

Start Time	Description	Length	Units	Format Type	Reference ID	Priority
00:00:00	Legal ID	00:00	0	Log Note	2	
00:04:00	Commercials	02:00	4	Break	1	1
00:20:00	Commercials	02:00	4	Break	1	1
00:45:00	Commercials	03:00	4	Break	1	1
01:00:00	Legal ID	00:00	0	Log Note	2	
01:04:00	Commercials	02:00	4	Break	1	1
01:20:00	Commercials	02:00	4	Break	1	1
01:45:00	Commercials	02:00	4	Break	1	1
02:00:00	Legal ID	00:00	0	Log Note	2	
02:00:00	The bill circilly s...	23:32	0	Programs	2	
02:04:00	Commercials	02:00	4	Break	1	1
02:20:00	Commercials	02:00	4	Break	1	1
02:45:00	Commercials	02:00	4	Break	1	1
03:00:00	Legal ID	00:00	0	Log Note	2	
03:04:00	Commercials	02:00	4	Break	1	1
03:20:00	Commercials	02:00	4	Break	1	1
03:45:00	Commercials	02:00	4	Break	1	1
04:00:00	Legal ID	00:00	0	Log Note	2	
04:04:00	Commercials	02:00	4	Break	1	1
04:20:00	Commercials	02:00	4	Break	1	1
04:45:00	Commercials	02:00	4	Break	1	1
05:00:00	Legal ID	00:00	0	Log Note	2	

**Log Templates**

Log templates are easy to set up in RadioTraffic.com. Commercial avails and limits go in here. Certain stop sets can be set to always get filled, then others are filled based on priorities. Automation codes are normally kept off edit screens and printed logs but can be viewed if desired.

**FIGURE 8.11**  
Accounts are entered to a log at the time they have purchased. Courtesy RadioTraffic.com.



**FIGURE 8.12**  
Traffic department in cluster operation. Courtesy Clear Channel.





- [Home](#)
- [Products](#)
- [Support](#)
- [Training](#)
- [Client Login](#)
- [Contact](#)

- [Marketron Traffic](#)
- [View All Traffic](#)
- [Database](#)
- [Contract Review](#)
- [Campaign Manager](#)
- [Exchange](#)
- [Demos](#)

The Marketron Radio Traffic solution manages all station spot scheduling and billing via a single, intuitive interface. It automates workflow, electronically tracks contract data and revisions and provides detailed spot information to improve productivity.

Marketron offers a hosted solution that provides all of the features and functionality of our client-server applications via the Internet. Marketron clients benefit from unmatched performance, time-to-market and reach.

<p>Marketron Radio Traffic offers the following features and benefits:</p> <p><b>Streamlined Order Processing</b> - Reduces data entry errors and eliminates communication lapses. With a single database, all traffic processes such as assigning approvals, conversion to contract, spot scheduling and generation of invoices, are completed electronically.</p> <p><b>Advanced Inventory Controls</b> - Enable traffic managers to easily review inventory and manipulate spot placement so as to maximize revenue and reduce makegoods. Through powerful inventory query features, traffic managers can quickly identify and reschedule lower rate spots to accommodate higher paying advertisers.</p> <p><b>Multi-Market and Multi-Station Capabilities</b> - Enable large station groups to easily manage the scheduling and billing of advertising orders across multiple stations via one central location. Multiple station contracts are handled seamlessly from order entry through to single invoice billing.</p> <p><b>Automated Reporting for Station Management</b> - Provides up-to-the-minute, custom reports, enabling station management to monitor progress and make immediate corrections to maximize revenue. Review of station revenue streams and inventory sales allows corporate management to accurately design group-wide or regional goals.</p>	<p style="text-align: center;"><b>Marketron Hosting</b></p> <p>Marketron Hosting provides the following features and benefits:</p> <p><b>Competitive Advantage</b> - Because we maintain the application suites centrally, all enhancements, upgrades and new releases are deployed immediately and automatically. As a result, sales, traffic and management personnel using our hosted solutions always utilize the most advanced applications and technology, giving them the capability to out-strategize, out-sell and out-execute the competition.</p> <p><b>Mission Critical Focus</b> - Marketron Hosting frees corporate and IT resources from ongoing application implementation and support demands, freeing them for other mission critical functions. Moreover, Marketron Hosting eliminates IT budgeting for application deployment.</p> <p><b>Unsurpassed Reach</b> - If you can get to the Internet, you can use Marketron's hosted applications.</p> <p><b>Outstanding Performance</b> - Marketron's state-of-the-art back-end server equipment scales quickly and on demand.</p> <p><b>Advanced Technology</b> - Marketron Hosting provides the latest technology at a fraction of the cost to develop in-house. Economies of scale allow us to give Marketron Hosting customers the ultimate in infrastructure, failover and security.</p>	<p><b>More Information</b></p> <ul style="list-style-type: none"> <li>▶ <a href="#">Schedule a Live Demo</a></li> <li>▶ <a href="#">Brochure</a></li> <li>▶ <a href="#">Why Switch to Marketron Traffic?</a></li> <li>▶ <a href="#">Hosting Benefits</a></li> <li>▶ <a href="#">Traffic Requirements</a></li> <li>▶ <a href="#">Hosting Requirements</a></li> <li>▶ <a href="#">Contact Sales</a></li> </ul>
---	---	--

Copyright Marketron © 2008

[Privacy](#) [Legal](#)

**FIGURE 8.15**  
Traffic management services are of great assistance to stations. Courtesy Marketron.

## CHAPTER HIGHLIGHTS

1. Each commercial slot on a station is called an *availability*. Availabilities constitute a station's salable inventory.
2. The traffic manager (or traffic director) controls and is accountable for the broadcast time inventory.
3. The traffic manager prepares a log to inform the deejays of what to broadcast and at what time.
4. The traffic manager is also responsible for ensuring that an ad order is logged as specified, that a record of when each client's spots are aired is maintained, and that copy and production tapes are in on time.
5. Programming relies on the traffic manager for the logs that function as scheduling guides for on-air personnel; the sales department depends on the traffic manager to inform them of existing availabilities and to process orders onto the air.
6. Although most traffic people are trained in-house and are drawn from the administrative or clerical ranks, they must possess patience, an eye for detail, the ability to work under pressure, and keyboarding skills.
7. Most traffic departments have been computerized to enhance speed and efficiency. Therefore, traffic managers must be computer knowledgeable.
8. In many instances, consolidation (clustering) has eliminated individual station traffic and billing departments and a single traffic hub within the cluster prepares logs and sponsor invoices for all the stations. In some cases, outside companies have assumed the task.
9. Based on the spots aired, as recorded and verified by the traffic department, the billing department sends invoices weekly or biweekly to each client. Invoices are notarized for clients with co-op contracts.
10. Since the FCC eliminated program log requirements in the early 1980s, stations have been able to design logs that inform programming personnel of what is scheduled for broadcast and that provide necessary information for the traffic and billing departments.

**SUGGESTED FURTHER READING**

- Diamond, S.Z., *Records Management: A Practical Guide*, AMACOM, New York, 1983.
- Doyle, D.M., *Efficient Accounting and Record Keeping*, David McKay and Company, New York, 1977.
- Heighton, E.J., and Cunningham, D.R., *Advertising in the Broadcast and Cable Media*, 2nd edition, Wadsworth Publishing, Belmont, CA, 1984.
- Hunter, J., and Thiebaud, M., *Telecommunications Billing Systems*, McGraw-Hill, New York, 2002.
- Keith, M.C., *Selling Radio Direct*, Focal Press, Boston, MA, 1992.
- Muller, M., *Essentials of Inventory Management*, American Management Association, New York, 2002.
- Murphy, J., *Handbook of Radio Advertising*, Chilton, Radnor, PA, 1980.
- Schreibfeder, J., *Achieving Effective Inventory Management*, Effective Inventory Management, Dallas, TX, 2005.
- Shane, E., *Selling Electronic Media*, Focal Press, Boston, MA, 1999.
- Slater, J., *Simplifying Accounting Language*, Kendall-Hall Publishing, Dubuque, IA, 1975.
- Warner, C., and Buchman, J., *Broadcast, Cable, Print, and Interactive*, Iowa State University Press, Ames, IA, 2003.
- Wild, T., *Best Practice in Inventory Management*, John Wiley & Sons, New York, 1998.
- Zeigler, S.K., and Howard, H.H., *Broadcast Advertising: A Comprehensive Working Textbook*, 2nd edition, Grid Publishing, Columbus, OH, 1984.

# Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

## Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

## Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

## Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

## API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

## LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

## FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

## E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.