Radius Software - Scheduler

WELCOME TO RADIUS - SCHEDULER. WHILE THIS GUIDE IS FOR THE SCHEDULER MODULE OF RADIUS, YOU WILL FIND MANY OF THE FUNCTIONS APPLICABLE TO ALL ASPECTS OF RADIUS.
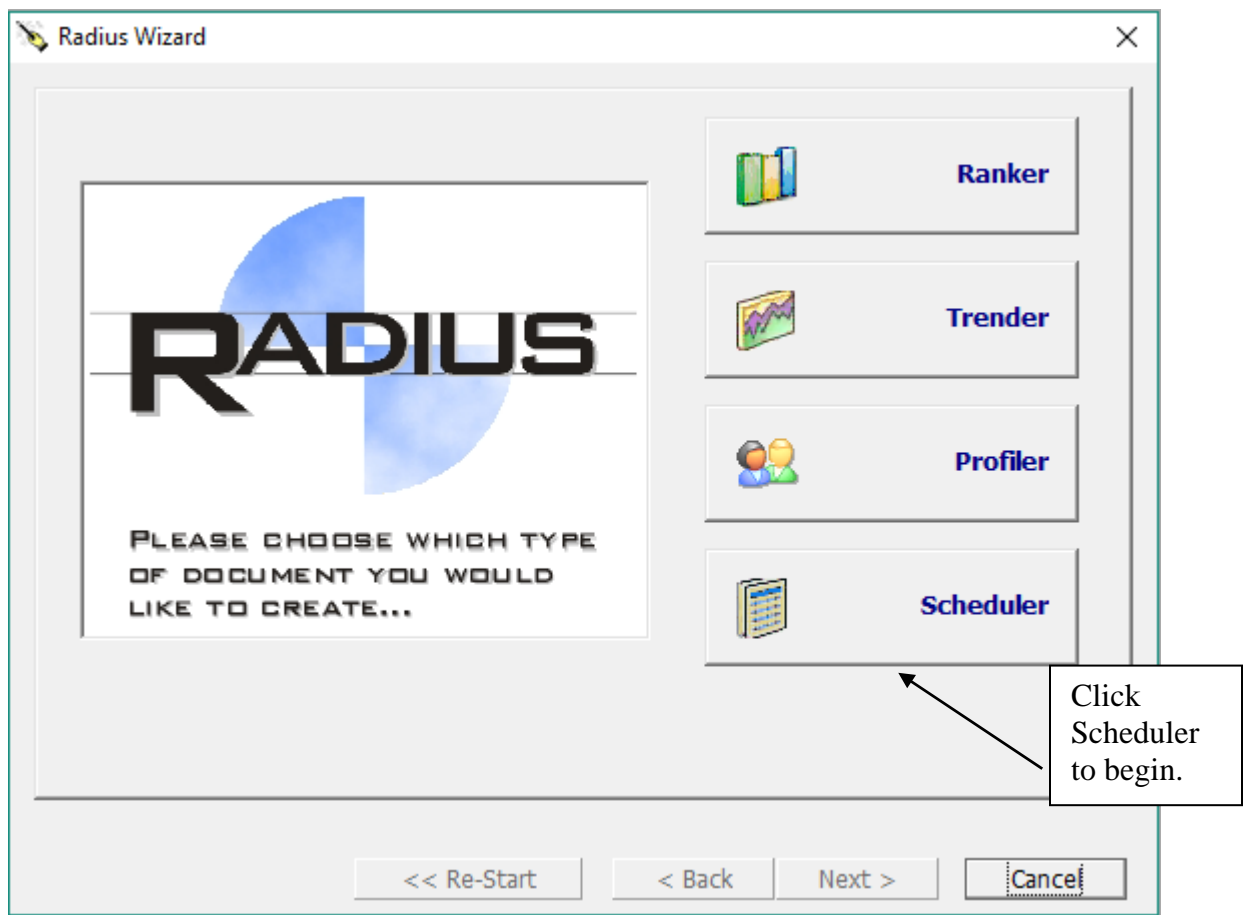
Table of Contents

INTRODUCTION TO THE SCHEDULER:

USING THE WIZARD:
Click the **Scheduler** button located at the bottom of the **Wizard** window.


Click Scheduler to begin.

Survey Selection:

Select the survey you want to use by clicking on the *survey period*. Choosing one survey will give you ratings for one survey period. If you choose more than one survey, you will be able to create a *book average*. With more than one survey selected, you will be prompted on the next screen to allocate your percent weighting to each of the books. To unselect multiple surveys just click on the survey that you do not want and it will no longer be highlighted as a selection.

Either choose the data for the *Standard- Summary or Qualitative- Summary*.
Always leave lower right side of panel as *Metro*. Changing this will render data unviewable.

Click *Next* to proceed.
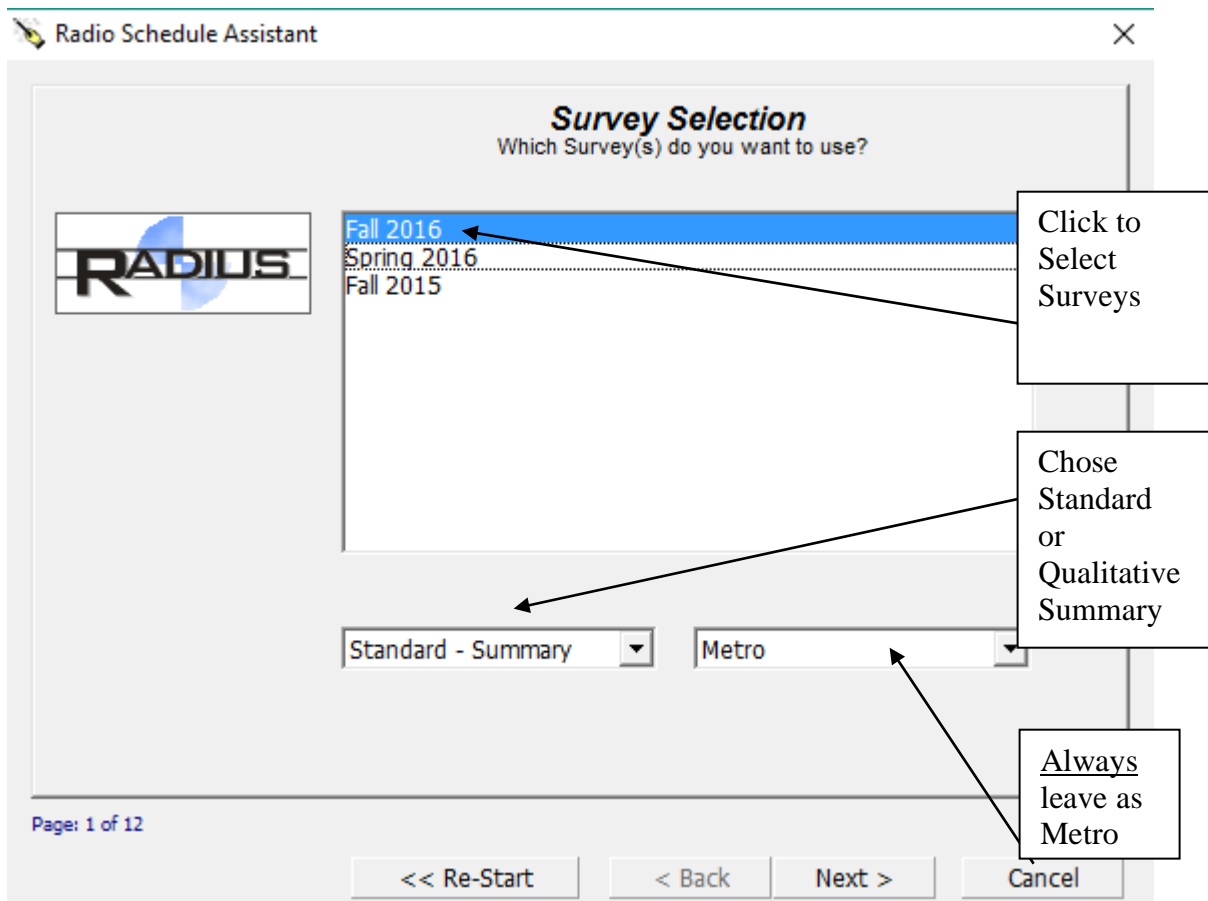
Demographic Selection:

Choose the demo to use in your schedule by clicking on the applicable demo in the matrix. Please note that only one demo can be used in a schedule, however the demographic can be changed once the initial schedule is created.

Demo Weighting:

Optional: (USED TO BE USED BY AGENCIES BUT RARELY ANYMORE)

To weight or skew a demo, slide the weight bar or click the arrows to skew more weight towards Males or Females when using an Adult demo. Weighting cannot be used if you have a Male or a Female demo selected.

Here's an example that uses Demo Weighting:

You are notified that a buy is taking place and the agency wants you to submit a proposal that is based on the Adult 25-49 demo. At the same time, they tell you that it is really a dominant female buy and the emphasis may indeed be a 70% female skew inside the Adult 25-49 demo. In this case you would want to slide the weighting bar to the right to achieve a 70% weight for the female audience. Click *Next* to proceed.

Slide the bar using your mouse or click the arrows when using this feature
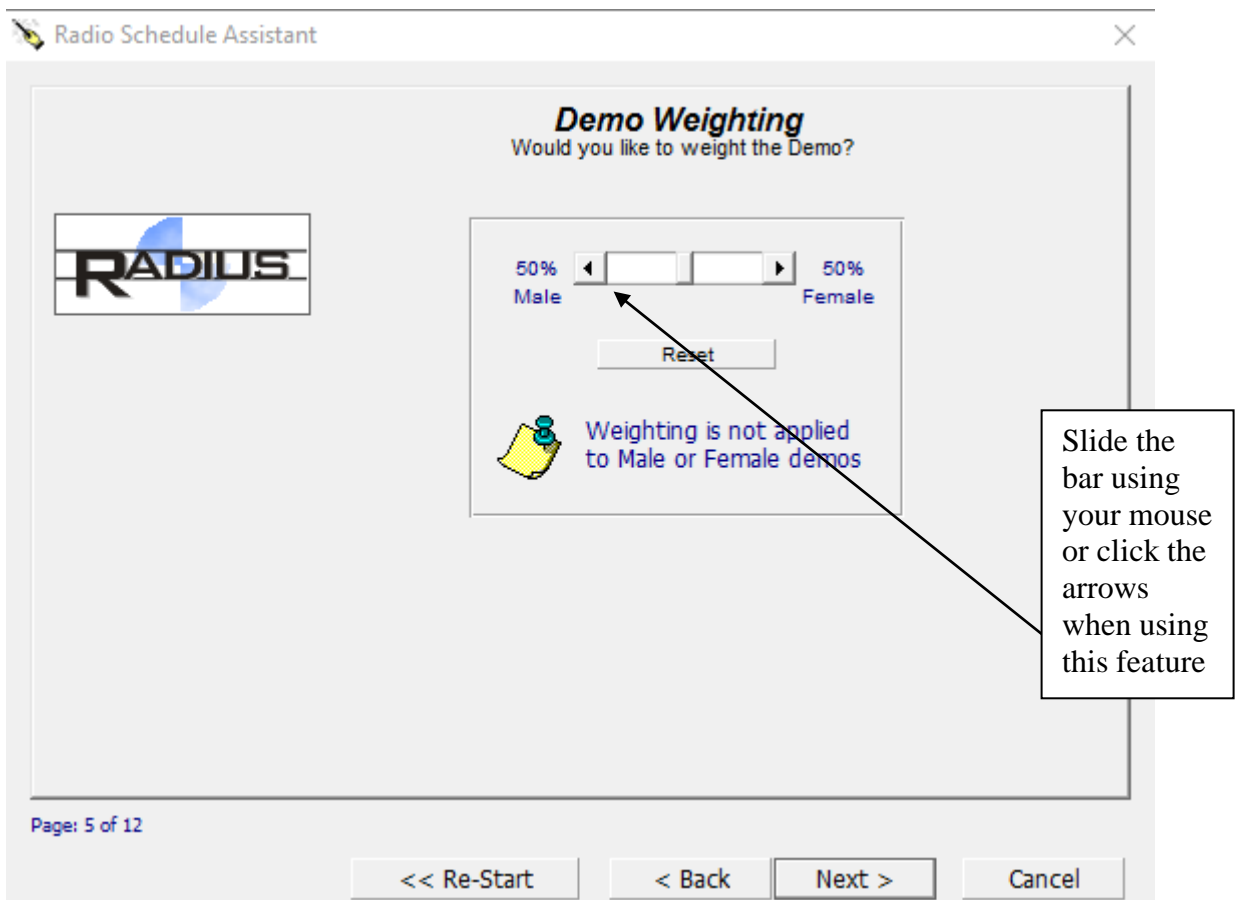
Market Selection:

This window tells you the Market you are using to create the Schedule. No modifications needed.

Click *Next* to proceed.

Station Selection:

It is recommended to have the *Single*, *Combo*, and *Custom Combo* boxes checked in order to see all stations included in the market survey. To select stations that will be part of the buy, use the *hold ctrl-click* feature or *click and drag*.
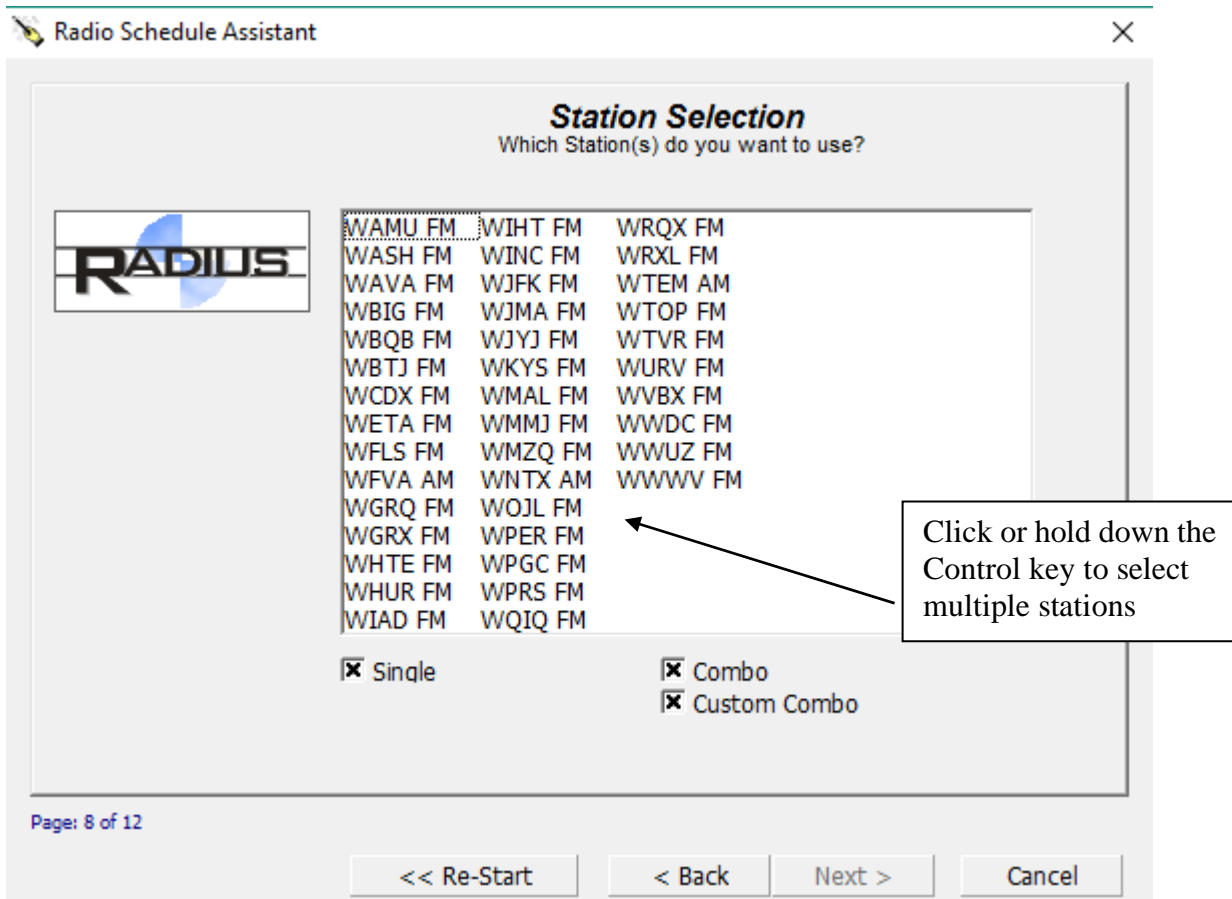

Radio Schedule Assistant ✕

Station Selection
Which Station(s) do you want to use?

WAMU FM	WIHT FM	WRQX FM
WASH FM	WINC FM	WRXL FM
WAVA FM	WJFK FM	WTEM AM
WBIG FM	WJMA FM	WTOP FM
WBQB FM	WJYJ FM	WTVR FM
WBTJ FM	WKYS FM	WURV FM
WCDX FM	WMAL FM	WVBX FM
WETA FM	WMMJ FM	WWDC FM
WFLS FM	WMZQ FM	WWUZ FM
WFVA AM	WNTX AM	WWWV FM
WGRQ FM	WOJL FM	
WGRX FM	WPER FM	
WHTE FM	WPGC FM	
WHUR FM	WPRS FM	
WIAD FM	WQIQ FM	

☒ Single   ☒ Combo
                   ☒ Custom Combo

Click or hold down the Control key to select multiple stations

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[<< Re-Start]   [< Back]   [Next >]   [Cancel]

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Custom Combos:

Custom Combos can be built by right clicking on the Station Selection window.
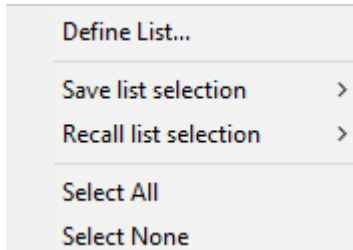
Choose *Define List,* the Combo Maintenance appears, click *New*, the Add/Change Combo Name/Label will appear.

Add/Change Combo Name/Label　　　　　　　✕

Please enter a new name/label for this Combo　　　OK

(Try to keep the name/label short)　　　　　　Cancel

Note: You cannot use commas (,), pipes (|) or
semi-colons (;) in the name/label.

New Combo

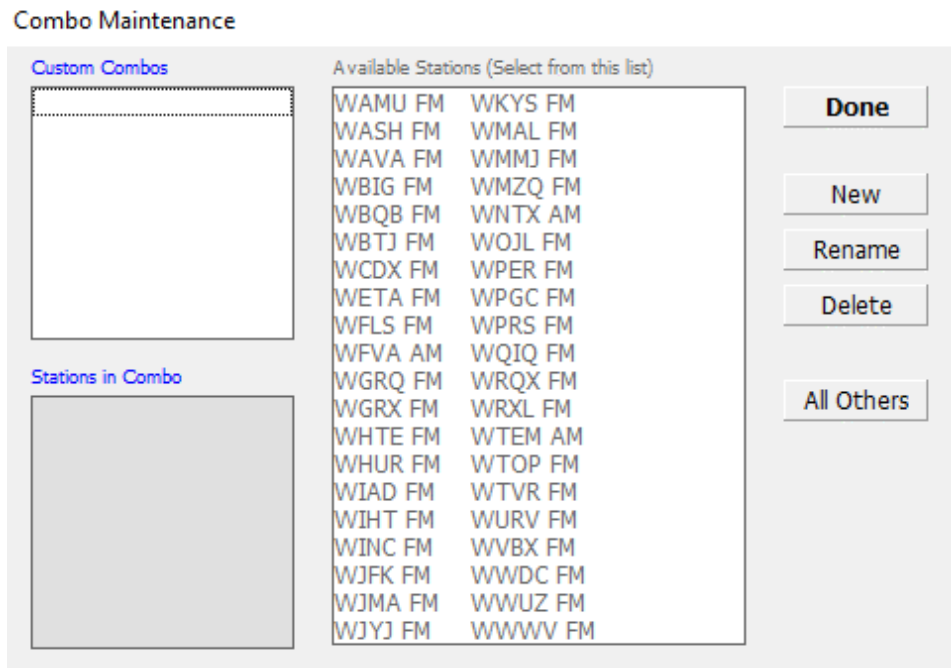Type in a name for the *Custom Combo*, click *Ok*.

Combo Maintenance

Custom Combos　　　　Available Stations (Select from this list)

New Combo		

WAMU FM	WKYS FM
WASH FM	WMAL FM
WAVA FM	WMMJ FM
WBIG FM	WMZQ FM
WBQB FM	WNTX AM
WBTJ FM	WOJL FM
WCDX FM	WPER FM
WETA FM	WPGC FM
WFLS FM	WPRS FM
WFVA AM	WQIQ FM
WGRQ FM	WRQX FM
WGRX FM	WRXL FM
WHTE FM	WTEM AM
WHUR FM	WTOP FM
WIAD FM	WTVR FM
WIHT FM	WURV FM
WINC FM	WVBX FM
WJFK FM	WWDC FM
WJMA FM	WWUZ FM
WJYJ FM	WWWV FM

Done

New

Rename

Delete

All Others

Stations in Combo

WBQB FM
WFVA AM

Select stations to build the combo station. Now your *Custom Combo* is available for selection. You will see the stations that are in the combo in the "Stations in Combo" window. Once you have created a Custom Combo, it will be available at all times throughout all modules of the system.

Now, click *DONE* and you will be back at the station selection window, once again.
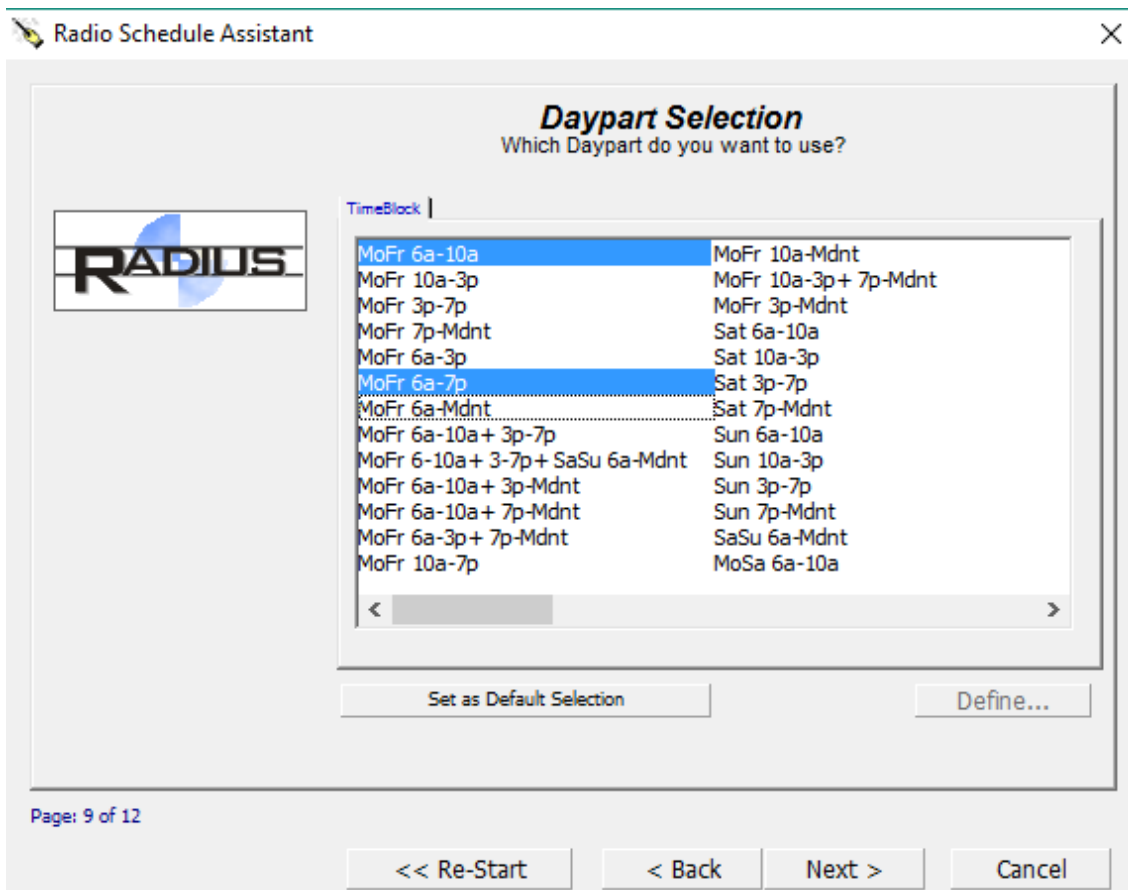
When you have selected your stations that you wish to schedule, click ⎡ Next > ⎤ to proceed.

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Daypart Selection:

Select the applicable *Dayparts* to include in your schedule. Use the *ctrl-click* feature or *click and drag* to select multiple *Dayparts*. The *right click* feature will allow you to select *All* or select *None*. Click
| Next > | to proceed.

Weight Selection: Automatic Scheduling
*Using Weight Selection is optional.

Entering a **Weight Selection** is a fast and easy way to put together a schedule. To select a **Weight Selection**, choose the *Weight Type* then enter a value. The **Wizard** will automatically schedule spots according the *Type* of selection and values entered.

An example here would be, scheduling automatically, 75 GRP's a week at a $35 CPP. To do this, highlight the "Total GRP's" selection and then type 75 into the open field. These values can be changed manually in the *schedule worksheet*. Click [Next >] to proceed.

Money Selection:

*Using Money Selection is optional

To select a **Money Selection**, choose the *Type* then enter a value. In our example, you would highlight "Equalized CPP" and type 35 in the open field. **Using Money Selection is optional; however, Money Selection is not available if you do not select anything in the Weight Selection screen.** Click
| Next > | to proceed.

| Radio Schedule Assistant | × |

Money Selection
You may optionallly select a Type
and then enter a Value below...

RADIUS

Spot Cost (Average)
Total Weekly Cost
Equalized CPP
Cost-Per-Thousand (Average)

35

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| << Re-Start | < Back | Next > | Cancel |

Finished: Click *Proceed* to access your *Schedule Worksheet*.

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SCHEDULE WORKSHEET:

Left click; change survey period, stations, dayparts and demographics

Your *Schedule* is based on the selections made in the *Wizard*. The toolbar allows you to access other features of the system. By positioning the mouse over the toolbar icons "floating tool tips" will appear with a description. You may at any time click on the icons without losing your *Schedule* even though the *Schedule* was not previously saved.

Toolbar Options:
New
Open
Save
Print Preview
Print
Radio Schedule
Rank
Trend
Profile
Wizard
Target Objectives
Contacts
B'cast Calendar
Newspaper

Additional Tools:
Setup
New
XML

Change Demo

Totals window

Details window

You may change demos and survey periods here by clicking the drop down arrow.

In the aqua blue area, right-click for the survey(s), market, population, and sample. Clicking the drop down arrow in the aqua blue area is one way to change Market, Survey period, Station/Daypart, and Demos.

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Totals Window: The top section of the schedule worksheet; Station, Incl, Lock, etc., reflects schedule totals.

Details Window: The lower portion reflects the details of each station in the schedule; yellow tabs with call letters.

Editing the Schedule Worksheet:

**Spots** must be entered before Rates are entered onto the worksheet.

Rates can be entered in the Rate column.
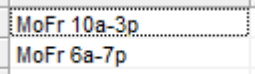To enter spots or rates, click on the box for that rate or spot on a daypart line, and simply type in the number.
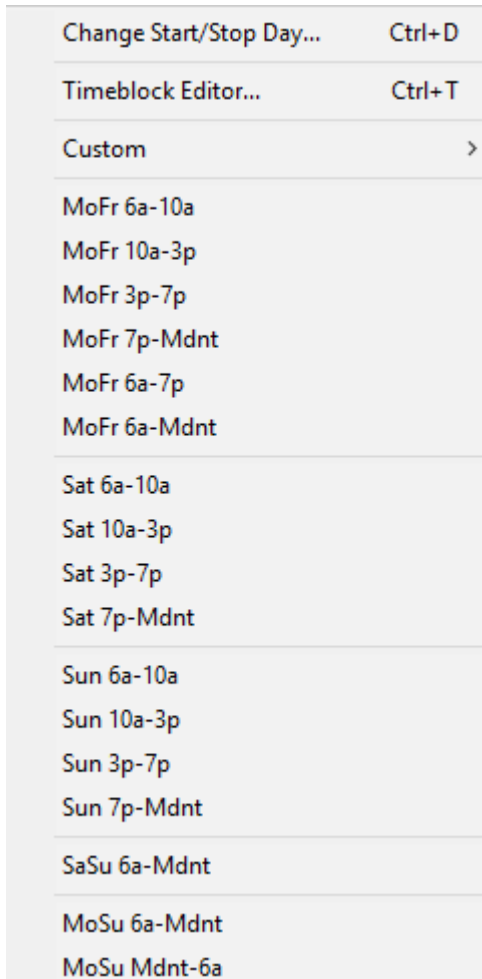Typing in a CPM or a CPP will automatically generate a rate for that daypart.

Global Edits: by clicking on the CPP column header and typing in the number 40, and then hitting "ENTER" (or clicking outside that column), the entire column will be changed to a $40 CPP. In this case, all of the rates related to the column will be changed to reflect a $40 CPP. The Global Edit function will work for all columns that allow editing.

Editing Dayparts: there are two ways to edit or add dayparts. One is to manually type the daypart start and end times and the other is entirely mouse-driven.

MoFr 10a-3p
MoFr 6a-7p
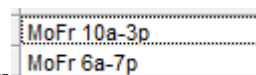
Manual Daypart Edit: left-click inside the daypart box   under the Schedule column that you wish to edit in the details window. Type the new daypart in with the following format: *TuSa 615a-1130a* (i.e. use the first two letters of the start and the end day). This also holds true for adding in a daypart (standard or non-standard).

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Mouse-driven Daypart Edit: click on the daypart box that you want to
edit and then right-click inside this daypart box.
Select "<u>Timeblock Editor</u>".

Change Start/Stop Day...	Ctrl+D
Timeblock Editor...	Ctrl+T
Custom	>
MoFr 6a-10a	
MoFr 10a-3p	
MoFr 3p-7p	
MoFr 7p-Mdnt	
MoFr 6a-7p	
MoFr 6a-Mdnt	
Sat 6a-10a	
Sat 10a-3p	
Sat 3p-7p	
Sat 7p-Mdnt	
Sun 6a-10a	
Sun 10a-3p	
Sun 3p-7p	
Sun 7p-Mdnt	
SaSu 6a-Mdnt	
MoSu 6a-Mdnt	
MoSu Mdnt-6a	

TimeBlock Editor:

Click on the start day in the upper left corner of the pop-up window and drag it down to the ending day. Release the mouse button and move over to the window with the actual hours of the day. Same process here. Click and drag until you have painted the quarter-hours of the daypart that you desire. Then click on the "OK" button.
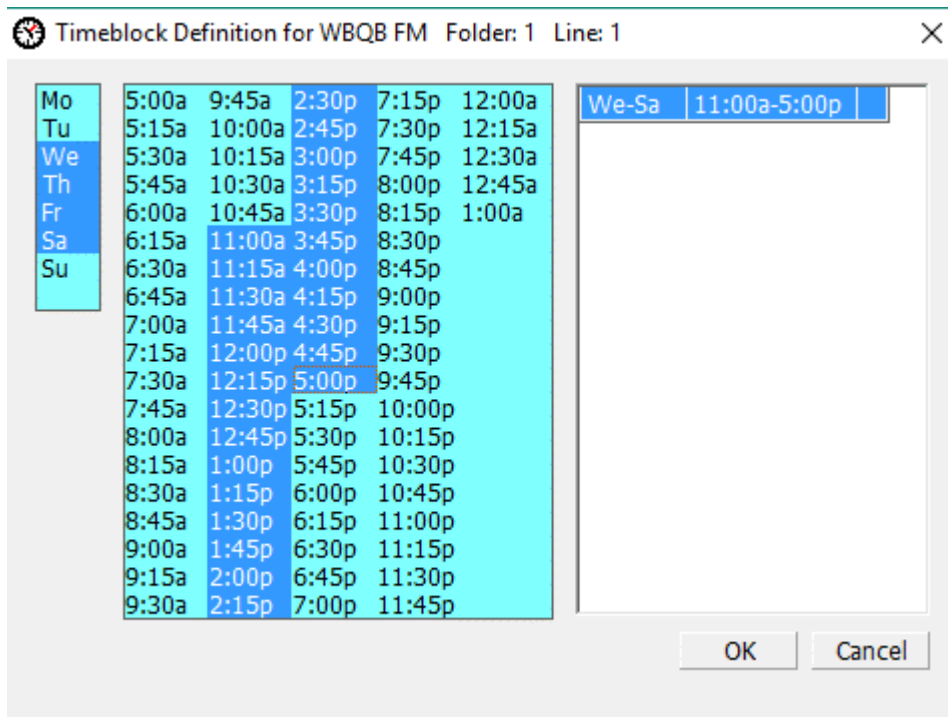
Multi-week: To show more than a one-week schedule, click on the word *Show* at the very top of the page (above the toolbar icons) and select *Multi-week*. Click beside the week number to set the schedule to reflect multi-week totals. A green check mark will appear beside the week number. You may select more than one-week number, as you may want to show the schedule's efficiencies at various checkpoints over a 26 or 52-week schedule.

Selecting Stations to Work in Details Window: Each station in the schedule will have a tab on the detail portion of the screen (i.e. the bottom half of the screen). To move from one station's worksheet to another, simply click on that station's tab. The current station's worksheet is marked by a yellow tab.

Adding a station into the schedule: Double-click to Set Up a folder on the blank tab between the last station tab and the "All" tab. Now you can add the new station and its dayparts.

WFVA AM												All	
GRP	CPP	CPM	AQH Rtg	Wkly $	Weekly Cume	Schd Rch	% Rch	AQH Persons	Avg Freq	GrossImp (000)	%DP Cume	Turn Over	
			2.5	0.00	53,560			3,864				13.9	

Copying Dayparts or Schedules To: by right clicking on any one station tab, you can copy its dayparts to one or all of the other stations.

	WBQB FM					VA AM		
	Schedule	D	Copy Dayparts To >			GRP	CPP	CPM
			Copy Schedule To >					
	MoFr 6a-7p		MoFr 6a-7p	2.8	25	70.0		
$	WeSa 11a-4p			2.7	0			

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TOOLBAR:

Toolbar Options:
New, Open, Save, Print Preview, Print, Radio Schedule, Rank, Trend, Profile, Wizard
Target Objectives, Contacts, Broadcast Calendar, Newspaper

New - Erases the current schedule to start over.

Open - Access to all saved schedules by using search. Select an option to search by and click *Start Search*. Double click on the client's sales proposal to open.

Save - Save schedule as *New Order*, *Same Order New Revision*, or *Same Order Same Revision*.

Print Preview - View schedule (for any module) to see how it will print. To customize a schedule for printing, click the *Setup* icon in **Print Preview**. **See page 32 for details.**

Print - Prints Schedule.

Radio Schedule –Opens the last schedule, provided you are not currently in a schedule.

Rank - Creates a **Rank** report based on the criteria selected.

Trend - Creates a **Trend** report based on the criteria selected.

Profile –Creates a **Profile** report based on the criteria selected.

Wizard –Start another report with the help of the **Wizard.**

Target Objectives –Setup buyer's objectives for your schedule. Set up **Contact** first by clicking *Edit* in **Target Objectives** then choose *New Record*. Enter client information and *Save*. Or click the **Contact** icon, enter company information, and *Save*. To change a company attached to your schedule click *Edit*, select the company then *Close*. **Target Objectives** will print on the optional Cover Page in **Print Preview Properties/ Set up/Cover Page** tab.

Contacts – Enter company and/or agency information about the client. Companies can be deleted in **Contacts** also.

**Broadcast Calendar –** Click to set up start months, years to view, print or reference.

Newspaper – **Newspaper (THIS IS NOT USED REALLY ANY MORE)**can be used in conjunction with your **Radio Schedule**. A newspapercan be setup by double clicking on the 4th small tab. Double click on the *Newspaper* column to enter *name*, *circulation*, and *type*.
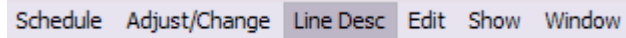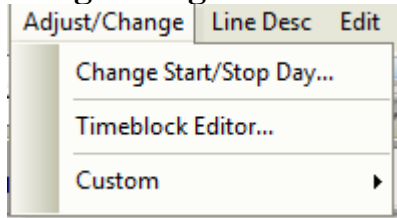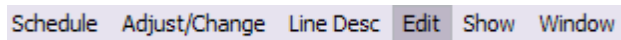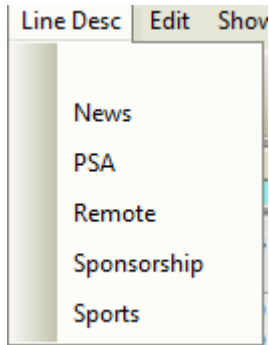
TOOLBAR-CONTINUED:

Schedule Adjust/Change Line Desc Edit Show Window
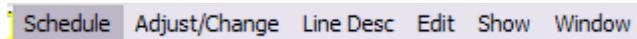
Schedule – Provides access to *Quickset*, *Setup*, *Export to ProposalXML, Close.*

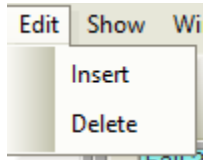| Schedule	Adjust/Change	Line
QuickSet...		
Setup...		
Export to ProposalXML		
Close		

Schedule Adjust/Change Line Desc Edit Show Window
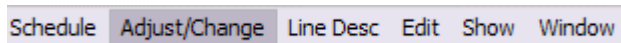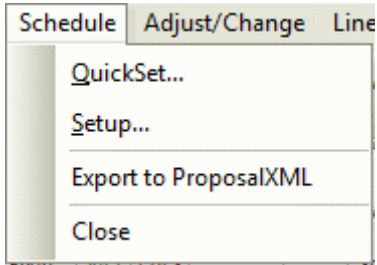
Adjust/Change – *Dayparts* can be adjusted or changed. **This option is also available using the right click feature**.

Adjust/Change	Line Desc	Edit
Change Start/Stop Day...		
Timeblock Editor...		
Custom		▶

Schedule Adjust/Change Line Desc Edit Show Window

Line Desc – Descriptions of timeblocks

Line Desc	Edit	Show
News		
PSA		
Remote		
Sponsorship		
Sports		

Schedule Adjust/Change Line Desc Edit Show Window

Edit – Lines can be *inserted* or *deleted*

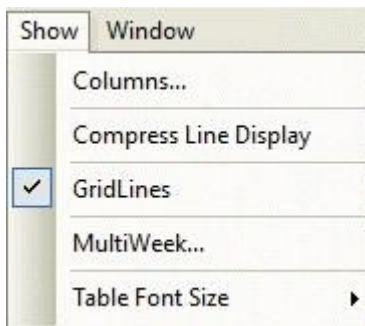| Edit	Show	Wi
Insert		
Delete		

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TOOLBAR-CONTINUED:

Schedule Adjust/Change Line Desc Edit Show Window

Show – *Columns* seen on the screen, example; Weekly Cume, CPP, CPM, etc, have been selected to show as indicated with the green "Y". (see page 23)

The top portion of the schedule window reveals Totals so if you want to show a column in the Totals it must be checked.

The bottom portion of the schedule window reveals Details so if you want to show a column in the Details it must be checked.
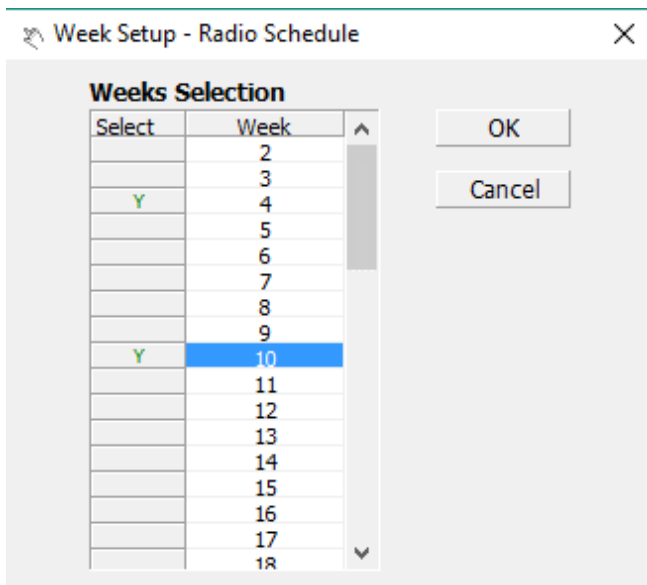
Show	Window
	Columns...
	Compress Line Display
✓	GridLines
	MultiWeek...
	Table Font Size ▶

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TOOLBAR-CONTINUED:

Columns -can also be resorted by clicking on the label and dropping with the 'hand' onto another label. **If you want the same columns to print on your schedule they must be selected in Print Preview. See Print Preview on page 32 for more details.**
Gridlines can be turned off by unchecking Gridlines.
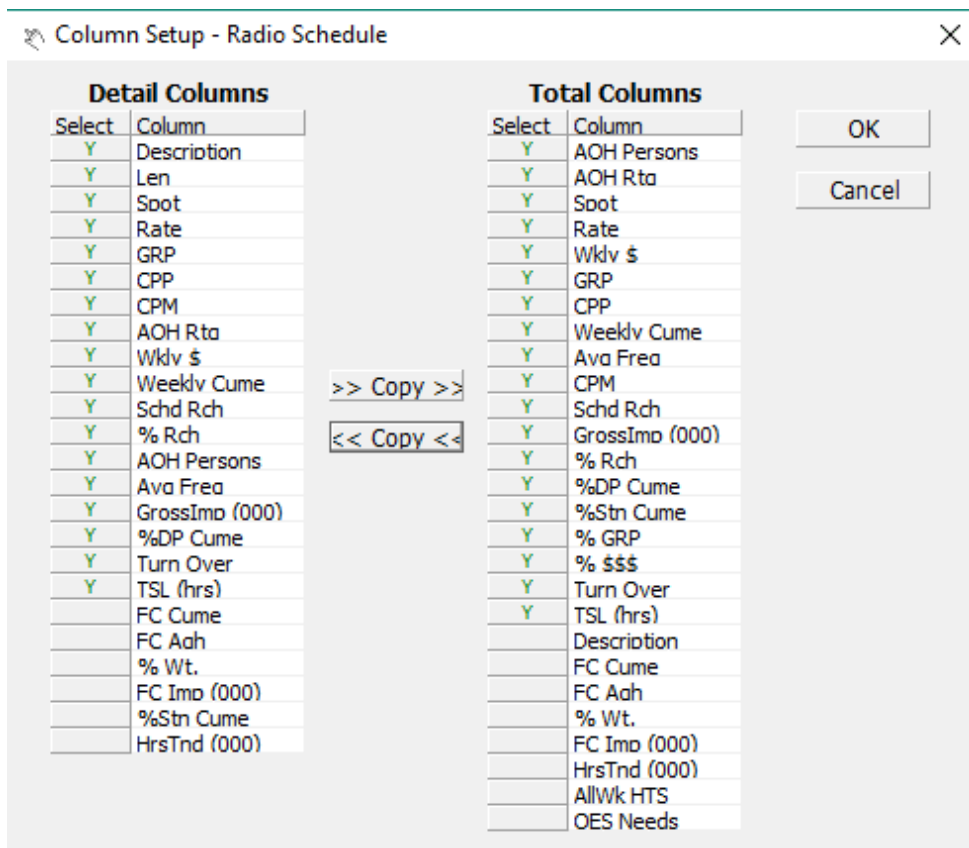
TOOLBAR-continued:

MultiWeek is used when putting together a schedule with multiple weeks of the same schedule. Check the applicable weeks and you will be able to see week-by-week totals on the schedule window. When using multiple weeks, and a schedule is not going to run consecutively for all weeks, and/or the number of spots are different use **Flighting**. (**See page 30 for Flighting.**)

ADDITIONAL TOOLS:

Additional
Tools:
Setup
New
XML

 Setup – (worksheet) allows the user to change stations, dayparts, and demos.

 New- like Setup, but enables you to _**erase**_ your current schedule and start a new one without returning to the Wizard.

XML starts the process to create an XML file for electronic submission.

Creation of an XML file is done through Radius Scheduler. This example is with the understanding that a Schedule has been already built. The XML file will be created and will be emailed as an attachment.

Once the submission is completed, its recommended to Save it. Click on the icon in the upper left
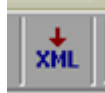
to Save. Now click on the XML button   .

This will open the Proposal XML Export window.

Fill in the * = Required boxes.

Then click OK in the lower right of the window.

This will open the Export as Proposal XML file window.
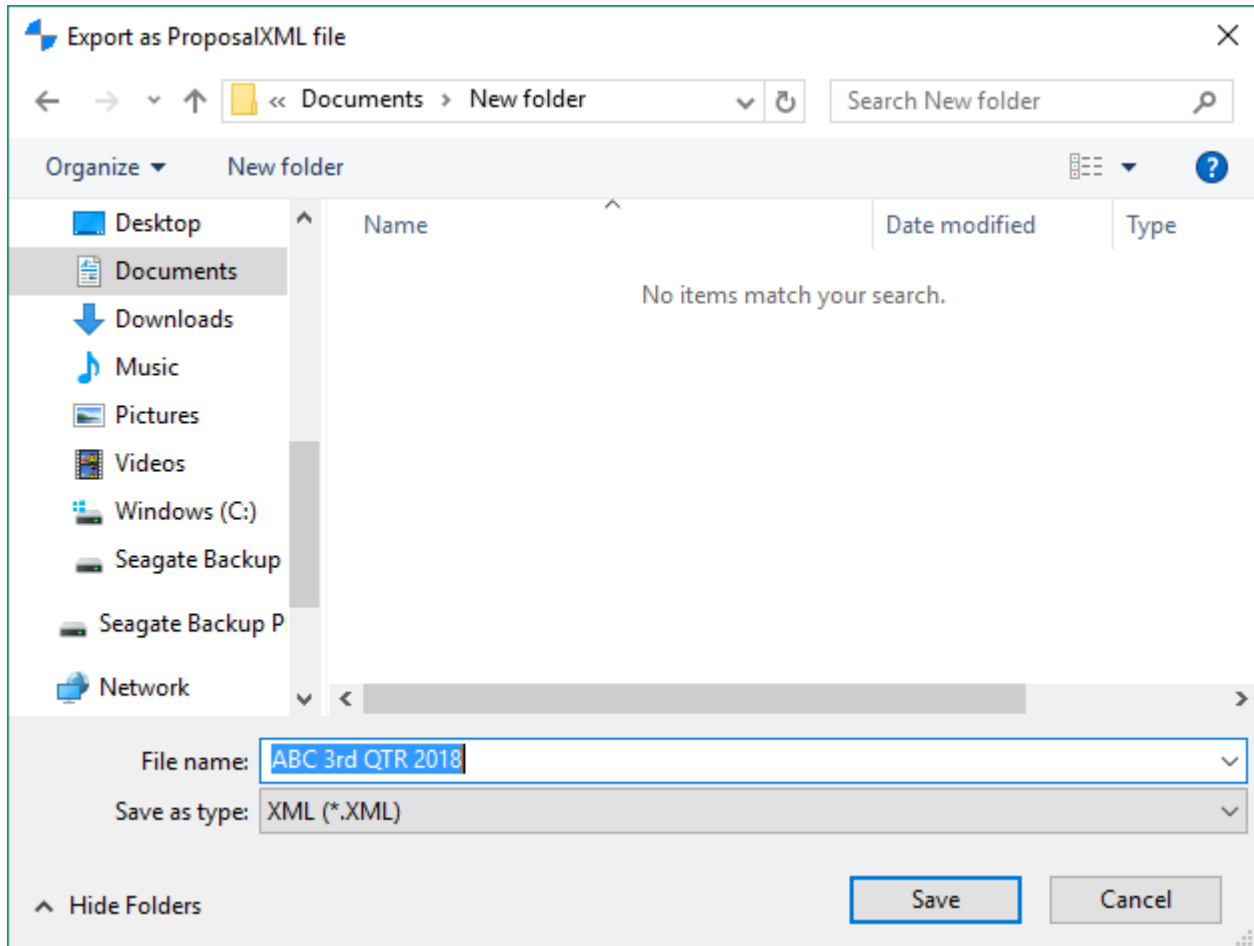
 Choose a file name that will work for you and the buyer it is going to be submitted to. NOTE: you can put this file in any folder on your computer that you wish, that is easy to find.

Once you have saved the XML file, you are ready to email the file as an attachment with your email. Since the agency has asked for the submission as an XML file, they will have the appropiate software to open the submission.

Radius itself does not open XML files. Do not open the XML file, it will look like computer code and you might corrupt the file.

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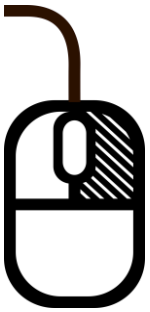
RIGHT CLICK FEATURES IN SCHEDULER WORKSHEET:

+Right click on a blank line in the *Schedule column* to insert *Standard Dayparts*.

+Right click on the *Station tab* to *Copy Dayparts To* or *Copy Schedules To* other stations.

+Right click on a blank line in the *Schedule column* to access the *Timeblock Editor*. Select the day(s) and select the times. To make single selections click once, to make multiple selections use *click and drag* or *ctrl-click*. You must select at <u>least</u> a 1-hour inTimeBlock.

+Right clicking on other columns; Description, Len, will give you applicable options to that column.

FLIGHT SETUP

Flighting is used for scheduling when weeks of the campaign are not contiguous and when stations, spot loads and rates differ from week to week.

Flight Setup

Folders 1-8 represent individual flights, however when linked together an overall scheduled reach is achieved.

Before setting up the flights look at the *Setup tab* and the *folders numbered 1 – 8*. You'll notice that you are currently on Folder 1. Make sure you have *Dayparts* entered under the *Schedule* column and spots entered in the *Spots* column.

Click the *Flight Setup tab* to enter the number of weeks for each flight, go to the *Starting Week of ** column and double click for the drop-down arrow to appear. Select the *Start dates* for each flight folder. **Please note that Start and End dates are optional**. You must have at least two (2) flights to display the dates in Print Preview. Click *Link Folders* then click *Ok*. Notice the *All* tab changes to *Linked All* on the schedule window.

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Flight Setup

☒ Link Folders — Note: You must link folders if you want t[...] all flights in folder tab 'All'

#	In Use	Folder Label	Wks	Starting Week of *	Ending Week of *
1	Y	1	1	Mar 20 2017	Mar 20 2017
2	Y	2	3	May 1 2017	May 15 2017
3	N	3			
4	N	4			
5	N	5			
6	N	6			
7	N	7			
8	N	8			

* Start/End dates are optional   OK

1. Click in the Wks column to the right of Folder Label and enter the number of weeks for the first flight. Repeat for each remaining flight.

2. Double click in the Starting Week of * column to select Start dates for each flight.

3. Click the Link Folders box to link ALL Flights.

To copy the contents in folder 1 to another folder, right click on the Folder 1 tab, point the mouse to *"Copy this folder to" folder #*. All of the information in folder 1 will be copied to the other designated folders. *You must have content in a folder to change the number of weeks in Flight Setup.*

To change the number of spots in another folder just click the applicable folder tab number and *edit* the spots in the *Spots* column for example.
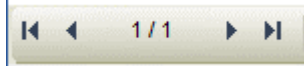

After making any changes to the Flights, click the LINKED All tab. This updates the submission. Click LINKED All tab after making any changes to the flights, prior to Saving, Print Preview and before creating an XML.

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PRINT PREVIEW

Here's a review of the icons you see on the Print Preview page-

Page count – Tells you the number of pages and allows you to select and view pages.

Zoom % - Reduces or enlarges the appearance of the active report.

Printer – Left click to prepare to print.

Setup – Allows you to customize the look of reports before printing. **See Print Preview Properties on page 33 for detailed instructions.**

Portrait – Changes the paper orientation to print in Portrait mode

Landscape – Changes the paper orientation to print in Landscape mode

Export – Save file as a .WMF or windows meta file. (DO NOT USE)

Clipboard – The report displayed in Print Preview can be copied to the clipboard to use in other programs such as Word or PowerPoint, for example.

- Save as PDF – Allows user to save and name file as PDF document in location of your own choosing.

AirMail – IT IS RECOMMENDED TO NOT USE THIS FEATURE. INSTEAD SAVE A PDF AND ATTACH TO YOUR EMAIL. optional choice for sending files as a PDF via your email system.
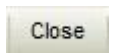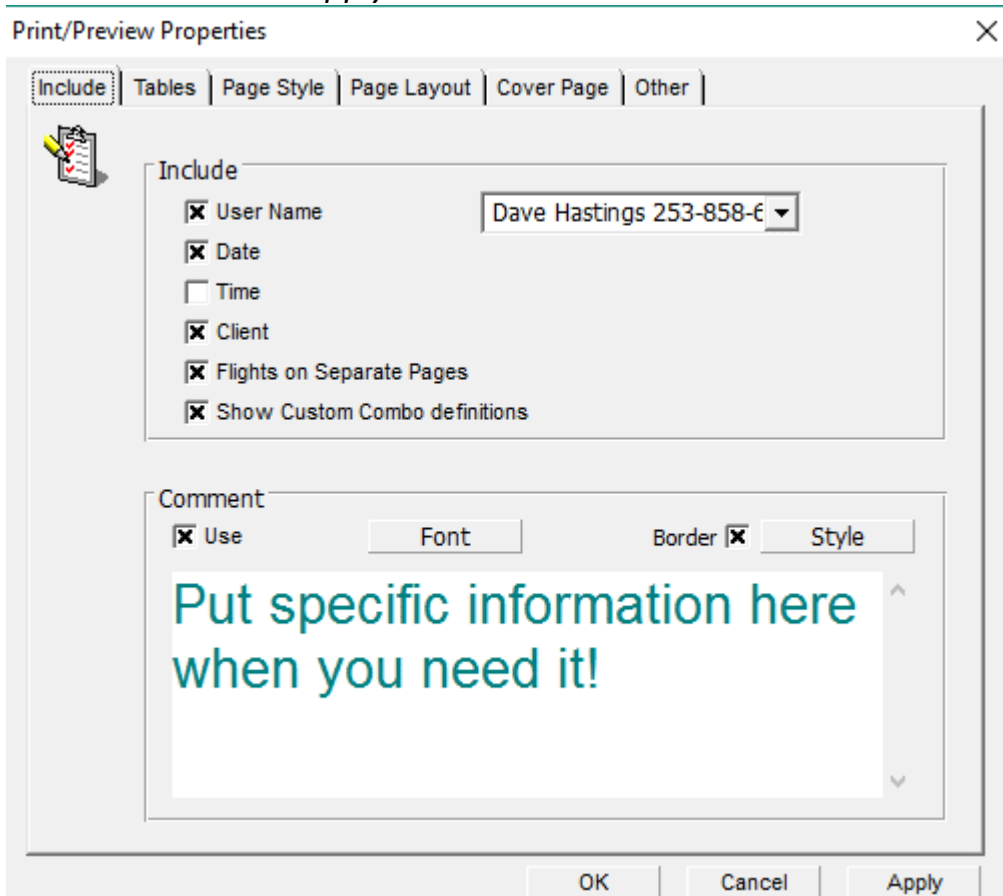
Exit – Exit Print Preview back to work sheet.

EASTLAN
R A T I N G S

PRINT PREVIEW PROPERTIES

Setup – Allows you to customize the look of reports before printing.

Include tab– All items checked on the Include tab will print on the report. You can choose not to print User Name, Date, Time, Client, Flights on Separate Pages, Show Custom Combo Combinations by unchecking the boxes. To **Use Comments** in the Schedule *Use* must be checked. Change the Font by clicking the *Font button*. The font type, style, size, color, and effect can be changed. Click *Style* to change the border or uncheck the *Border*. Click *Ok* or *Apply*.

Tables tab – The items/columns selected to print are highlighted blue. Though you may have selected the highlighted items to *Show* on the **Schedule Worksheet** they will not print unless selected as illustrated below. To select items to print use *single click*. Click *Border Style* to change the look of the borders on the printed pages or when saving as a PDF.
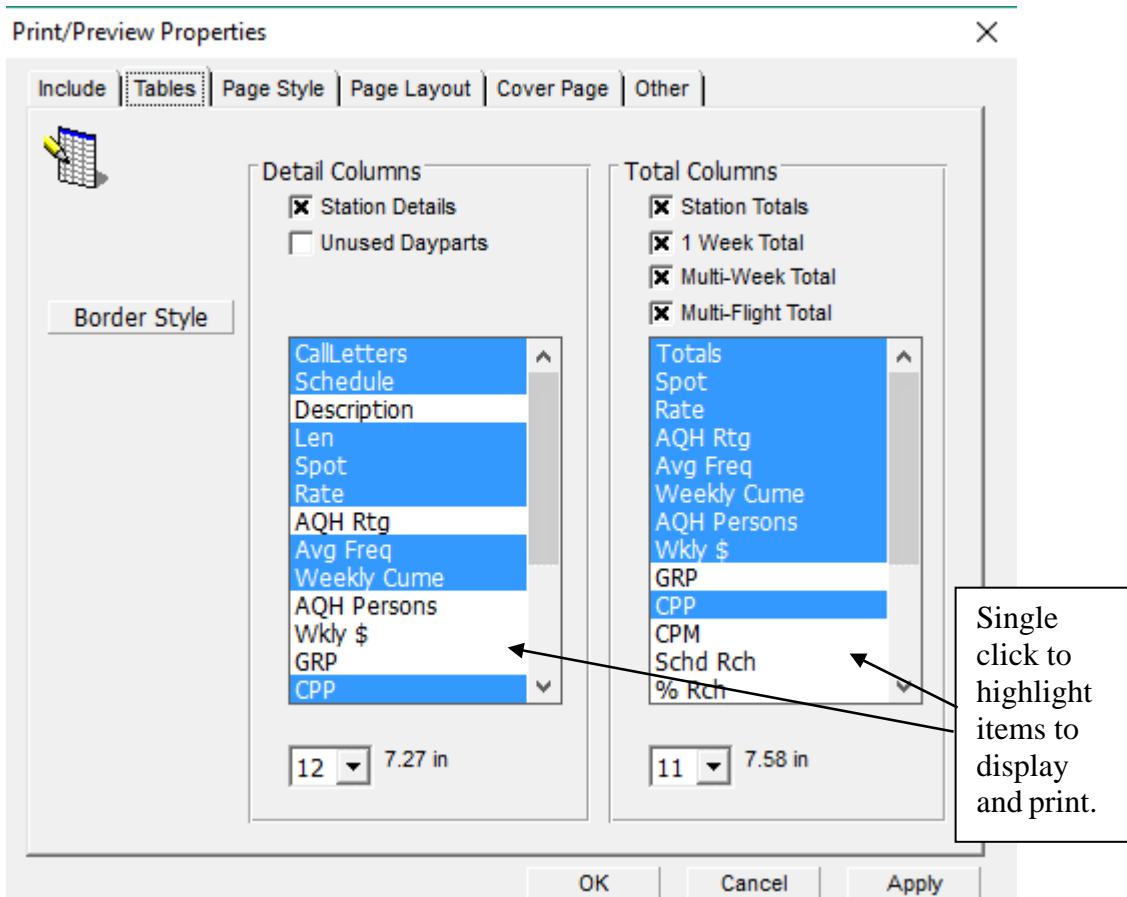
*Page Style* – A company logo may be used by checking the *Use* box under *Logo*. The logo file type needs to be a .jpg or .bmp, up to 5mg.To center the logo check the *Centered* box. Click the *Select* button to choose a company logo file. Double click on the folder where the logo files are stored. It is recommended to place logo files in c:\Radius\ so they are easy to locate. Highlight the file name to use under *File Name* and click *Ok*.

To use *Page Borders* click *Use*. Click *Style* to customize the thickness and color of the border. You can change the color and font of the *Page Title* and the *Header/Footer's* by clicking on the *Font* and *Style* buttons.
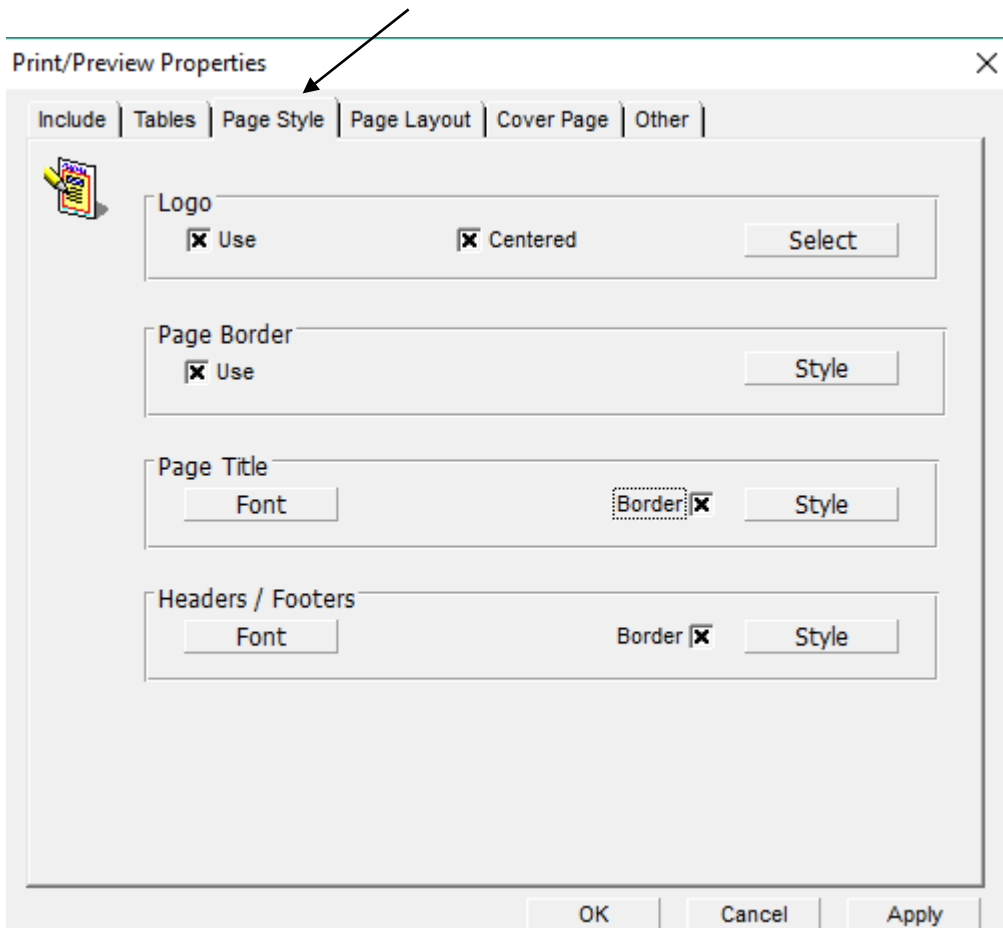
Page Layout – The layout of the Page can be changed from Portrait to Landscape by clicking the drop down arrow on the left of the window. The left, right, top, and bottom margins can be changed by clicking in the box and entering new margins. To change back to the default setting click *Use Defaults*.
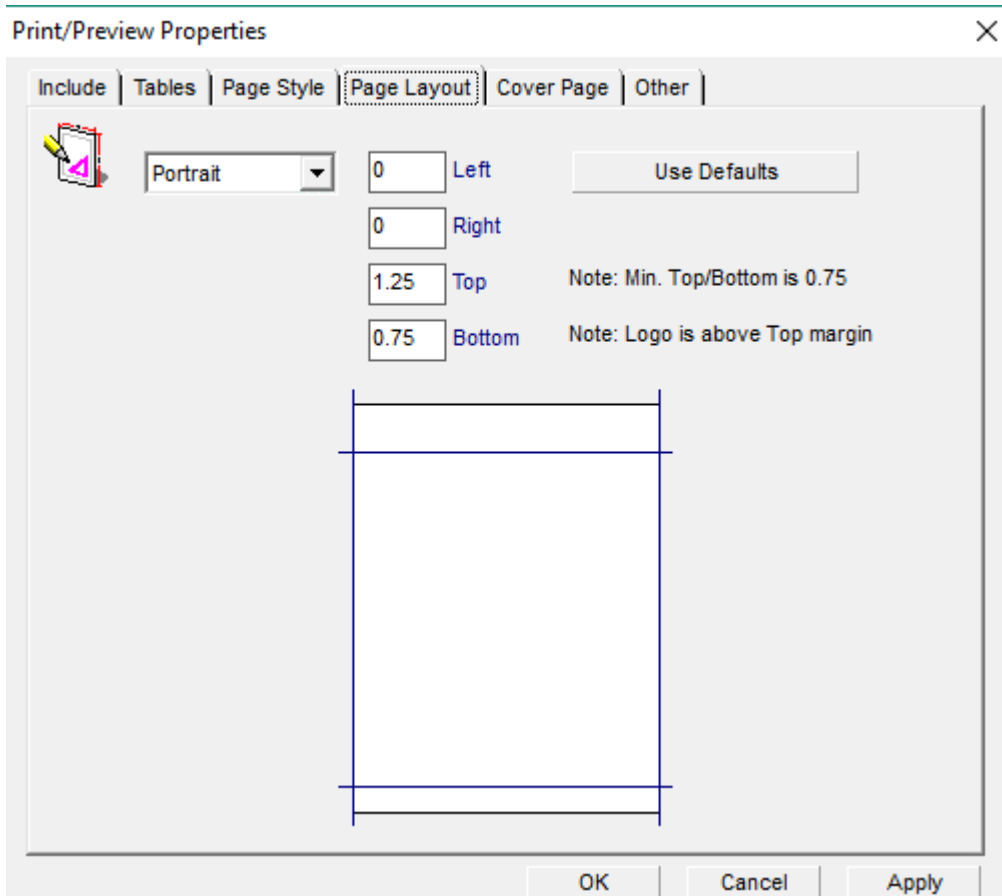
Cover Page – To use the schedule cover page, check *Use Cover Page*. Change the Font by clicking the *Font button*. The font type, style, size, color, and effect can be changed. Click *Style* to change the border or uncheck the *Border*. To **Use Comments** in the cover page, *Use* must be checked. Change the Font by clicking the *Font button*. The font type, style, size, color, and effect can be changed. Click *Style* to change the border or uncheck the *Border*. Click *Ok* or *Apply*.

Cover Page- continued

When Cover Page is selected, this is one way the page will display each time you open Print Preview. The Cover Page Title and Cover Comments can be dissabled or can be edited.

Other – If you want to use the same style; color, font, etc, of a report for a Rank report, Multi Rank, Trending, etc. as you have currently setup in your Schedule, you may copy the report properties by selecting a report on the list then click *Apply*. Multiple selections may be made by using clicking on each item.

Print/Preview Properties   ✕

Include | Tables | Page Style | Page Layout | Cover Page | Other |

Copy Styles/Properties

Copy the current report/page   Rank Report
style to the selected report(s)   MultiRank Report
in this list. -->>   Trend Report
                                      MultiTrend Report
You can also choose to have   Profile
reports formatted like Radius   Newspaper + Radio
Ver. 2.x reports.   Other

☐ Use Ver 2.x styles

                                   OK   Cancel   Apply

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Thank you for using Eastlan Ratings.
We hope you find this reference tool helpful.
If you need additional assistance please call
253-858-6671 or go to
http://www.eastlanratings.com/Contact-Us/default.aspx