*WO Sales* v2.1

**WideOrbit**
***WO* Sales Training Guide**

# Initial Set-up

## Demos, Dayparts and Categories

# Table of contents

## Demos

| | |
|---|---|
| Demo Screen | 3 |
| New Demo Groups | 3 |
| New Demos | 3,4 |
| Editing & Deleting | 4 |

## Dayparts

| | |
|---|---|
| Dayparts Screen | 4 |
| Defining Time Segments | 5 |
| Copying Dayparts | 5 |
| Editing Dayparts | 6 |
| Deleting Dayparts | 6 |

## Categories

| | |
|---|---|
| Categories Search Screen | 6 |
| Station Details | 6 |
| Creating Categories | 6 |
| Editing Categories | 6 |
| Maintaining Categories | 6 |
| Categorizing Program Inventory | 6,7 |

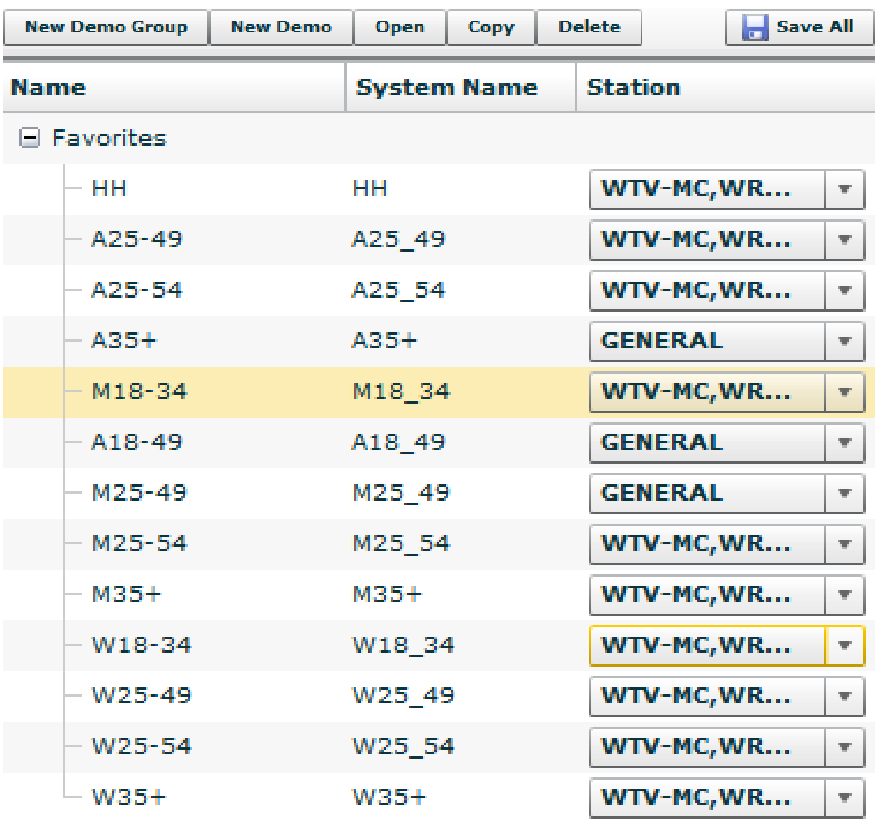
# Demos

**Demographics are used in Avails/Proposals, Ratings Management and Research Reports to view ratings data.**

### Other/Station Settings/Demos

**Demo Screen** - The Demo screen lists all the pre-set demos. Most are industry standards and will have been entered prior to your implementation, but the list can contain any that are specific to your needs.

- Structured in a folder format, Demo Groups are created to hold like Demos.
- Expand the Demo Group to display the Demos assigned to the Group.
- A Station pull-down menu appears next to each Demo displaying which Station(s) will see the Demo. *Note:* General indicates all stations in your group.
- A Custom Demo can be built for a specific Avail/Proposal or Research Report if it is not established here. If there is a demo that is being custom built frequently, it can be created here to appear at all times.



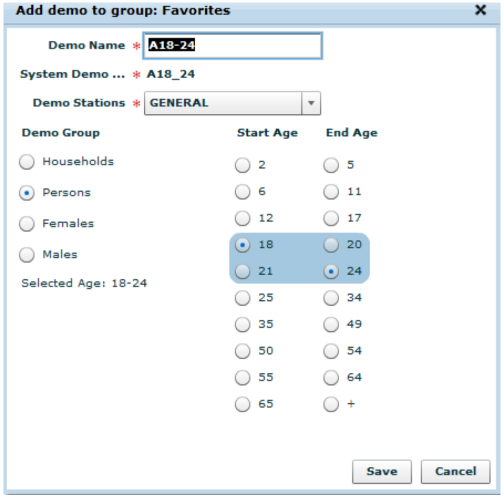

**New Demo Groups**

- A Demo Group can be created by clicking the **New Demo Group** button.
- Assign a name to the Group in the window that opens and click **Done** to save.

**New Demos**

- Highlight a Demo Group and click **New Demo** to add a Demo to that Group.

- In the window that opens you will name the Demo, select which stations this Demo will be seen on and define the gender and age range. *Note:* System Demo Name is what appears in raw Nielsen data. Click **Add Demo**.
- You must click **Save All** at the top of the screen in order for any changes to be saved permanently in the system. Adding a demo does not save it automatically.




Editing/Deleting

- All Demo Groups and Demos can be edited by highlighting one in the list and clicking **Delete**.
- Demo Groups and Demos can be deleted by highlighting one and clicking **Delete**.
- Deleting a Demo Group will delete all Demos held in that group.
- If Demos are deleted, the screen must be saved by clicking **Save All**.

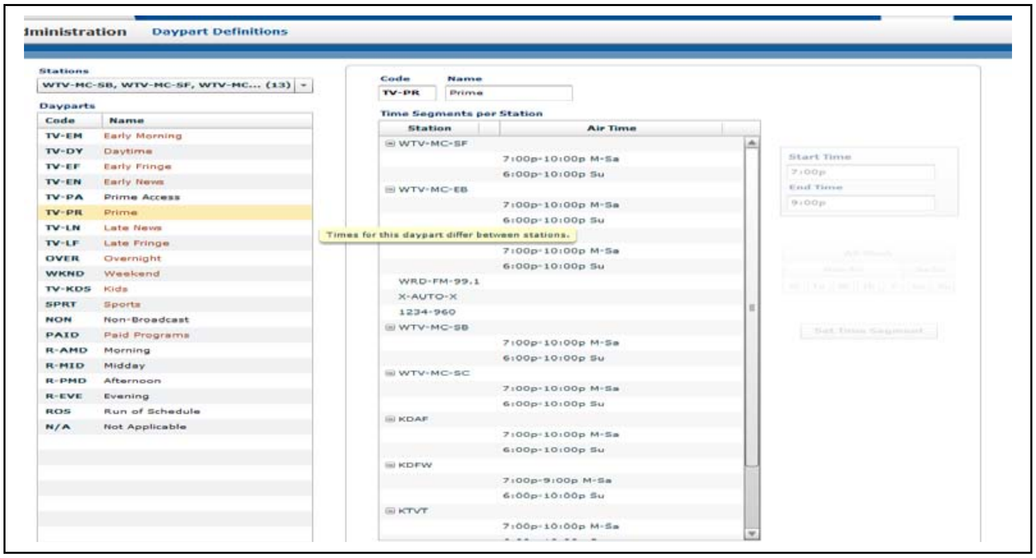
# Dayparts

**Dayparts are used in Avails, Proposals and Research Reports, and can be set up for your own station as well as your competitive stations in the market, customized to mirror the dayparts on each station.**

### Other/Station Settings/Dayparts:

**Dayparts Screen** - The left-side of the screen displays all Dayparts defined in your system.

- If a Daypart is linked to more than one station, and is created with a variance in the time definition between stations, the Daypart will be displayed in **red**. *Note:* hover to see a system generated message.
  *For example:* a Fox network's Prime Daypart may be two hours vs. a three hour Prime Daypart on other networks in the market.
- Highlighting a Daypart on the left side of the screen will display Stations on the right and Air-Times. *Note:* all Stations will display on the right unless the Stations filter has been used to select one or more specific Stations.




**Defining Time Segments/Air Times**

- Highlight a Daypart in the left-hand list and a Station in the right-hand list.
- Select **New Time Segment** from the **Actions** menu or hover on right side of the Station line and click to activate the day/time window.
- Enter the Start/End times and corresponding weekdays for the new segment.
- Click **Set Time Segment**.

*Note: you must click the **Save** button at the top of the screen before navigating away from the screen. Multiple entries can be made and the Save button can be clicked to save all new entries/edits at once.*

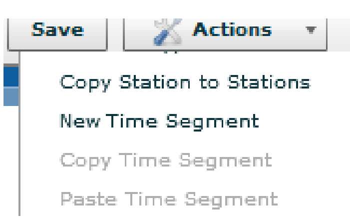
- To add another time segment under the same Station and the same Daypart again click **.** A station may need multiple time segments for the same daypart because they have different definitions for one daypart on various days.

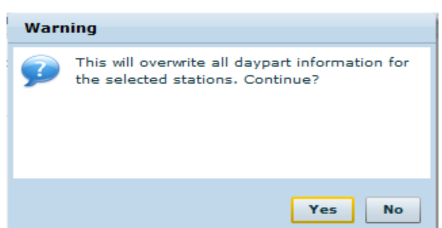
  *For example:* an Early Morning Daypart may be 5a-9a Monday - Friday but may be 6a-10a Saturday and Sunday.

**Copying Dayparts**

• All Dayparts and Time Segments can be copied from one station to another by selecting **Copy Station to Station(s)** from the **Actions** menu.

- In the window that opens, select the **Copy Station to Stations** and then select the **Paste Into Station (s)** and click **OK**.
- The system will generate an overwrite warning to confirm that you wish to copy all Dayparts.



- Single Time Segments can be copied from one station to another by highlighting the appropriate Time Segment, selecting **Copy Time Segment** from the **Actions** menu, and then selecting the station you wish to paste into and selecting **Paste Time Segment** from the **Actions** menu.

**Editing Dayparts**

- Time Segments can be edited by highlighting one and making appropriate changes, then click the **Set Time Segment** button. ***Note:*** In order for all edits to be saved in the system, you must click the **Save** button at the top of the screen before navigating away from the screen.

**Deleting Dayparts**

- Dayparts can be deleted by highlighting the appropriate one on the left side of the screen and selecting **Delete** from the **Actions** menu.
- Time Segments can be deleted by hovering over the right side of the time segment and clicking the red minus sign.

# Categories

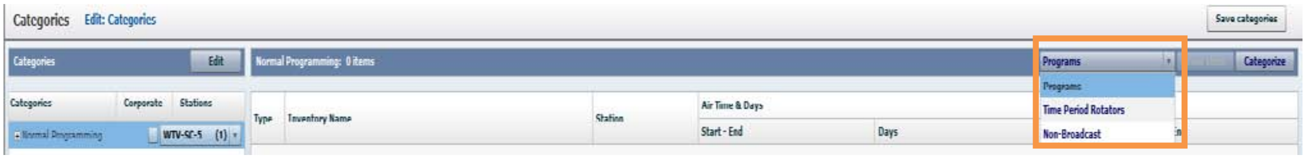
**Categories can be used to organize Program inventory independent of air time, day or daypart. For example, Categories can be used to group Holiday Specials which may fall in various dayparts on various days. Categories appear as a filter option in the Inventory selection area of an Avail or Proposal.**

### Other/Station Settings/Categories

**Categories Search Screen** - The Categories search screen lists all Categories for the stations in your system and displays the number of Programs, Time-Period Rotators and Non-Broadcasts that have been assigned to a category.

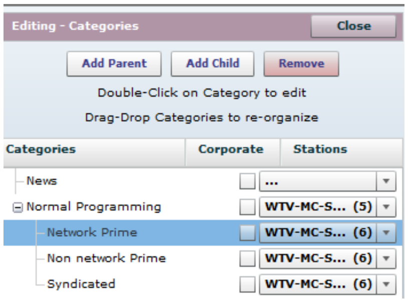
**Category Details**

- Highlight the **Category** on the left of the screen (open the plus sign if subcategories are included), next click the dropdown box on the Programs to select Programs, Rotators or Non-Broadcast.  This will give you a list of those items that have been assigned to that category.




**Creating, Editing and Maintaining Categories**

- The Categories section on the left side of the screen displays the Category tree. The tree contains broad (Parent) categories broken into more narrow (Child) categories. Clicking on a broad category on the tree displays the more narrow categories below.
- Clicking **Edit** activates buttons that allow you to Add Parent, Add Child or Remove categories.




**Creating** - Adding a Parent or Child Category will open a window where you can Name the new Category and designate which type(s) of Inventory will be assigned to that Category.

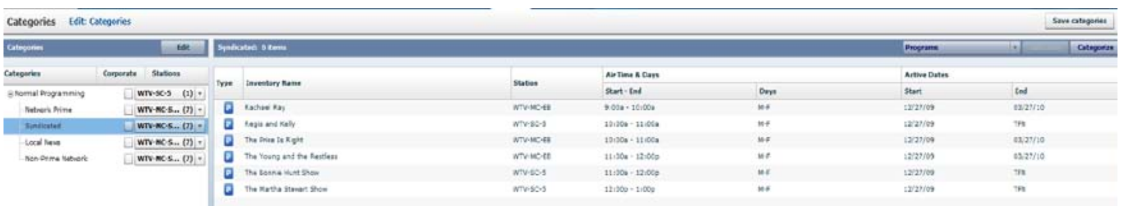
**Editing** - Double-clicking on a Parent or Child Category opens a window allowing you to edit the Category name.

**Organizing** - Categories can be rearranged within the tree by dragging and dropping.

**Deleting** - Clicking **Remove** to delete a Category will generate a warning allowing you to confirm the deletion.

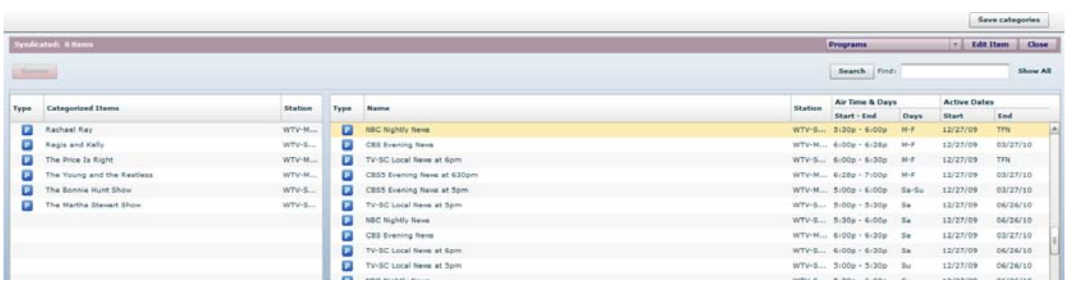
**Categorizing Program Inventory**

- Clicking on a Child Category on the left side of the screen will display Inventory that has been assigned to that Category on the right side of the screen.



- The list on the right side of the screen can be filtered to display Programs, Rotators or Non-Broadcast inventory. *For Example:* If you are viewing Non-Broadcast Categories, you must filter the screen to show Non-Broadcast inventory.
- Highlighting an Inventory item engages the **Edit Item** button. Clicking **Edit Item** will open the Inventory item details where they can be edited permanently.

Clicking **Categorize** will display a list of Inventory items that are assigned to the Child Category you are viewing. This screen also displays all Inventory items that have not been assigned to a Category.



- To assign an inventory item to the category you are viewing, drag the item from the left side of the screen to the **Categorized Items** list.
- Above the Categorized Items list is the **Remove** button. Highlighting a Categorized Item and clicking **Remove** will remove the item permanently from the system. A warning is generated allowing you to confirm.
- After any additions or edits are made in Categories, **Save categories** must be clicked at the top right of the screen.