WO MEDIA SALES
for Radio

WIDEORBIT

Setting Up Your Radio Station

Once you get your *WO Media Sales* application installed, there is an initial setup required for your radio stations that will ultimately pave the way for successful research and campaign reports. This guide will help you set up the following in your *WO Media Sales* Radio System:

I. Combo Stations	VI. Station Rate Cards
II. Primary Stations	VII. Average Books
III. Spot Lengths	VIII. Radio VEA Books
IV. Inventory Definitions	IX. Virtual Radio Stations
V. Inventory/Sellouts	

Pre-requisite: The features detailed in this document are granted as User Access options.

I. COMBO STATIONS

Combos are optional. If you don't need to set up any combos, skip to Primary Stations.

1. Click on **System Setup** and select **Station Combos** under **Radio Settings**.
2. Once selected, find your market and check the stations on the right you wish to combine together and click **Add Combo**.
3. Enter in a Station Combo Name (no more than 12 characters) and click **OK**. Once created, the combo station can be used in a schedule. The combo station is a true 'combination' of the selected stations so Average estimates (Ratings, Persons, Share) will be added across each of the stations. Combo stations will appear at the top of the station roster list throughout the system.

II. **PRIMARY STATIONS—MANDATORY**

> ⚠️ **Caution**: Primary Stations are stations in your Radio group or stations you will schedule on a regular basis and are mandatory, so you must set them up to move forward. You can choose a combo station as a primary station.

1. Click on **System Setup** and select **Primary Stations** under **System Setup**.
2. Select **Add Station**.
3. Select the **Radio Stations** tab and choose the market and station from the drop-down lists you would like to set as your primary station.
4. Click **OK**.
5. Enter in the following information, if applicable, for the station you selected.
   a. Contact Name and Primary Email

  b. Standard Comments — You have the option to show this on all avails and packages

  c. Logos — Station Banner and Station Logo

  d. Any related Addresses, Phone Numbers, Emails, and Websites for the station

7. Click **OK**.

8. Repeat the process for each station you need to add to the Primary Stations list.

III. SPOT LENGTHS

1. Click **System Setup** and select **Spot Lengths** under **System Setup**. The stations you see in the drop-down will match up to your Primary Stations list (that is why setting these up is mandatory). The system will load up with a default list of spot lengths for Radio.

2. You will need to **Add**, **Edit** and/or **Delete** the current spot lengths accordingly to line up the list with your stations' current inventory. You can edit all fields on the displayed grid.

3. If your station's default is not the :60 spot length, then choose a different option in the Is Default? column. The updated Spot Length list will apply to the scheduling portion of *WO Media Sales* for your station(s).

4. Repeat the process above for each of your Primary Stations.

IV. INVENTORY DEFINITIONS

1. Click **System Setup** and select **Inventory Definitions** under **Radio Settings**.

2. Select the **Market** and double-click the **Station** you wish to edit. The default Drive Times will load up.

3. Add or change any of the drive times, if necessary, by clicking **Add**, **Edit** or **Delete Drive Time** buttons.

4. When finished, click **Close** and the system will prompt you to save if any changes were made.

V. INVENTORY/SELLOUTS

1. Click **System Setup** and select **Inventory/Sellouts** under **Radio Settings**.

2. Select the Market and **Station** you wish to edit and click **Create** or **Open Inventory**. The toolbar across the top is broken down by each button below:

  a. First Blue Arrow is showing the direction that the cursor will move when editing data in the grid.

  b. Second Blue Arrow will go back a previous week.

  c. Calendar Drop-Down Arrow will let you jump to a specific Month and Day.

  d. Third Blue Arrow will jump to the next week.

3. **Define Inventory Dayparts** will take you to the screen you saw in Inventory Definitions. You can set the way you would like to display your inventory, in time or units.

> **Tip**: One big difference with the option here is you can define your priority codes.

4. Click on the **Priority Codes** tab and you can manually add priority codes or you can **Load From** a station's existing Priority Code list. Once saved, the list will appear on the main Inventory/Sellouts screen.

5. After you manually enter in Inventory, you can click **Copy Inventory** from the source week to target week(s). **Expand Sellouts** will expand your sellouts by a number of weeks. 26 is the default here.
6. Click **Import Sellouts** if you are setup with a live traffic connection (contact your sales rep if you would like to know more about this feature) you can import inventory and sellout information.
7. **Hide Details** will hide the bottom section of the screen that shows Priority Codes and Spot Length breakouts. Click **Show Details** to bring the information back. **Excel Export** will allow you to select a number of weeks to export into Microsoft Excel.
8. Click **Save** when updates are complete.

VI. STATION RATE CARDS

1. Click **System Setup** and select **Station Rate Cards** under **Radio Settings**.
2. Select the **Market** and Station you wish to edit.
3. Click **Create Rate Card**.
4. You must first choose **Rate Card Type** or **ShareBuilder Rates**, if you have existing ShareBuilder rate cards you want to import into *WO Media Sales*.
   There are 3 different rate card types:
   a. Type I runs until further notice.
   b. Type II uses a date range.
   c. Type III uses a date range and custom rates.

> **Tip**: You must choose one above to move forward if you are not using ShareBuilder Rates.

5. If you choose **ShareBuilder Rates**, you will path out to the location where your XML file is by clicking the ellipses **(…)** button.
6. Select the file and click **Open**. Your station's rates will update in the defined weeks that are found in the XML file. You will not be allowed to change the rate card type if you import ShareBuilder Rates.
7. Once a rate card type has been set or ShareBuilder rates have been imported, you can edit the rates as needed. You can edit/enter rates in each of the individual days, or edit/enter them in the Drive Totals section.
   Select Weeks will allow you set the start and end date for the rate card.
   Copy Rates allows you to copy the current week's rates (Source Week) to other weeks (Target Weeks).
   Sellout Levels allow you drive your station's rates up based on current inventory levels.
   Excel Export allows you to create a Microsoft Excel file of the current rate card.
   Rate Card Settings displays general information about the current card. You can also set it as the **Default Rate Card** (will be selected automatically for you in Campaigns) and **Lock Rate Card** in this section.
   In the Calculations section, you can set the card to use **Spot Level Multipliers**, **Auto**

> **Adjust Rates** and set **Rounding** in this section.
>
> **Display Options** set what you see as default for the rate card screen. You can change the Survey and/or Demo for the card (Ratings and/or CPP will change based on the selections), and turn on or off the estimates displayed.
>
> **Sellout Levels** can be defined and applied towards your rate card, you can see how the rates are adjusted by clicking on the different sellout levels. The **Base Ratecard** option will show where the rates started.

VII. AVERAGE BOOKS

1. Click **System Setup** and select **Average Books** under Radio Settings, if you would like to create an average book using your Arbitron data.
2. Click the market, and select the books by clicking the checkbox beside each one. The system will show you the station roster for each book. If you see dashes (——) on the screen, that particular station does not appear in that book and will NOT be included in the average book you create. For regular Arbitron books, you may select up to 5 books to average. For PPM books, you may select up to 13 books to average.
3. Once your books are selected, click the **Process** button. Once the average book is created, you can use it throughout the system. Average books will appear in the bottom of the survey list.

VIII. RADIO VEA BOOKS

1. If you don't have access to Arbitron data and would like to create a Virtual Estimate Analysis book, then click **System Setup** and select **Radio VEA Books** under **Radio Settings**.

> **Caution**: You need to be familiar enough with the market area to know specific male and female population figures and also the Average and Cume estimates for the radio stations you want to add to your VEA book.

2. To create a new Radio VEA Book, click **Add VEA Book**.
3. Select the market you would like to use in the drop-down list.

> **Tip**: If you do not find the market you are looking for available in the list, select the **Custom Market** and name the area appropriately. You can create one VEA book per market.

4. Enter in the population values for each demo at the bottom of the screen. Use the **Copy Population Down** button, if necessary.
5. Then to the right, enter in stations for the VEA book by clicking **Add Station** and type the call letters in the field.
6. Hit the **Enter** key after each call letters you enter. You can add as many stations as you need.
7. Once all stations have been entered, click on **Assign Ratings**.

8. Starting with the first station, click **Select Demos** (add every demo you would like to use)
9. Click **OK** and then click **Add Daypart**.
10. After you add in a daypart and click **OK**, the screen will update with a grid.
11. You will type in the expected Average and Cume values for each demo/daypart combination, or you can skip this step if you want to manually add ratings.
12. Repeat the process for each Station you have added for the VEA book.
13. Click **OK**.
14. Click **OK**.
15. Click **Yes**, **Create**.

> **Caution**: You MUST add in male and female population figures, at least one station and at least one demo and daypart for the Radio VEA book to create. The system will prompt you if the required information has not been set.

IX. VIRTUAL RADIO STATIONS

There are times when your station may not appear in the current Arbitron book but you need to track revenue for this station or you want your group logo to appear for reports. You can do this by adding it as a **Virtual Radio Station**.

1. Click **System Setup** and select **Virtual Radio Stations** under **Radio Settings**, if you would like to add a virtual station.
2. Click the market where you want this station to appear and click **Add Station**.
3. Enter in the call letters.
4. Click **OK**.

> **Caution**: Virtual Radio Stations are added so they can be selected as Primary Stations. They will not appear anywhere else in the *WO Media Sales* system.

For questions or concerns, call or email Support.

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