

Selecting Parameters

Click on Blue Links at the top of the screen to select your parameters.

Select Book (s) (or Month(s) for PPM)

Select Survey

1 Select a Favorite (Optional)

4 bk avg
Sp 09 Avg
Su09-Fa08
Fal09.Su09
3 Bk FA
Dec10.Hol10.Jan11

Delete Favorite

2 Edit Selection

Available:

Selected:

PPM PPM Quarterly PPM/Diary Combo

HOL13
DEC13
NOV13
OCT13
SEP13
AUG13
JUL13
JUN13
MAY13
APR13

MAR14
FEB14
JAN14

At most 14 survey(s) can be selected.

3 Save as Favorite (Optional)

Name: Save

OK Cancel

Optional: Save heavily used books or average books for later use

Selecting Parameters

Click on Blue Links at the top of the screen to select your parameters.

Select Demos

T Select Demo

1 Select a Favorite (Optional)

Katz Mon Eve
p w m 25 54 hhi
P M W 25 54
25 54 HHI 75+
P 25 54 and College degree
P m w p hhi 50+

Delete Favorite

Reminder: When you "Save a Favorite" you are saving the contents of the Selected box.
When you "Select a Favorite" the Selected box will be populated only with the items from the favorite.

2 Edit Selection

Available: Standard Custom

Search: Persons and/or 18

P 18-24
P 18-34
P 18-44
P 18-49
P 18+

Selected:

P 25-54
M 25-54
W 25-54

Move to selected box then click "OK"

3 Save as Favorite (Optional)

Name: P M W 25 54 Save

OK Cancel

Tip – use the "Search" option to save time looking for specific demos.

Optional: Save heavily used demos (or demo lists for rankers) for later use

Selecting Parameters

Click on Blue Links at the top of the screen to select your parameters.

Selecting Custom Demos and adding Socio Economic data

Click the "Custom" Tab – choose demo

Click "Add More Characteristics"

Choose the Socio economic data to add to demo(s)
Click "Add"
Click "OK"

Move to selected box then click "OK"

Selecting Parameters

Select Daypart(s)

T Select Dayparts

1 Select a Favorite (Optional)

prime and workday
 Test list for Webex
 Test example
 ROYS PLUMBING
 Full week
Typical Week

Delete Favorite

Reminder: When you "Save a Favorite" you are saving the contents of the Selected box.

When you "Select a Favorite" the Selected box will be populated only with the items from the favorite.

2 Edit Selection

Available:

Standard

Custom

M-Su 6a-12m
M-F 7p-12m
 Sa-Su 6a-12m
 M-F 6a-7p
 M-F 6a-12m
 M-F 10a-7p
 M-F 6a-10a + M-F 3p-7p
 Sa 6a-10a
 Sa 10a-3p
 Sa 3p-7p
 Sa 7p-12m

Selected:

M-F 6a-10a
 M-F 10a-3p
 M-F 3p-7p
 M-Su 7p-12m
 Sa-Su 6a-7p

Move to selected box then click "OK"

3 Save as Favorite (Optional)

Name:

Optional: Save heavily used dayparts (or daypart lists for rankers and schedules) for later use.

Selecting Parameters

Selecting Custom Dayparts

2 Edit Selection

Available: Standard Custom

Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

Start Time: 6:00 AM

End Time: 7:00 PM

Click the "Custom" Tab

Choose the days,
start and end times

Move to selected box
then click "OK"

2 Edit Selection

Available: Standard Custom

Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

Start Time: 9:00 AM

End Time: 5:00 AM

Selected:

- M-F 6a-10a
- M-F 10a-3p
- M-F 3p-7p
- M-Su 7p-12m
- Sa-Su 6a-7p
- M,W,F 9a-5a

Selecting Parameters

Select Estimates

T Select Estimates

1 Select a Favorite (Optional)

Standard Default
Local Direct
 Agency
 Persons Cume and AQH
 Webex test
 AVG RATING PERS TSL

▲
▼
Delete Favorite

2 Edit Selection Move to selected box then click "OK"

Available:

Average Rating
 Average Share
 Weekly Cume Rating
 Average Composition
 Weekly Cume Composition
 Weekly Turnover
 Qual Index

>
 >>
 <
 <<

Selected:

Weekly Cume Persons
 Average Persons
 Weekly TSL (Hr:Min)

Sort & Graph By:

Weekly Cume Persons

Display

Rank Numbers
 Analysis Total
 Market Total

3 Save as Favorite (Optional)

Name: Local Direct Save

Note: All estimates will appear on the screen. If you select more estimates than will fit the printed page, some estimates may not appear on the report.

OK Ca

Choose how the data will be sorted/graphed – can be changed once in reports.

Choose to display – Rank numbers, Analysis Total, Market Totals,
 Optional: Save favorite estimates for later use

Selecting Parameters

Select Stations

Select Stations

1 Use a Station Line Up (Optional) **Select a Favorite** (Optional)

In the Book Stations
Home to Metro Stations
All Stations

or

Country stations

2 Edit Selection

Available: 85 Selected: 4 [Show Detail](#)

Search: for [Type or Paste](#)

Station ▲	Band	Format	
WAAF-FM	FM	Active Rock	>
WARV-AM	AM	Religious	>>
WBMWV-FM	FM	Adult Contemporary	<
WBMX-FM	FM	Hot Adult Contemporary	<<
WBOS-FM	FM	Alternative	
WBRU-FM	FM	Alternative	

Station

WCTK-FM

WCTY-FM

WKLB-FM

WKPE-FM

Move to selected box then click "OK"

[Add/Edit/Delete Combos](#) [Show More Rows](#) [Include Station Details](#) [Select Stations to Highlight](#)

3 Save as Favorite (Optional)

Name:

Note: Simulcasts have the option to be combined and reported as call letters of the primary station. [Click here for a list of Total Line Reporting stations.](#)

Tip – use the “Search” option to save time looking for specific stations.

Optional: Use Standard Station line ups or Select from Saved Favorites.

Selecting Parameters

Select Geography (not all geography options available in all markets)

T Select Geography

1 Select a Favorite (Optional) [Hide](#)

New Bedford
 Providence County

Select the Geography to use by clicking on appropriate tab.

2 Edit Selection Standard **Counties** Zip Codes

Move to selected box then click "OK"

Available: 10

Search: County ▼ for

County	State
BRISTOL	RI
BRISTOL EAST	MA
BRISTOL SOUTH	MA
BRISTOL WEST	MA
KENT	RI

Selected: 2 [Show Detail](#)

County
DUKES
BARNSTABLE UPPER

3 Save as Favorite (Optional)

Name: →

Tip – use the "Search" option to save time looking for specific geography.

Optional: Save Custom Geography for use later.

Graphing

Select Demo, Daypart and Stations to Graph.

Select Demo & Daypart to Graph

Select a Demo

- P 25-54
- P 12+
- P 25-54**
- M 25-54
- W 25-54

Which Estimate Will Be Graphed?
 Your graph is based on the estimate your report is sorted by. Currently your report is sorted by: Average Persons. If you want to graph a different estimate, return to the report and sort by the estimate.

Select a Daypart

- M-F 6a-10a
- M-F 6a-10a**
- M-F 10a-3p
- M-F 3p-7p
- M-Su 7p-12m
- Sa-Su 6a-7p

Use the drop down boxes to select the demo and daypart you will display.

Use the "Stations to Graph" and/or "Display Top" dropdown arrow to select the stations displayed in the graph.

Display Top 10

- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10**
- 11
- 12

edit

Check Stations to Graph

None	Stations
<input checked="" type="checkbox"/>	WHJY-FM
<input checked="" type="checkbox"/>	WPRO-FM
<input checked="" type="checkbox"/>	WWLI-FM
<input checked="" type="checkbox"/>	WWBB-FM
<input checked="" type="checkbox"/>	WEEI-FM
<input checked="" type="checkbox"/>	WCTK-FM
<input checked="" type="checkbox"/>	WWKX-FM
<input checked="" type="checkbox"/>	WSNE-FM