

Radio Average Book

Pre-Requisite: Only *WO Media Sales* users with **ADMIN** access will be able to create average books.

Click on System Setup and select **Average Books** under **Radio Settings**. Select **Market**. The Book Averaging screen will display. Select the surveys you would like to average from the Available Surveys list by clicking on the checkboxes to the left of each survey. The screen will display the stations available in each survey side by side.



Tip: Stations not appearing in all of the selected surveys will not be included in the new **Average Book**.

Click **Process** to create the average book (or **Cancel** to go back to the previous screen). Click **Yes** to confirm you want to create the average based on the selected surveys. Once complete, the system will display the average book underneath the market name under the **Available Markets** list. The average book is now ready to use in the *WO Media Sales* system.



Caution: You only need to create the average book **ONCE**. If the same 2 books are selected to average a second time, the system will show the average book listed twice on the **Average Books** and **Radio Surveys** screens.

Applying the average book to your schedule:

The new average book will appear as a selection on the Radio Surveys screen in the Radio Quick Campaign Wizard or the Advanced Wizard. You can mix single and average books in the system (where multiple books apply to the report). The average book is treated like any other book and is a **TRUE** average of the component surveys.

For questions or concerns, call or email Support.

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