



**EASTLAN**  
R A T I N G S

## Creating a Chart for a Report

**NOTE:** A chart can only be created if “I want multiple reports” is unchecked during the Radius Wizard and you only pick one daypart and only one demographic.

You can create charts like the ones below to enhance your Ranker reports. You can match your logo colors and so on. (To add a logo, change the colors of your report and more, please see the “Designing Reports” Document)



# EASTLAN

---

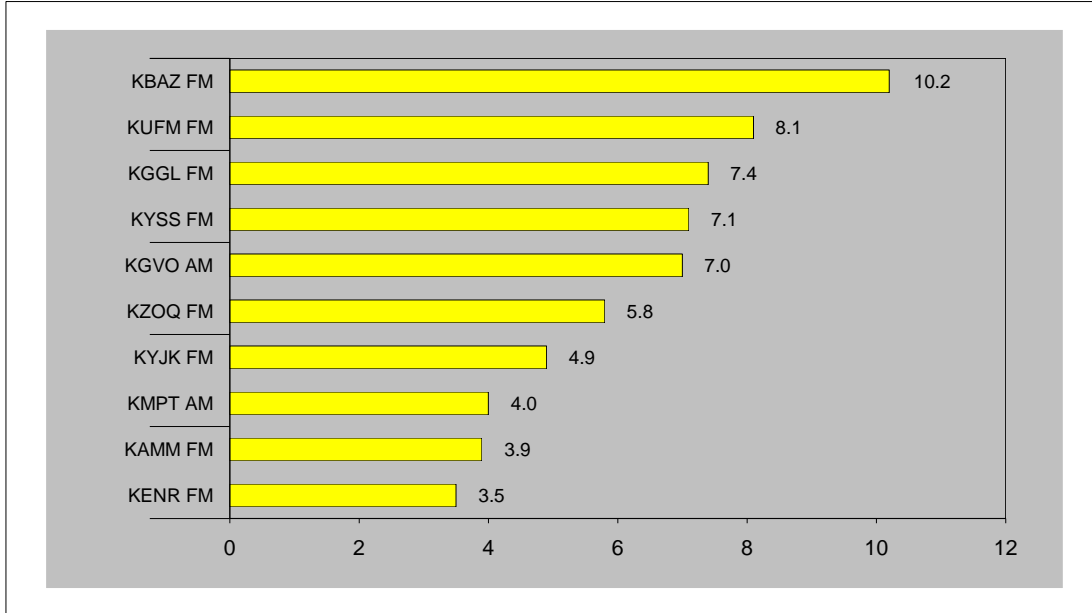
## R A T I N G S

Rank Report: MoFr 6a-7p AQH Shr Top-10

Market: Missoula/Lolo, MT

Demo: A25-54

Pop: 48,600 Sample:329



Rank Top-10	CallLetters	Weekly Cume	AQH Shr
1	KBAZ FM	7,370	10.2
2	KUFM FM	5,628	8.1
3	KGGL FM	3,379	7.4
4	KYSS FM	4,390	7.1
5	KGVO AM	5,451	7.0
6	KZOQ FM	4,657	5.8
7	KYJK FM	4,136	4.9
8	KMPT AM	3,383	4.0
9	KAMM FM	2,710	3.9
10	KENR FM	3,012	3.5

Source: Eastlan June 2021

08-Mar-22

	Jn21
Pop (000)	48.6
% Wght	100.0
Sample:	329
	A25-54
	A25-54

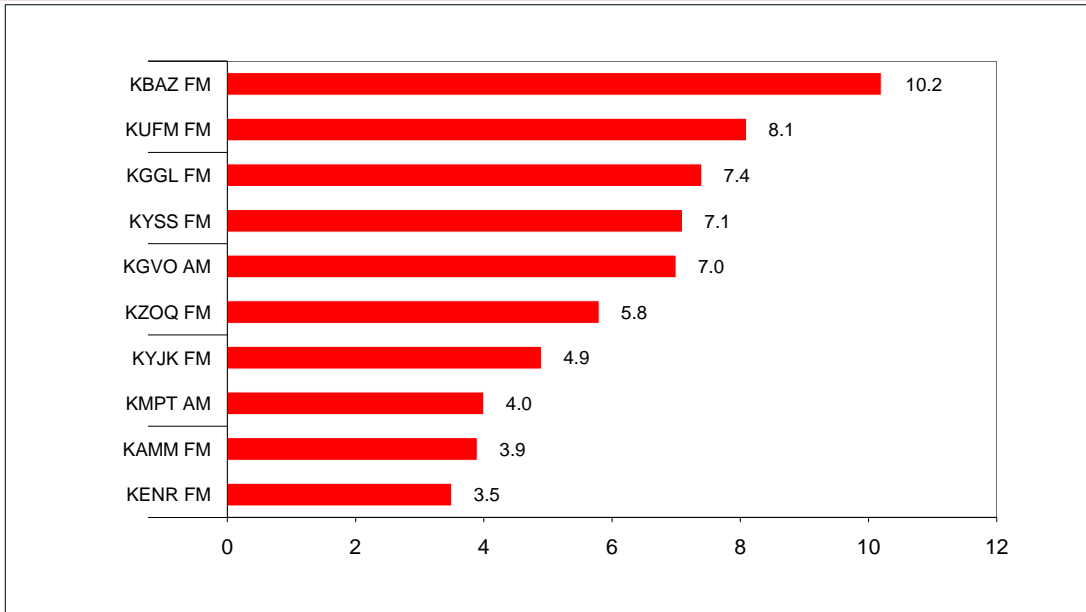


Generated by: Radius Radio Scheduling System © 1993-2008, 2009 microtherapy inc.  
 Data: © 2021 Eastlan Ratings. Subject to the limitations and restrictions stated at www.eastlanratings.com



Rank Report: MoFr 6a-7p AQH Shr Top-10

Market: Missoula/Lolo, MT Demo: A25-54 Pop: 48,600 Sample:329



Rank Top-10	CallLetters	Weekly Cume	AQH Shr
1	KBAZ FM	7,370	10.2
2	KUFM FM	5,628	8.1
3	KGGL FM	3,379	7.4
4	KYSS FM	4,390	7.1
5	KGVO AM	5,451	7.0
6	KZOQ FM	4,657	5.8
7	KYJK FM	4,136	4.9
8	KMPT AM	3,383	4.0
9	KAMM FM	2,710	3.9
10	KENR FM	3,012	3.5

Source: Eastlan June 2021

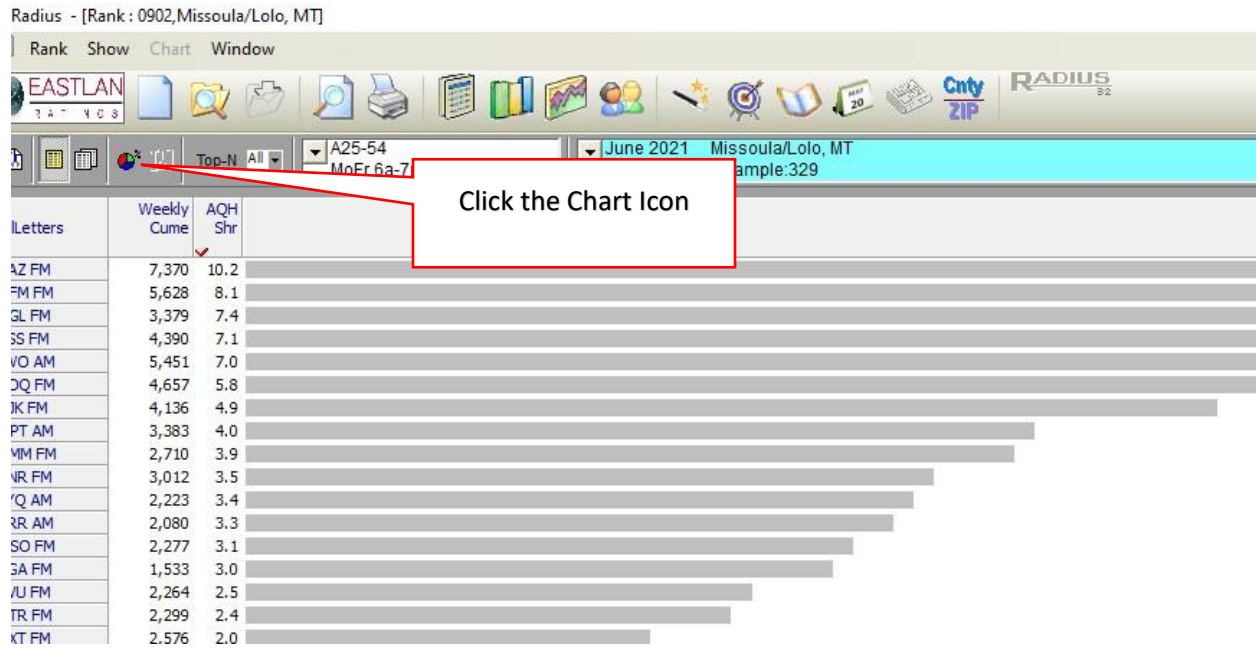
08-Mar-22

Jn21  
 % Wght 100.0  
 Pop (000) A25-54 48.6  
 Sample: A25-54 329

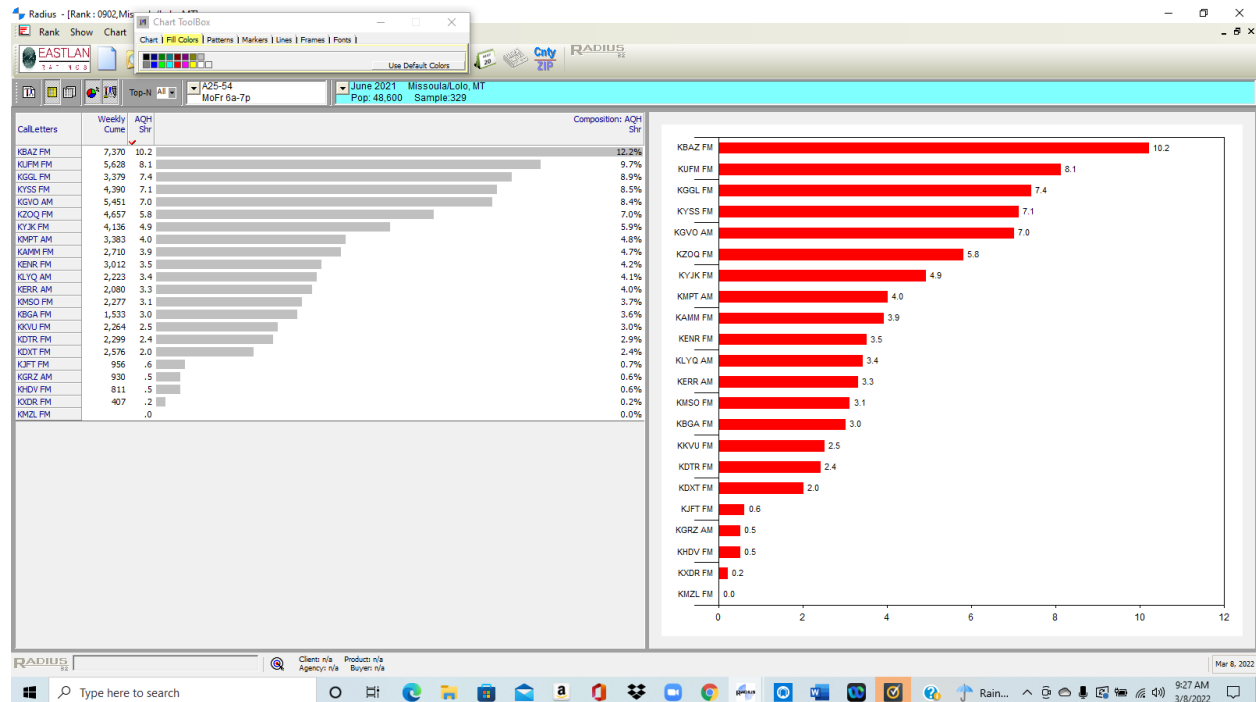


Generated by: Radius Radio Scheduling System © 1993-2008, 2009 microtherapy inc.  
 Data: © 2021 Eastlan Ratings. Subject to the limitations and restrictions stated at www.eastlanratings.com

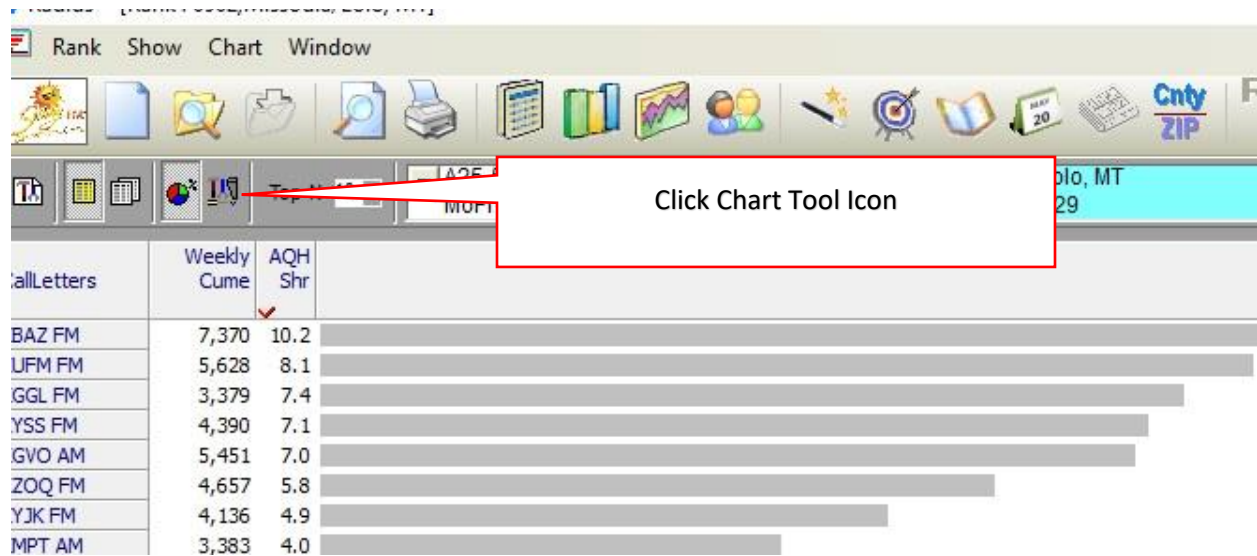
When in Ranker, select the Chart button.... ( NOTE: the graph will be based on what you are sorting by. In the example below, we are sorting by AQH Shr. If you want the graph to display Cume instead, you will need to sort by Cume first.



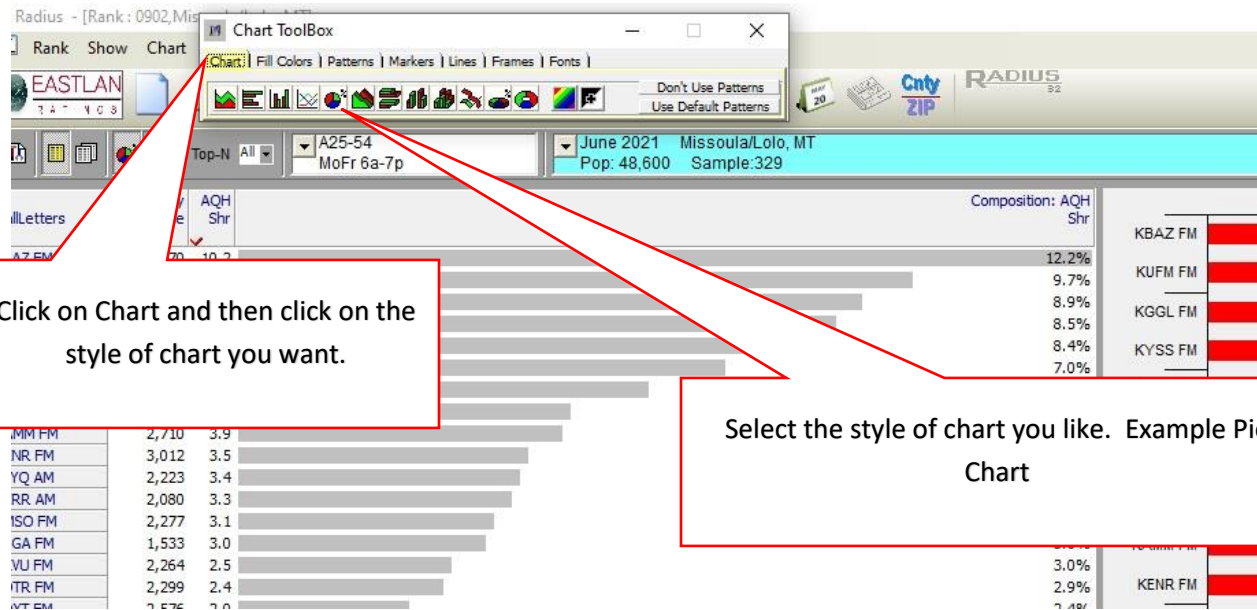
That will bring up a graph like the one shown below



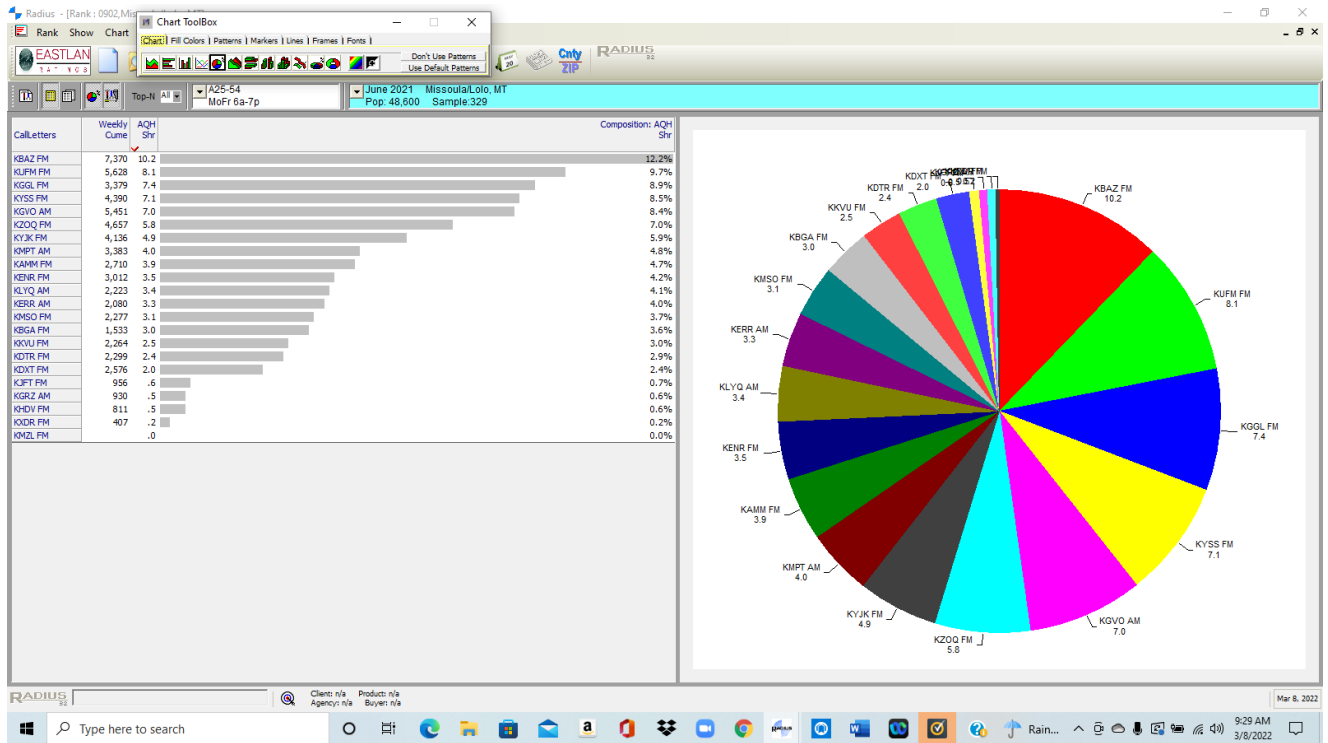
Click on the Chart Tool Icon to bring up the Chart ToolBox pop up window.....



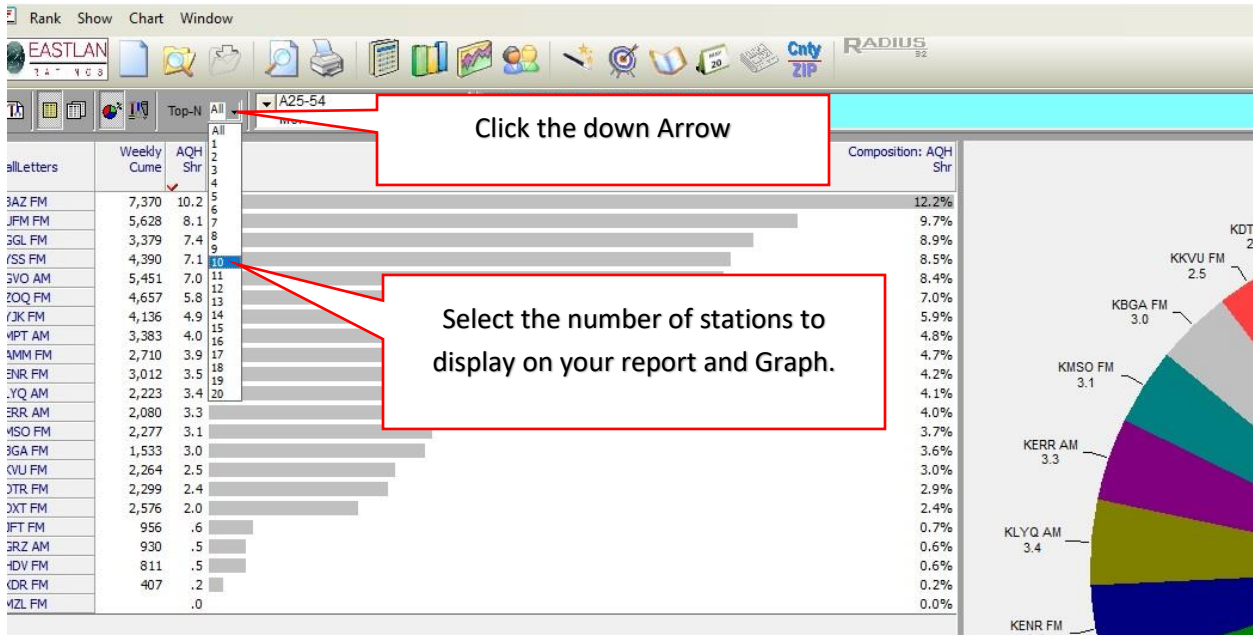
To change the style of chart, click on "Chart" and then select the type of chart you want....



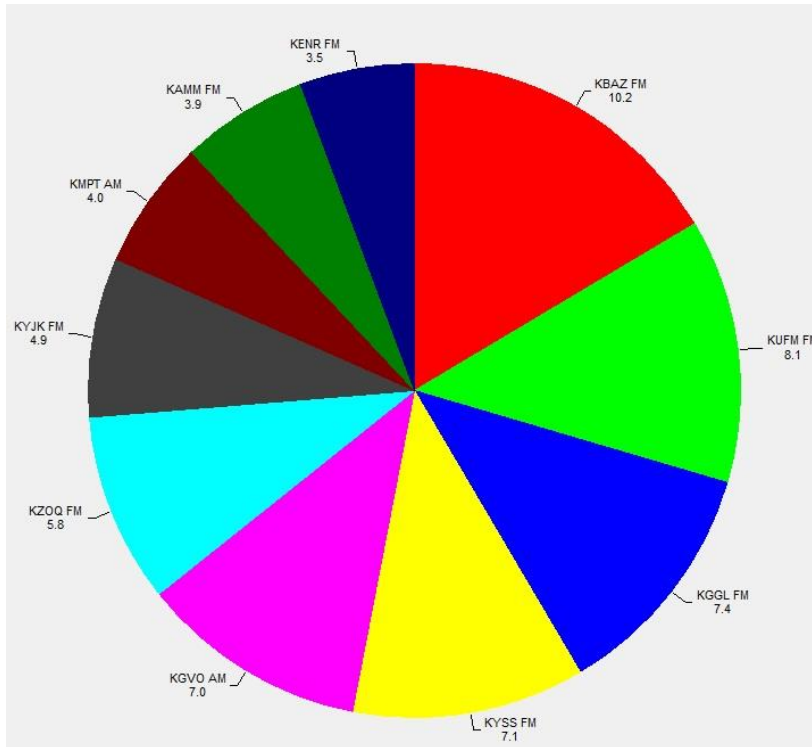
For some styles of charts if there are a lot of radio stations the graph will be too cluttered like the example below.....



To reduce the clutter: Click on the down arrow of "Top-N" and select a smaller number of stations to display....



That will give you a cleaner graph like the one shown below....



You can change the color of the bars or pie pieces of charts. Open Chart ToolBox and then click on Fill colors.....

**Chart Toolbox**

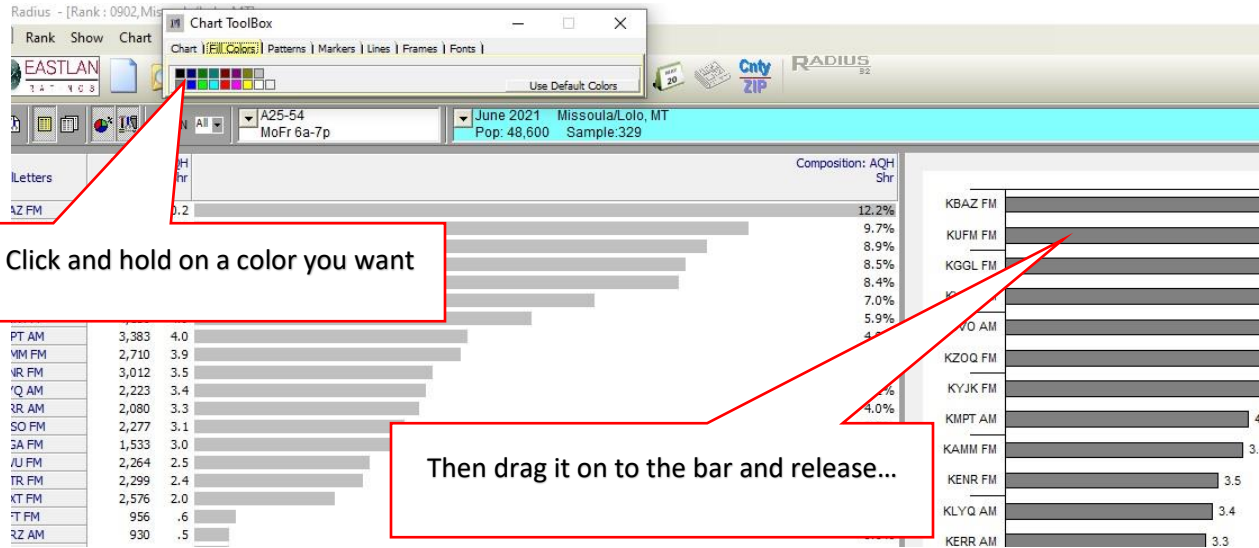
Chart | Fill Colors | Patterns | Markers | Lines | Frames | Fonts

Use Default Font Sizes

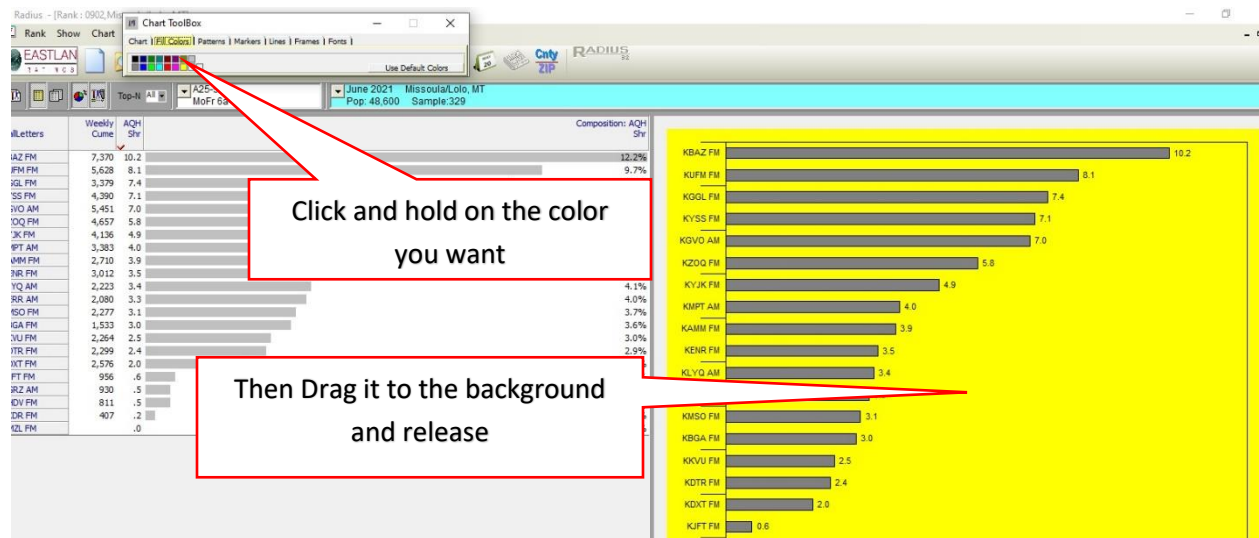
Open the Chart Toolbox and then Click on Fill Colors

CallLetters	Wk Cume	Shr	Composition: AQH Shr
KBAZ FM	7,370	10.2	12.2%
KUFM FM	5,628	8.1	9.7%
KGGL FM	3,379	7.4	9.9%
KYSS FM	4,390	7.1	5.5%
KGVO AM	5,451	7.0	4.4%
KZOO FM	4,657	5.8	0%
KYJK FM	4,136	4.9	9%
KMPT AM	3,383	4.0	8%
KAMM FM	2,710	3.9	4.7%
KENR FM	3,012	3.5	4.2%
KLYQ AM	2,223	3.4	4.1%
KERR AM	2,080	3.3	4.0%
KMSO FM	2,277	3.1	3.7%
KBGA FM	1,533	3.0	3.6%
KKVU FM	2,264	2.5	3.0%

Click on the color you want and then drag it to the Bar or Pie piece you want to change color. In Bars if you drop a color it will change the color of all the bars, where in Pie Charts it will just change the color of that pie piece..... ( Example below we changed the red bars to Grey)



If you want to change the color of the background of the graph: again chose the fill color you want by clicking on it and then drag it to the background area of the graph.....





You can do the same with the pattern of the bar, if you want to choose something other than a solid bar and so on. Just click on Patterns on the Chart Toolbox and click on the pattern you want then drag it over to the bars or pie piece. If you want to get back to the original look click on "Don't use Pattern" in the Pattern pop up window. Play around with the other tabs in the Chart Tool Box to see what else you can do to redesign the charts.

Go to Preview to see how the new graph looks in your report!