understand a bit more about how programming is entered and edited, it might help you to consult with a senior AE concerning their “likes” and “dislikes” about working in Campaigns. Some things will likely be within your power to change!

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:

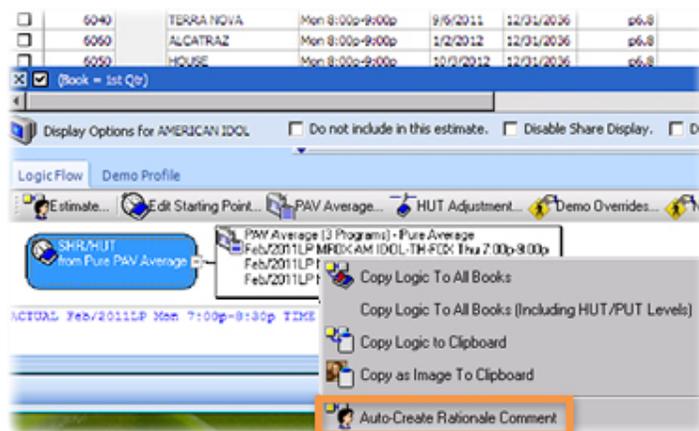


It will default to the time period of the program you're estimating. Change that to Use Pure PAV as you need to. In this case, the choice to use Pure PAV in this estimate is more than valid: the program is in the base hut book for the quarter. Often you have different Share and Hut books—for instance, 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**.



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.)

Program	Time	Nor	Wks	Ty	Sic	Rating	Share	HUT
GREYS-THUS-ABC	Thu 8:00p-9:00p		1234	N/A	ABC	11.1		
HMELND-USA-ABC	Tue 7:00p-8:00p		1---	N/A	ABC	6.0		
IN MOTHERD-ABC	Thu 7:00p-7:30p		---4	N/A	ABC	7.0		
LIFE-MARS-ABC	Wed 9:00p-10:00p		1234	N/A	ABC	2.9		
LOST-ABC	Wed 8:00p-9:00p		1234	N/A	ABC	5.0	6.5	77.2
PRMTIME-DO-ABC	Tue 9:00p-10:00p		123-	N/A	ABC	5.8	7.6	73.6
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](mailto:Sales-support@wideorbit.com)