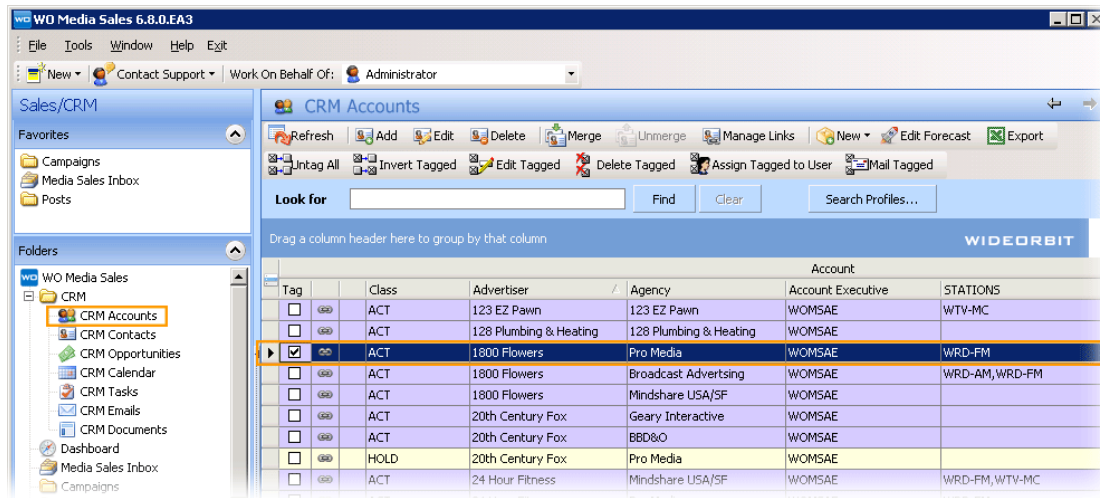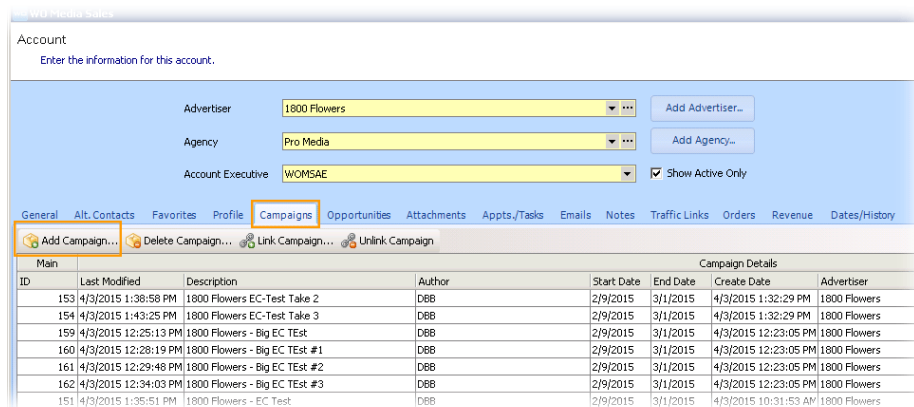# WO Media Sales Campaign, to Order, to WO Traffic Workflow

Open and log into *WO Media Sales*. Select **CRM Accounts** then double-click on a line to open an account.

Select the **Campaign** tab and then click the **Add Campaign** button.

WO Media Sales provides users with a **Radio Report Wizard** to create a campaign for this account. Select Market, Book, Station(s), Rate Cards, Dayparts, Dates, Flighting, Demo(s) and click Finished when complete.

When the **Campaign** pulls up, go to the **Planner** tab and enter in your **Spots** and **Rates** (if not using a Rate Card).
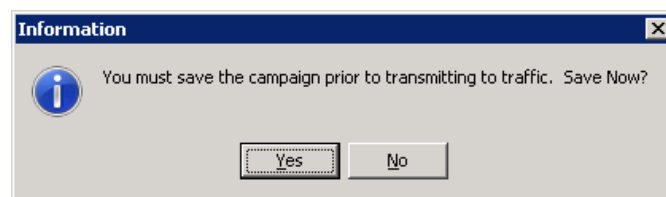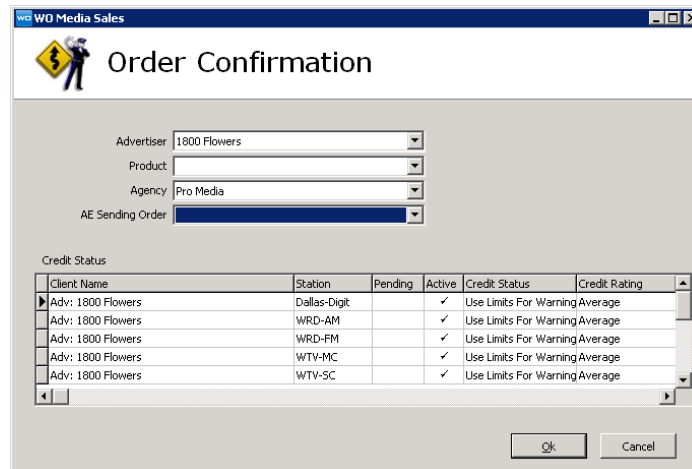

Go to the **Order** tab, click on **Import from Plan** and choose **Compressed** open the drop-down menu if the weeks are identical or **Uncompressed** if the weeks are different. When things are set the way you want them, click **Send to Traffic**.

When you click **Send to Traffic**, a couple of things happen behind the scenes. The system verifies if the **Campaign/Order** has been saved. If it hasn't, this message will appear. Click **Yes** to save the campaign

An **Order Confirmation** dialog will appear.

You must select an AE from the **AE Sending Order** drop-down list. After selecting the AE, click **OK**.

You will receive a confirmation dialog. Click **OK**.

Now, open up *WO Traffic* and go to **Electronic Orders.**

> **Tip**: If you send over multiple stations in your Order from *WO Media Sales*, you will see multiple order lines on this screen (one for each station).

The **Electronic Order Search** screen will appear. If the stations you need are in the **Properties** field, click the **Search** button. Find the Order that was created in *WO Media Sales*. In this example it is Order #190. Double-click on it to open it up and view.

You will notice if you had created orders for the **Advertiser**, **Agency**, and **Dayparts** before and they were previously mapped, they will automatically be synched up. If not, you will need to find a match for them.

Before clicking **OK**, fill out **Account Executive** (if not already mapped), **Sales Office**, and **Demographic** for the **WideOrbit Value**. Those are mandatory fields. Once those have been filled out, click **OK**.

You will see this dialog. Click **Ready** if you are done, or **Not Ready**, if you need to make changes.
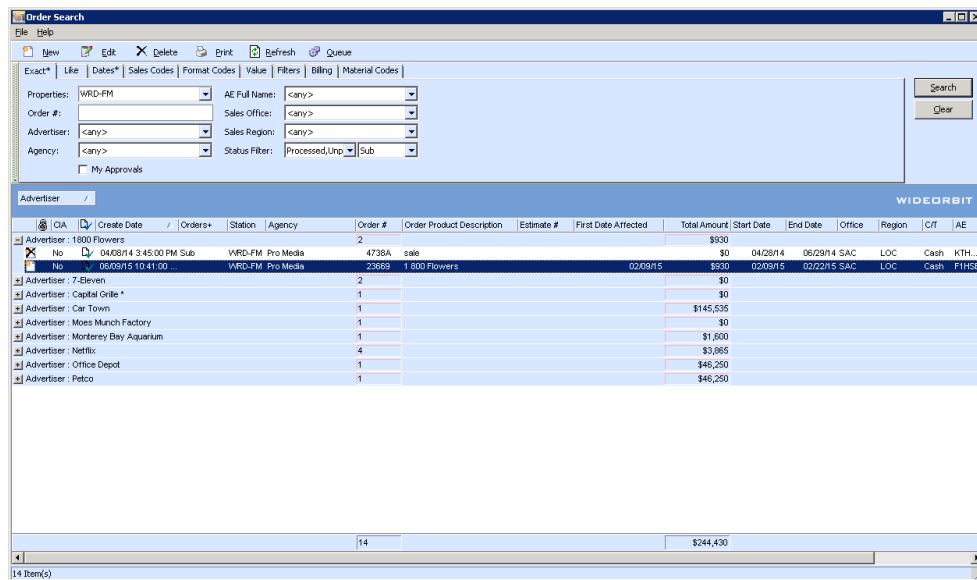

The Order will now be marked **Ready** for approval and will display this screen. When ready, click **Approved**.

You will see this dialog. Click **Approve**, **Approve and Process,** or **Cancel** to go back. When you click **Approve and Process,** it will remove Order # 45 from the Search list.

The Order can now be found in the **Orders** module of *WO Traffic*.

Tip: In the current versions, only the original order can go over from *WO Media Sales*. Any changes to that original order may only be made in *WO Traffic*. *WO Media Sales* can send over a new order but it does not affect or update any previously sent orders.

If you have questions or concerns, call or email support.

WO Media Sales Support:
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