CBSI
One Task at a Time

88.7
WRSE-FM

T A B L E   O F   C O N T E N T S

T A B L E   O F   C O N T E N T S

PRINTING A PROGRAM LOG

Assembling a Program Log

Enter *Menu B*.
Select *Assemble a Program Log*.

Enter the date for the log you want to print. Normally you will just press ENTER since you will print logs in a sequential date order.
(ex. 9-1, 9-2, etc.)

Normally you will accept the defaults. The only time something should be changed here are in the circumstances of Non-Broadcast Days and Special Days. In order to continue select *Option 2* in order to change what type of log template is chosen. Then choose the log template that is relevant to the day. Below is an explanation of the terms above.

Accept the printer defaults.

If you realize that you cannot assemble the log, you may hit the ESCAPE key. Only stop the assembling if you cannot afford to waste paper or if there is some other urgent reason.

You should have two pages that print. One is the Bump Sheet and the other is the Totals Page. You can check if the log will print the correct number of hours by looking to see if spots did not play during a day's broadcast hours. If there are hours that should have spots played, go to **Incorrect Scheduling.** If there are any spots that appear on this sheet, and there is no obvious explanation (non-broadcast day, did not change spot numbers even though schedule changed, etc.), see **Resolving Bumps**. If everything is completely satisfactory, continue with **Printing a Program Log.**

There are some cases where it would be prudent to write program information on the program log. This would usually occur if there are a few (no more than three to five) items that require corrections to the log.

PRINTING A PROGRAM LOG

Reprinting a Program Log

Once the relevant changes have been made to a program log that has at least been assembled, you must delete the program log before you can print a new program log.

Enter *Menu B*.

Select *Delete Program Log.*

You will be prompted as to whether or not to delete the last printed program log. If you want to continue, follow the instructions given on the screen to continue.

Next, select *Assemble Program Log*.

See **Assembling a Program Log**.

Finally, choose *Print a Program Log*.

See **Printing a Program Log**.

PRINTING A PROGRAM LOG

<u>Printing a Program Log</u>

Enter *Menu B*.
Select *Printing a Program Log*.

Accept all defaults on each screen.

If while the log is printing, you realize that there might be some errors, press the ESCAPE key. Then correct the mistakes using the appropriate procedure pages concerning problems like **Incorrect Scheduling, Resolving Bumps, Missing Information on the Log,** or **Changing from CST to CDT and Vice Versa.**

After the log has printed, quickly scan the log to make sure important information is correct. Try to check that the day on the title page, **Station Identification**s play at the 0^{th} minute every hour, **Not-On-the-Air This Hour** times are correct, and sign-on and sign-off cart numbers and times.

If the log is acceptable, staple the log pages with the title page first, the log pages in their proper time order next, the totals page, and finally the bump sheet.

Resolving Bumps

There are a few different methods to deal with this problem. Choose the method that is relevant to your particular situation.

Bumps Must Be Dropped or Rescheduled to a DIFFERENT DAY

This may not be suitable for a contract that has multiple sublines like PSAs. See section **Using the Line Rescheduler.**

Bumps Must be Rescheduled To a Different Hour

When these changes are made, an asterisk will appear on the **Totals Page** for each hour changed on the program log. View the section on **Editing the Program Log On Screen** for more information**.**

Missing Information on the Log

Depending on the severity of what is missing, you may have to make adjustments. If there are only a few minor mistakes (**Program Source** omitted, Program Name misspelled, etc.), you should probably keep the log and continue with the section **Printing a Program Log.**

If there are more major problems that must be remedied, you will probably have to adjust the scheduling for the type of log that was used. See section **Program Scheduling for a Day** for more information.

Incorrect Scheduling

This occurs when you have the incorrect number of hours scheduled for the log or you did not properly handle a Not-on-the-Air This Hour program. Check the section **Scheduling for a Day** for more information.

Changing from CST to CDT and Vice Versa

This is a very minor detail that requires minimal effort. To continue with this procedure, see the page concerning **Change the Log Title Page** for more information.

ENTERING A NEW CONTRACT

Account Entry

Basic Information
From the *CBSI Main Menu*, select the *Accounts Receivable Main Menu*.

Press + to add an account. Always take the default contract number. Then enter the information of contract name and the contract sponsor's address, contact person, and phone number.

Select the relevant geographical region(s) to record where the ad originates.

Information relevant to this account will not print until ***End of Month Procedures*** *is being completed.*

Priority Scheduling & Conflict Information
Select the *Traffic Main Menu*.
Choose the *Entry Functions Menu.*
Enter the *Change Avails* option.

It is likely that the account name will have to be selected or entered in order to adjust the information for this account.

Notice that there is a chart that represents the scheduling priority that avails are filled. The chart lists the priority number range and spot type for each line. On the screen, the following chart might appear...

1-9	News
10-19	Regular Message
100-109	PSA
110-119	Station Promo
120-120	Temporaries

The lower the number the higher priority. This means that spots of a certain type with a lower number will be very likely to fill an avail than a lower priority spot type. Conversely, higher numbers represent lower priorities. Generally, underwriting spots have a high priority, PSAs have a midrange priority, and station promotions have a low priority.

Note that priority levels at the bottom of this chart cannot ever receive higher priorities if the higher level priority levels exist in a particular avail situation and vice versa.
For conflict management, follow these guidelines. From the chart, select all of the priority levels for any spot type other than PSA and station promotion. For PSA spots, select only the PSA and station promotion priorities.

ENTERING A NEW CONTRACT

<u>Contract Entry</u>
The two types of contract that can exist are single cart and multiple carts. Also, note that more than one contract may exist for an account. Use single cart contracts when only one kind of cart exists for a particular contract. Use multiple carts contracts when many kinds of carts exist for a particular contract. When using multiple carts contracts, the same spot scheduling style (see **Contract Scheduling**) will apply to all of the carts for this contract. In the case where you are adding an additional cart to a contract, begin with the step that specifically concerns adding the cart since all of the previous steps to establish the the multiple carts contract have already been completed.

<u>For either option</u>
Select *Menu A.*
Select *Enter or Change Contract*.

Enter or highlight the account that will have a contract added.
Select the *Change Copy Instructions* option.
Press + to add a new contract to the account. ALWAYS accept the default contract.

After you choose the proper steps for the particular contract, remember to turn off <u>Spot Verification</u> by selecting V from the main screen *if the items that you added to this account were relevant to PSAs or <u>Station Promotions</u>.*

<u>Single Cart</u>
Choose the option *Assign 1 cart*. Follow the instructions listed for **Copy Instruction Entry** beginning at the step "Enter the <u>Cart Number</u>...". When you are done with that task, return to this page.

Next you will enter the Line & Billing Information section. Please enter only the Items that are indicated.

> LINE IDENTIFIER...Enter the <u>Cart Name</u>.
>
> PROGRAM LOG NAME...Enter the <u>Cart Name</u> in CAPS. This name should follow established conventions for printing a spot of this type on the program log.
>
> BILLING...Choose the option RATE PER SPOT.
>
> SALE TYPE...Enter PSA, Promo, etc. from the possible choices.

CONFLICT CODES...Enter the spot types that conflict with this spot type. For more information check **Entering a New Contract—Priority Scheduling & Conflict Information**.

Usually, just enter the same type as used for SALE TYPE.

LOG ONTO PROGRAM LOG...yes.

SPOT LENGTH...Enter the length of the spot IN SECONDS.

ANNOUNCEMENT TYPE...Enter the announcement type from the available choices...PSA, Promo, etc. This should be similar to SALE TYPE.

Accept all other defaults and follow the instructions on the screen to continue.

For the remainder of the billing information section, only change SHOW NO-CHARGE SPOTS to No if this is a Station Promotion spot. Follow the instructions on the screen to continue.

Now the cart must have its dayparting entered. To continue, see the **Dayparting** section.

To continue, read the section on **Copy Scheduling**.

Multiple Carts

Choose the option *Assign Multiple Carts*.

Then create a rotation plan. This rotation plan will be relevant to all carts in this contract unless it is advised that different rotation plans *for the same contract* are implemented for different groups of carts.

It will be necessary to enter the same information that would be entered for a single cart. Read the information for entering information for a contract with a *Single Cart* to continue. Before reading the section **Copy Scheduling**, note that it will be necessary to press + to add a cart before beginning any of the steps listed in **Copy Scheduling**. When that subtask is completed, return here.

This completes the entry task (remember the verification note listed earlier if the situation applies). In the future, when you are adding an additional cart to a contract line, follow these steps. Select the contract line from the menu in this option, press + after seeing the list of existing carts, and then read the **Copy Instruction Entry** to continue.

CONTRACT MAINTAINENCE

Dayparting

This is typically done as a new contract is entered, so remembering what menus to enter will only be an issue if you are maintaining the contract and have to change of the information relevant to a cart.

Select *Menu A.*
Select *Enter or Change Contract.*
Select *Change Copy Instructions.*
Choose *Change Dayparting.*

If dealing with a PSA or <u>Station Promotion</u> choose the following options at the appropriate prompt: *Local TAP, 1-5 Plan, Regular Priority*. Run these spots every day from *12a – 12a.* If you are dealing with a spot type other than the mentioned types, collect information about how this spot should run before judging how each of these options should be set. When in doubt, call the Faculty Advisor for guidance with dayparting a spot.

CONTRACT MAINTAINENCE

Copy Instruction Entry

This is typically done as a new contract is entered, so remembering what menus to enter will only be an issue if you are maintaining the contract and have to change of the information relevant to a cart.

Select *Menu A.*
Select *Enter or Change Contract.*
Select *Change Copy Instructions*.

Enter the Cart Number whether it is the cart number or a number from other source like the 360.

For the next item, you will enter two names for the same cart. The first name for the cart will be the Cart Name. The second name for the cart will be the Cart Sponsor.

If there is a date range in which the cart will run enter it here. Some guidelines are the following. If you want spots to appear on the next assembled log after you enter the cart, leave the first date in the date range as NoLimit; otherwise, enter the first date. If you have a specific date that the cart should stop playing, enter the second date of the Date Range item; otherwise, keep the NoLimit option.

When you have entered the items as required and do not have any item highlighted, follow the instructions on the screen to continue.

CONTRACT MAINTAINENCE

Contract Scheduling

This is typically done as a new contract is entered, so remembering what menus to enter will only be an issue if you are maintaining the contract and have to change of the information relevant to a cart.

Select *Menu A.*
Select *Enter or Change Contract.*
Select *Change Copy Instructions*.
Choose *Change Scheduling*.

Enter the date range that is being changed for the cart.

If you are adding spots to the cart, choose either Manual Weekly or Day By Day. Choose Manual Weekly when you are repeating the same schedule week after week; otherwise, choose Day be Day for control over each day in the date range. If you are deleting spots from the cart, select Cancel Schedule. Follow the instructions for the particular type used.

If a cart will remain inactive (no spots being played) for at least 2 months, it will likely be deleted when the 2nd month is closed. You have two options of scheduling a phantom spot or scheduling the cart for a time that you think the cart might run again (record this date so you know why something strange may be appearing on some future log). If you prefer to schedule a phantom spot, schedule one spot to run many months in advance on a day that the station will not broadcast, like a holiday for example. Once the cart is scheduled again, you will not have to remember the spot since it will be bumped anyway. Just make sure that spot verification is NOT an issue for the cart; otherwise, you might have some problems with mismatch messages appearing when closing the month.

LOG RECONCILIATION

Checking the Program Log

This is not a computer-related task; nevertheless, this "desk-checking" should be done in order to maximize your efficiency at the computer. Basically, it is necessary to go through each page of the log and check if PSAs, EAS tests, and underwriting spots were played. These are the only items that MUST be tracked in the computer. It might also be helpful to track Station Promotions too. As you check the log, note the changes on the Spot Times page on the log. That page and the Bump Sheet are okay to write notes on without affecting the information pertinent to the program log. Try to avoid writing any minor notes on the program log's Title Page. Only very important broadcast information relevant to explaining the program log should appear there. The only other time that the Title Page should be written on is when you have completed checking a program log for the LAST TIME, and you initialize and date (month/day/year) the program log. If the station manager's or program director's initials do not appear on the program log, make sure one of them initializes the log.

LOG RECONCILIATION

Entering the Program Log Changes

There are two options of how to reconcile logs from the *Entry Functions Menu*. You can choose either one of the following options, *Add, Change, Delete Contract Times*, or *Edit Times of the Previous Log*. Each option has its own advantage. Using *Edit Times of the Previous Log* will allow you to add, change, and delete times from ANY contract, while the other option only allows working on times for ONE contract at a time. The program log is in chronological order for ALL contracts in *Edit Times of the Previous Log*, while the other option has times arranged by contract only regardless of what line the spot is.

Basically, it might be advisable to use *Edit Times of the Previous Log* for general purpose reconciliation where there are some adds, deletes, and changes that could occur for any of the contracts. Use *Add, Change, Delete Contract Times* when dealing with a log that has a majority of changes occurring for a few contracts. This might occur during special broadcasts of sporting events, for example. With this information and as you begin to use the system, it will be easier for you to determine what option is best for you. Read the option that is relevant to you. *Once you finish entering a log in the computer, do not forget to date and initialize the <u>Title Page</u> of the program log*.

Regardless of the option you choose, remember to begin in the *Entry Functions Menu*.

Choose the number of the option by that name.

Enter the date of the program log being reconciled.

If using the *Add, Change, Delete Contract Times* option, enter the name of the contract whose spots must be revised for this program log; otherwise, go to the next step.

Entering the Program Log Changes *continued*

Repeat the following steps until all of the changes have been made to existing spots.

Highlight the existing spot that must be changed or deleted using the arrow keys or by entering the time that the spot aired.

If the spot should be deleted, press the – key. Then choose if the spot should be bumped, deleted, or rescheduled. If the spot is a PSA or Station Promotion, choose the *Delete* option. If this is an Underwriting Spot, choose *Reschedule* unless it is not allowable or possible to reschedule the spot. If you are unsure of how to proceed and received sufficient information from the station manager and program director, contact the faculty advisor. If the *Delete* option is chosen, the spot will be removed permanently. If the *Reschedule* option is chosen, follow the instructions on the screen to choose a day to reschedule the spot.

If there is a spot that should continue to exist since there is some correct information about the spot (ex. time, name, etc.) but must have some information changed, press the ENTER key. The screen will list all information relevant to the spot. Pressing C at this time will provide an uneditable view of the spot's Copy Information. Press ENTER to return to the previous screen. Select the number of the item to be changed and then type in the correct information. Remember, if the spot being changed is from a different line than what was originally scheduled, choose the *Line Letter* option and type in the correct information.

If a spot must be added to the program log, press the + key. Then, enter The time the spot was played and the contract name containing the spot to be placed. Finally, select the letter line and/or line number containing the spot that aired.

Follow the instructions on the screen if unsure about how to continue.

PROGRAM SCHEDULING

Recovering a Day from Disk

When a template for a program log has been changed frequently enough that restoring its original form is too much trouble, or it would be helpful to reschedule programs using the original template, this is the task to choose.

Select *Entry Functions* from the Main Menu.
Select *Recover a Day from Archive* option.

Place the 5¼" disk in the computer's disk drive.   This is the A drive.

When prompted to enter the source of the program log template files, select the A drive. If this is the correct disk, follow the instructions on the screen to continue.

Select the number of the file from the archive disk that will be the replacement for a program log template already stored in the computer.

Then, select the number of the file stored in the computer that will be replaced by the program log template from the archive disk. Now, the program log template from the archive disk should be stored as the appropriate file name on the computer's hard disk.

If there is another program log template to replace, begin again with the appropriate step and follow the instructions on the screen.

*When complete, remember to change the original <u>Sign-On</u> and <u>Sign-Off</u> times during the **Changing Scheduled Programs** task to prevent incorrect times from being printed unless the program log contains a 24-hour day. The <u>Sign-Off</u> time occurs at 4:59:30am, while the <u>Sign-On</u> time appears at 5:00:00am.*

PROGRAM SCHEDULING

Copying a Program Log Format

Choose this task if there programs, avails, or event numbers to copy from one program log template file stored in the computer to another program log template file stored in the computer.

Select *Entry Functions* from the Main Menu.
Select *Copy Log Formats* option.

Follow the instructions on the screen to correctly enter the hour(s) or complete day of the program log template that changes will be made to during this task. Also, select all of the options (programs, avails, and event numbers) to be copied during this task. Only omit certain options if there is a good reason why one of these options should not be copied.

Enter the day of the program log template to copy from.

Enter the day of the program log template to copy to.

Follow the instructions on the screen to continue. After this task is completed, the hour(s) or complete day should now exist identically in the time range of the source program log template and in the time range of the destination program log template.

PROGRAM SCHEDULING

Changing Scheduled Programs
Select *Entry Functions* from the Main Menu.
Select *Change Scheduled Programs* option.

Choose a program log template to change. When this screen appears again after any changes are made to the program log template, a checkmark will appear next to the program log template just changed.

Select the hour to change and press ENTER.

Now a complete list of all the spots played and notes appearing on a program log using this template will be displayed. It is possible to navigate to other hours without reentering the hour selection page by pressing N to display the items for the next hour or by pressing P to display the items for the previous hour.

The following options exist...add a program or note, delete a program or note, or change a program or note. Each of these various subtasks will be detailed.

Adding a Program or Note
Press the letter A.

Now you will be prompted to enter in the pertinent information for the program. Whether or not this is a program or note will affect how much information is necessary to enter. If adding an item that is a playlist song or information to the person operating the board, use a note. If adding an item that has a specific length, use a program.

If entering a note, fill in the relevant information. It is necessary to include at least the name and the time.

If entering a program, fill in the relevant information. It is necessary to complete each field of information.

Changing a Program or Note
Enter the number of the item that should be changed for this hour.
Enter the number(s) of the field(s) that should be changed.

Deleting a Program or Note
There are two ways to do this. If you want to view the item's information before deleting it, enter the number of the item to delete. Look at the information. If the item can be deleted, press D. The simpler way to delete an item is to type D and the number of the item to delete.

PROGRAM SCHEDULING

Guidelines for Program Scheduling

There are some guidelines to allow you to determine what information should be entered in each of the fields for a program.

Source Guidelines
Station ID, PSA, Station Promotion, General Disclaimer, or SIL is LOCAL.
Sports broadcast is usually REMOTE.
A program provided by a company like National Public Radio (NPR) is usually SYNDICATED.

Type Guidelines
Station ID, PSA, Station Promotion, General Disclaimer, or SIL is OTHER.
Weather forecasts and news reports are NEWS.
Informative programs or documentaries like the Dialogue program from NPR are usually PUBLIC AFFAIRS.
Sports broadcasts are SPORTS.

There are specific programs that have a certain format that should be followed.

Sign-On
PROGRAM OR NOTE = *Program*
NAME = *Station Sign-On/ID*
START TIME = *15 seconds after sign-on minute*
END TIME = *30 seconds after START TIME*
ID MINUTE = *START TIME minute*
SIGN-ON/SIGN-OFF = *SIGN-ON*
SOURCE = *Loc*
TYPE = *Other*
CART # = *Whatever the Sign-On cart is.*
LOCAL COMMERCIALS = *No commercials / 0 spaces below program*
NETWORK COMMERCIALS = *None*

Sign-Off
PROGRAM OR NOTE = *Program*
NAME = *Station Sign-Off/ID*
START TIME = *30 seconds before sign-off minute*
END TIME = *sign-off minute*
ID MINUTE = *START TIME minute*
SIGN-ON/SIGN-OFF = *SIGN-OFF*
SOURCE = *Loc*
TYPE = *Other*
CART # = *Whatever the Sign-Off cart is.*
LOCAL COMMERCIALS = *No commercials / 0 spaces below program*
NETWORK COMMERCIALS = *None*

Weather Forecast
PROGRAM OR NOTE = *Program*
NAME = *DuPage County Weather*
START TIME = *15 seconds after sign-on minute*
END TIME = *30 seconds after START TIME*
ID MINUTE = *None*
SIGN-ON/SIGN-OFF = *SIGN-ON*
SOURCE = *Loc*
TYPE = *Other*
CART # = *Whatever the Sign-On cart is.*
LOCAL COMMERCIALS = *No commercials / 0 spaces below program*
NETWORK COMMERCIALS = *None*

Station Identification (Legal ID)
PROGRAM OR NOTE = *Program*
NAME = *Station Identification*
START TIME = *0:00*
END TIME = *0:15*
ID MINUTE = *0*
SIGN-ON/SIGN-OFF = *neither*
SOURCE = *Loc*
TYPE = *Other*
CART # = *ID*
LOCAL COMMERCIALS = *No commercials / 0 spaces below program*
NETWORK COMMERCIALS = *None*

Station Image Liner (SIL)
PROGRAM OR NOTE = *Program*
NAME = *Station Image Liner*
START TIME = *30:00*
END TIME = *30:15*
ID MINUTE = *None*
SIGN-ON/SIGN-OFF = *neither*
SOURCE = *Loc*
TYPE = *Other*
CART # = *SIL*
LOCAL COMMERCIALS = *No commercials / 0 spaces below program*
NETWORK COMMERCIALS = *None*

PROGRAM SCHEDULING

<u>Noncontiguous Program Scheduling</u>

There will probably be cases when a broadcast day may not have programming scheduled contiguously. In this case, it is necessary to follow the following steps to ensure that you will print the correct program log.

When the sign-off must be scheduled that is not the final sign-off of the day, you will follow the given Sign-Off template except that this will have the following changes. START TIME = *30 seconds <u>after</u> the scheduled sign-off minute.* END TIME = *1 minute after the scheduled sign-off minute*. SIGN-ON/SIGN-OFF = *neither*.

Next, for every hour that the station is not broadcasting, erase all programs for that hour using the E option when viewing the schedule hour-by-hour. Answer Y when prompted if all of the programs should be erased for this hour.

Now schedule the following program.

<u>Off-the-Air This Hour</u>
PROGRAM OR NOTE = *Program*
NAME = *Off-the-Air This Hour*
START TIME = *0:00 (or the time after a sign-off ends)*
END TIME = *60:00 (or the time before a sign-on begins)*
ID MINUTE = *None*
SIGN-ON/SIGN-OFF = *neither*
SOURCE = *Loc*
TYPE = *Other*
CART # = *none (do not type this)*
LOCAL COMMERCIALS = *No commercials / 0 spaces below program*
NETWORK COMMERCIALS = *None*

Finally, after the non-broadcast time ends, schedule another sign-on. follow the given Sign-On template except that this will have the following changes. START TIME = *30 seconds <u>before</u> the scheduled sign-on minute.* END TIME = *Sign-on minute*. SIGN-ON/SIGN-OFF = *neither*. The reason for the different scheduling of the sing-on and sign-off times is to allow the easy deletion of this time block by using the erasing an entire hour feature already mentioned in this section. Then the previously erased programs can be recopied into this block using the task **Copying Program Log Format**.

END OF MONTH PROCEDURES

Printing Reports

Enter the *Traffic Main Menu*.
Choose the *Regular Functions* menu.
Select *Post Logs to Billing* option.

Enter the LAST DAY OF THE MONTH as the posting date.

First choose the trial option. If there are problems, see the **Unresolved Bumps** information of this task's problem section. If the report is acceptable, choose the final option for printing this report.

Escape to the CBSI Main Menu.
Enter the *Accounts Receivable Main Menu*.
Choose the *Print a Report* option.

The following reports should be printed using the report date as the LAST DAY OF THE MONTH...
Invoices (EAS and PSA) *When you are printing invoices, choose the* trial printing— errors only *option to verify that all contracts that will be printed are correct before invoice numbers assigned and invoices are printed.*
Statement (PSA only)
Receivables Analysis
Aged Receivables
Account Activity Summary
Aged Receipts/Adjustments Report
Net Sales
Collection

If you have any problems with reports not printing see **Report Does Not Print**. If there are problems with errors printing on reports see **Unresolved Bumps**.

Escape to the CBSI Main Menu.
Enter the *Co-op Main Menu*.
Choose the *Print a Report* menu.
Select the *Print Affidavits* option.

The report date should be the LAST DAY OF THE MONTH. Then print the report. If the report does not print for some unknown reason, see **Report Does Not Print**.

If all the printed reports are valid and readable, continue with **Underwriting Related Task** if there is any <u>underwriting</u> currently in the system. If no underwriting is present, continue with **Advancing the Month and Report Filing**.

END OF MONTH PROCEDURES

Advancing the Month and Report Filing

After entering the appropriate option, follow the instructions on the screen to close the books for the current month and advance the system to the new month.

Escape to the CBSI Main Menu.
Enter the *Traffic Main Menu*.
Choose the *Regular Procedures* menu.
Select the *Advance the Next Month* option.

Enter the *Accounts Receivable Main Menu*.
Choose the *Close the Month* option.

Enter the *Co-Op Main Menu*.
Choose the *Advance Co-Op to Next Month* option.

All the reports should now be printed, and all parts of the CBSI system should indicate the new month in all of the secondary main menus. Filing reports is very simple. Leave the EAS invoice with the station manager, so that the dates and times of the EAS tests may be verified with the Station Logs. Place the PSA invoices in the public file in the file cabinet. Place the CBSI end of month reports in the correct month folder labeled as such. There are station logs, program logs, and the CBSI end of month report from this same month 2 years ago that should be destroyed. CBSI end of month reports may be torn up in any manner and placed in a TRASH CAN and not a recycling bin. The station logs and program logs must be destroyed so as to separate the sign-on and sign-off signatures. Tearing these items to separate the signatures and toss them in a TRASH CAN and not a recycling bin.

END OF MONTH PROCEDURES

Underwriting Related Task

<u>Report Does Not Print</u>

If the report does not print, there could be two reasons why. The first reason is the obvious: there was no information to print. This could be the case when an account or account contract does not have spots running for the month that is being closed. Another more subtle problem occurs because a previous task was not completed. For example, it is important to complete the *Post Logs To Billing* task in the *Traffic Main Menu* before attempting to print reports in the *Accounts Receivable Main Menu*. If there is some other reason that the report does not print, and you are uncertain why this is occurring, call the Faculty Advisor for guidance.

<u>Removing Unresolved Bumps</u>

There are two ways to deal with this problem. The first way is using the Line Rescheduler. The second way is to use a screen report to determine where a bump is occurring. In either case, enter the *Traffic Main Menu*. Unless instructed to *Print the Contract Verification Report*, choose the *Entry Function Menu*; otherwise, select the *Contract Maintainence Menu*.

<u>Using the Line Rescheduler</u>

To use the Line Rescheduler, select the option *Enter or Change Contract*. Select or enter the account name. Hit enter and then choose the contract line whose scheduling must be viewed.

This is a calendar representation of when the spots aired. The square Representing a day of the week is color-coded. Black squares are days That have not had a broadcast. One white square represents the Last day that had a program log printed. Red squares represent days that have had broadcasts. In the squares you will see information about that contract's spots for that day. Black squares will only have one line of information, the number of spots scheduled. White and red squares will have information about the number of spots aired and the number of spots bumped. If you find a day with bumps that must be resolved, you have 3 options: add, drop, or reschedule.

Enter the day using the keyboard or select the day using the mouse.

Choose the option relevant to how the bump should be handled and follow the instructions on the screen. Adding spots is more relevant to **Contract Maintenance**; however, the steps required are probably not difficult either, so follow the instructions on the screen after choosing the add option.

Removing Unresolved Bumps

Using the Graphical Scheduling Planner

Use may use this instead of the Line Rescheduler to resolve bumps. Sometimes, bumps may only appear in this on-screen report and not in The Line Rescheduler, so this might be a wiser method of resolving bumps.

Select the option *Graphical Scheduling Planner*.

Adjust the 5th option that concerns the filter that will generate the report.

Choose the bump list view either by entering Y to view the entire bump list *regardless* of the date range or N to view the bump list for a date range that will be entered relevant to where you think the bumps might be occurring. Note that there are other filters available if there are other criteria that should be used to evaluate the accounts for other issues.

Once this information has been entered, the bump list should appear for the contracts relevant to the date range. Again, this is also in calendar form like with the Line Rescheduler, except this emphasizes the accounts and not the calendar. Using the mouse, double-click on the account line with the undesired bumps. For purposes of additional checking, use the mouse or keyboard to scroll in time on the calendar to check which day(s) the bump(s) occurred.

Then use the option to drop the bumps for this account using the arrow keys. Once this task is completed for all the account that have unresolved bumps, press Q to quit.

Viewing the Accounts Report

It probably will not be necessary to print this report unless the Faculty Advisor or CBSI requests you to complete this task. This report may provide additional information why there are unresolved bumps or more complicated problems with the contract(s).

Select the *Contract Verification Report* option. Accept all of the defaults for printing the report.

Once you begin to read the report, do not expect to understand what error codes CBSI uses. This will provide an idea of what contracts are providing the problems. Use this report as a guide when you are resolving bumps using the other options written about previously.

T E R M   I N F O R M A T I O N

<u>Avail (Available)</u>
A spot may air this time. This usually occurs during a break in programming or sometime during the airing of a certain program. If there is more than one avail occurring during a break or program, <u>conflict codes</u> are used in part to prevent similar spots from airing during the same time. For additional information, read about **Changing Avails**.

<u>Bump Sheet</u>
This is the page to check to see if bumps appear. If any bumps occur, the contract and line will be printed. Additional information will include how many spots were scheduled for the particular spot and how many spots were actually placed on the log.

<u>Cancel Schedule</u>
Spots will be deleted from only the date range specified. All the other spots for the remainder of the schedule will still exist.

<u>Cart Name</u>
This is the name of the spot as entered in the 360 or labeled on the cart. This will be the name that should appear on the program log. The cart name will also appear on the invoice printed during the **End of Month Procedure**.

<u>Cart Number</u>
This is the numerical identifier for the cart. This is one of the items the CBSI system requests. This is also the primary means that a show's board operator knows how to find the cart (particularly in the 360 system) to play.

<u>Cart Sponsor</u>
This is the organization that distributes or pays for the spot. This will appear on the spot's line on the program log in the last column. This information will also appear on the invoice printed during the **End of Month Procedure**.

<u>Conflict Codes</u>
This is the means is used to indicate to the CBSI system that spots belonging to a particular category should not air within a certain time frame. For instance, you would not want two stores advertising the same item at different prices to air one after the other; you would want a separation of time between the two spots. This can be analyzed further in *Menu E* from the *CBSI Main Menu*.

<u>Copy Information</u>
This contains information about the spot that plays. This includes <u>Cart Number</u>, <u>Cart Name</u>, <u>Cart Sponsor</u>, <u>Date Range</u>, and other information relevant to the basic information and basic scheduling of the spot.

<u>Day by Day</u>
Enter the number of spots for each day in the date range.

T E R M   I N F O R M A T I O N

Dayparting

This is a method of scheduling carts or programs (both are generically referred to here as spots) to occur at specific times or during certain times of a type of broadcast day. There are various types of methods to use dayparting.

SPECIFIC MINUTE ... This time must have an avail to hold the spot.
DESIGNATED PROGRAM ... A spot is purchased for a program, except that the time that it will air is not known (ex. scheduling a spot to run during a basketball game). The sponsor is more concerned that the spot will air during the program than the time the spot will air. This uses a program to place the spot.
PROGRAM SPONSOR ... A spot is purchased for a program that will air at a specific time. Uses an avail for spot placement (ex. scheduling a spot to run during the morning news).
WHEEL ... A spot for a program that will air at scattered times is purchased. (ex. regular newscasts occurring during the broadcast day). This dayparting uses a program to schedule the spot.
LOCAL TAP / RAB TAP PLAN ... Spots are scattered throughout the broadcast day so as to reach anyone. They are Scheduled to avails over a week, yet none will occur in the same break.
DAYPART BUY ... A spot is purchased to run at the same time every day. An avail must be used for spot placement.
ROS (Run-Of-Station) ... Spots are scheduled whenever since these spots have the lowest priority (ex. PSAs, Station Promotions). An avail must be used for the placement of the spot. For PSAs and Station Promotions, use the 12a-12a time schedule.

Please remember that sponsorship at this station is only allowed during news avails and weather avails.

Manual Weekly

Enter the number of spots that will be played for each day of the week. Remember to schedule PSAs twice per hour and General Disclaimers once every 3 hours.

Non-Broadcast Days

These are days when the station will not be on the air.

Non-Station Promotions

See Underwriting.

Not-on-the-Air This Hour

These occur when there may be a time when the station is temporarily off the air between shows. Consult **Scheduling Spots for a Day** page for more information.

T E R M   I N F O R M A T I O N

Note
This spot on the program log does not have length. It usually will provide the person controlling the board with relevant information about important tasks (recording transmitter readings, updating weather forecasts, or reminding to write changes to the program log on the program log, etc.) or songs that should be played from the playlist. The information relevant to this item include name, time, and Cart Number.

Playlist
This is a changing ordered list of songs that should be played once a day. Usually, each music director has her or his own list. To indicate on the program log that a playlist song should air, add this item in **Changing Scheduled Programs** as a Note.

Program
This spot on the program log has length or a starting time and ending time. The information maintained for this program includes the following: name, start time, end time, Program Source, Program Type, and Cart Number. Additional information also includes whether the spot should have a Station Identification air before the program begins, whether this spot is a Sign-On, Sign-Off, or neither, and whether or not commercials should air during this time.

Program Source
This is used to indicate the source of a scheduled program or spot. The sources that you will typically use include Local (Loc) for IDs, PSAs, SILs, and station promotions. Use Remote (Rmt) for sports broadcasts. Use Syndicated (Syn) for public affairs broadcasts like Dialogue.

Special Days
Choose these when a sporting event or other special programming that will be broadcast. These days have their own log templates.

Spot Time
This is the time that a spot is scheduled to play on the log. A complete list of these spots with their corresponding accounts and contracts is listed on the second to the last page on the program log.

Spot Verification
This option is used only with the EAS test contract and underwriting. All this does is notify you if the number of spots *scheduled* does not equal the number of spots *aired*. If a mismatch occurs, you will know whenever you enter the line or contract or attempt to **Close the Month**.

Station Identification
These are spots that are the legal identification for the radio station. They MUST be played once every hour. Consult **Scheduling Spots for a Day** page for more information.

TERM INFORMATION

Station Image Liner
This is similar to a Station Identification except that it may not contain all of the required information that must be broadcast at the beginning of an hour. These spots usually indicate the station's slogan, call letters, and frequency and have background music relevant to the music format of the show. These spots are not required to be played every hour like the station identification.

Station Logs
These logs are also known as the Transmitter Logs because the transmitter readings are recorded on the sheet along with the DJ's sign-on and sign-off times and signatures. The EAS print-out is also stapled on the back of the sheet with other relevant information being written on the back of the station log.

Station Promotion
This is a promotion that concerns a topic pertaining to the station like when shows will air or providing information about topics relevant to the station. This is different than a Non-Station Promotion. Tracking these spots is not a high priority.

Title Page
This is the page that contains the date, code information, and signatures of DJs of the program log. This is the page that must have the traffic director's initials once the program log has been reconciled and station manager's or program director's initials once the program log has been proofread.

Underwriting
These are Non-Station Promotions since the spot is promoting some item or topic not relevant to the station. Payment or barter is accepted based on how many of these spots are aired. These spots must be tracked, so Spot Verification must be enabled.