
Logs Lesson 1 - Log Templates

Components of a Log Format

Log Formats are comprised of three distinct elements: Avail Codes, Events, and Notes. Log Avails are the only required element.

- A. Log Avail Codes - A Log Avail Code is a name given to a unit placeholder within an Avail Set. An Avail Set is simply a group of log avails, which you may also think of as a commercial break or stopset. Each line of an order is set to an Avail Code so the commercial will place correctly on the log.
- B. Log Events - A Log Event can be a program name, a weathercast, a sporting event, or an entire daypart such as AM Drive. Event Groups allow you to group multiple Log Events together to provide a multi-event scheduling target. An event group, for example, may consist of events that cover morning drive and afternoon drive. This would allow an order to target one event group yet schedule to two or more events.
- C. Log Notes - A Log Note is a comment on the log. It gives instructions and reminders to the studio and traffic personnel. You can see the notes while editing the log and/or on the printed log.

Create an Avail Code

To create the avails to be used on the log formats:

1. Go to Logs>Log Avail Codes>New. Type the name of Avail Code.
2. Select the appropriate Avail Code Flag. You may check all that apply.
 - A. Adds to Commercial Time - This avail will be included in inventory counts. Spots placing in the avail will reduce the amount of time available in the Avail Set.
 - B. Sponsorship Avail - Check this box if this avail represents a sponsored avail within the Avail Set. A mark will appear next to the spot on the log editor to indicate a sponsored avail.
 - C. Network Avail - The Network Log Avail will not affect commercial time or units sold on the inventory report. A printed program log, however, will include these network avails in the commercial time and units. This option is for stations that wish to exclude network commercial spots from some report calculations.

Create an Event

To create Events to be used on the log formats:

1. Go to Logs>Log Event>New. Type the name of Log Event.
2. Enter the Length of the Event or Program.

3. Select the Log Event Type.
 - A. Standard Event - Refers to programming elements such as news, weather, music, etc. Generally, Standard Events contain commercial avails and can accept scheduled commercials or sponsorships.
 - B. Billable Program - Refers to fully paid programs or program length commercials, such as infomercials and church programs. Although the client is billed for the block of time used by the program, they normally do not accept scheduled commercials or sponsorships during the program.
4. Check the box if you would like this event to print on the paper logs.
5. Check the box if orders may target this event during Order Entry.
6. Set the Source Code from the drop down menu. Source Codes print on paper log but they are not part of the log export file for automation.
7. Set the FCC Type Code from the drop down list.
8. Inventory Avails reports also use Events. Marketron recommends you create a Log Event for each time range you want to see on an inventory report. For example, you could create log events for 6a-10a, 10a-3p, 3p-7p, 6a-7p., etc.

 **NOTE** - Events are specific to the Statement Group, so if you have multiple Statement Groups, Marketron suggests devising a naming convention to help keep the Event Names organized.

Create an Event Group

To create the Event Groups to be used during Order Entry:

1. Go to Logs>Log Event Group>New.
2. Type the name of Log Event Group.
3. Highlight the Events from the Available Events that should be part of this Group.
4. Click Add to move them into the Current Members window.
5. Click OK.

Create a Log Note

To create the notes to be used on the log formats:

1. Go to Logs>Log Note>New.
2. Type the text of the note.
3. Check the boxes for the specific versions of the paper logs on which you wish the note to print.

Build the Format

To build Log Formats:

1. Go to Log>Log Maintenance, select the correct station, and click New.
2. The station will be displayed in the upper left hand corner; there is a template name in the right hand corner. Give the template a name that accurately describes the time range it will be used for. If you have many hours that are the same, you can build a one hour format and later copy it to any other hours repeating the format.
3. Before you start to build the format, check the box "Always prompt for time offset" in the lower left hand corner of the screen. This will cause VT to ask you what time you want to insert an element.

☒ Always prompt for time offset

4. At the top of an hour, add a blank note. This note will assist in copying or merging the format by providing a consistent start time for each hour. Select Log Note from the Log Item Type dropdown menu. Highlight "Blank Line" and click Add. Type in the time you want the note to place, and click OK.
5. To Add an Avail Set, select Log Avail from the Log Item Type menu. Highlight the name of the Avail you want to add to the set. Click Add. If this is the first Avail in the Set, a dialog box to define the parameters of the Avail Set will appear.
6. Time Offset is the starting time for the Avail Set.
7. Commercial Time Limit is the maximum time allotted for commercial matter in this set. Inventory reports use this break length to calculate the maximum time available to sell.
8. Audio Time Limit is the maximum time allowed for both commercial and non-commercial spots (PSA/Promos etc). The Audio time must equal or exceed the Commercial time. Audio Time is not included in inventory reports.
9. Priority determines the order that will fill if you are using Avail Set Priority as your scheduling parameter.
10. Length applies only to this position of the Set. A length of 00:00 will allowed any spot length to fill in this position. A length of 00:00:60 will only allow a 60-second spot to place in the position.
11. Continue to add avails until you have the correct number of positions in the Avail Set.
12. To Create another New Avail Set, highlight the Avail Type, click Add and then click Insert New Avail Set. Set the time you want the Avail Set to start.
13. To Add an event, Select Log Event from the Log Item Type menu. Highlight the name of the event you want to add. Click Add. Type in the time you want the event to place.
14. When you are done, uncheck Display in Log Maintenance for the components of a log. Do not do this when you have created your entire day. You do want that to display in log maintenance.

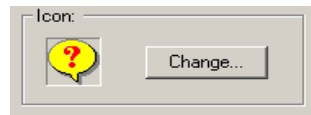
☐ Display in Log Maintenance

15. Once you have the hour created, save the template by clicking Save.

Icons

Marketron recommends giving each unique 24-hour template a different icon. The icon creates a visual reference verifying that the correct template is assigned to the correct days.

1. In the upper right corner of the screen, click Change.
2. Highlight the icon you would like to assign to this format.
3. Click OK.



Copy the Format

1. Click New to open a blank template.
2. Select Log Template from the Log Item Type dropdown menu. Highlight the name of the template you want to add.
3. Click Add.
 - A. **Insert Starting at time of offset** - Use this field to indicate the time you wish to copy TO on the template you are creating.
 - B. **Starting Source at time of offset** - Use this field to indicate the time you want to start copying FROM based on the template you are using as a source. If you have placed a blank note at the top of the hour, your starting time will be 00:00.
 - C. **For a length of** - Use this field to indicate the length of time you wish to copy from the source. Typically, the default length of the source template will be the length of time you wish to copy.
4. Click Merge.

Dropping Log Templates

Once you have your log templates built, you need to assign them to the appropriate days of the week they will use. VT refers to this as dropping the logs.

Drop an Individual Date

1. Go to Logs>Log Maintenance.
2. Highlight the Template Icon on the right side of the Log Maintenance Screen, right click and drag it the correct date. Release the click button.

3. A dialog box will appear asking for confirmation that you wish to replace any existing templates; click Yes.
4. Next, a dialog box will appear confirming the message was sent to the VT Scheduler for processing. Click OK to accept the message.

Drop Many Dates at Time

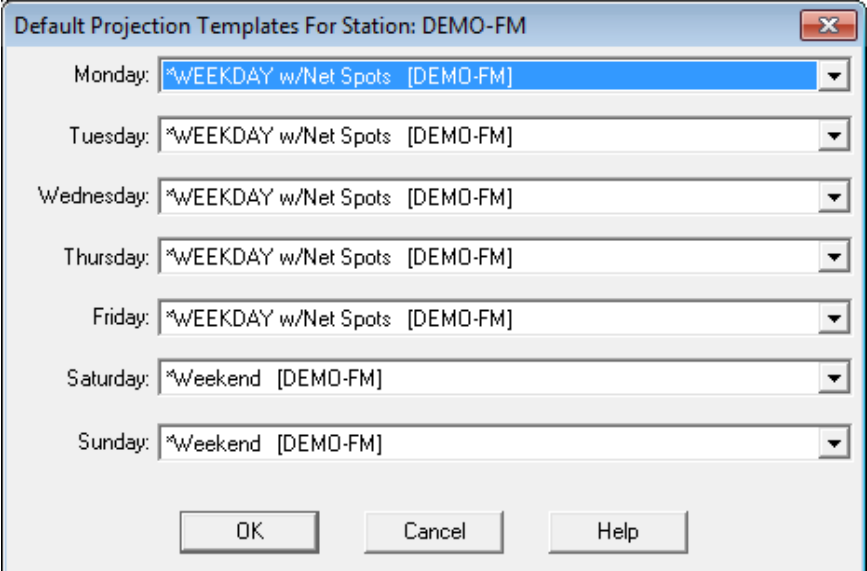
1. Go to Logs>Log Maintenance. Click Drop Many.
2. A dialog screen will appear. Select the station the base template was created on.
3. Highlight the template you wish to drop.
4. Check the days of the week the template will be dropped.
5. Define the date range you wish to drop logs.
6. Highlight the station where the template needs be dropped. Click Drop.
7. A dialog box will appear asking for confirmation you wish to replace any existing templates; click Yes.
8. Next, a dialog box will appear confirming the message was sent to the VT Scheduler for processing. Click OK to accept the message.

Projection Defaults

Log Projections determine which template the Availability projections use to better estimate sales on future dates that are not yet active. The defaults also provide VT with the information it needs for creating future on-line logs.

1. Go to Logs>Log Maintenance.
2. Click Projection Defaults. In the drop-down menu next to each day, select the template that is the standard template for that day.
3. After setting all seven days, click OK.

Sample Default Projection Templates Screen



Default Projection Templates For Station: DEMO-FM

Monday:	*WEEKDAY w/Net Spots [DEMO-FM]
Tuesday:	*WEEKDAY w/Net Spots [DEMO-FM]
Wednesday:	*WEEKDAY w/Net Spots [DEMO-FM]
Thursday:	*WEEKDAY w/Net Spots [DEMO-FM]
Friday:	*WEEKDAY w/Net Spots [DEMO-FM]
Saturday:	*Weekend [DEMO-FM]
Sunday:	*Weekend [DEMO-FM]

OK Cancel Help

Logs Lesson 2 – Log Maintenance

Stages of a Log

Visual Traffic maintains logs in one of the following stages. The calendar in the Log Maintenance screen shows all of the days of the selected broadcast (media) month. Days with logs are color-coded to show the current stage of the log:

Black Border

Indicates a **Skeleton** log. A Skeleton log day is a day that is not yet online. This log can not be edited.

Green Border

Indicates a log that is in the **Dynamic** stage. This log is constantly in a state of change. You do not want to spend time editing a Dynamic day since the VT processor will be rescheduling the spots throughout the day.

Yellow Border

Indicates a log that is in the **Pigeon Hole** stage. VT will no longer automatically reschedule existing spots to a Pigeon Hole day, although it will continue to schedule new orders automatically.

Red Border

Indicates an **Official Log**. Official logs are ready to air. VT will no longer automatically schedule new spot patterns on to an Official log but will place them on the bump list instead. You will have to edit that log and place those spots manually. The Official log is the log you send to automation and reconcile the day after it airs.

Blue Border

Indicates an **Accepted Log**. Accepted logs are complete. They have been aired and reconciled. The spots have been removed from the log and posted to invoices. They are not available for editing or changes from Traffic. You will need to edit the invoice to change spot information.

Turquoise Border

This border color shows up when you select a log day. This border does not erase the other colors, so you can still see the log status.

Log Editor Options

You can access the log date you want to edit in one of two ways:

1. Go to Logs>Log Editor. Then from the Log menu you can set the station and date you want to edit.
2. Go to Logs>Log Maintenance. You will see a screen where there is a calendar of log templates and their status. Double click on the date you want to edit and this will open the Log Editor window.

Each user can design the Log Editor to their preference. The user login determines which options are used. To arrange your columns from the Log menu, select Options.

1. The upper third portion of the window determines which columns you see in the log editing screen. You can select the columns useful to you and the order in which they appear on the screen. Two columns you can not move are Icon and Log Time.
2. The center portion of the window controls which warning messages you see when placing spots. If you want VT to notify you when you break any spot placement rule, check all the boxes. Check the "Display verbose placement warnings" box if you would like to see who the conflict is with when you receive a conflict warning.
3. The lower portion of the window offers the column options for the bump list. Once you set your options and Save the changes, you can widen or narrow the columns. You can also sort the data in the columns. Click the column headings to toggle back and forth between sorting the data ascending and descending.

Log Editor Icons

The Toolbar provides quick access to many functions.



Open a specific station for a specific date.



Change Station allows you to change to a different station without having to close the current log you are working on.



Allows you to go back or forward a day by using the arrows. You can also click on the calendar icon in the center and you'll get a calendar from which to choose a date.



Bump Spot will move a highlighted spot from the log to the bump list. You can also right click on the highlighted spot to bump it.



These arrows will allow you to move spots up or down within the same break.



Edit Time is active only on the first avail of an avail set, on a Program, or on a Log Note. This would be used to make a temporary time change for a break.



Spot placement places a highlighted spot from the bump list to a highlighted avail in the log.



Delete removes the highlighted line on the log. Use with caution.



The Bump List icon toggles the bump list on and off. By default, the bump list appears across the bottom of the Log Editor Screen. You can move the bump list to any position you prefer by clicking and dragging the frame to a new position.



Spot Properties will give you at-a-glance information of the scheduling parameters entered on the order.



Related Spots will show all the spot times for that day for a highlighted advertiser on either the log or on the bump list. You can look exclusively at one order, or even one line of the order.



Log Item will allow you to add avails, events or formats to a specific log date without changing your main template. This tool allows you to schedule special formats for games or other events by overlaying the special template over the selected time of the regular template.



The Log Totals icon will toggle on and off the Log Statistics Panel. The Statistics Panel shows the totals for a number of log parameters. As you edit the log, the values in this panel will change to reflect the current status of the log.



Find text is a quick way to search the log.

Avail Set Information

1. Go to Logs>Log Maintenance.
2. Double click on the log you would like to work with.
 - A. At the bottom of each avail set you will see information regarding that set. The lines will show you:
 1. Total time Allowed.
 2. Total time Used.
 3. Total time Remaining.
 - B. All three lines include total commercial time and units (CM) and total non-commercial time and units (NC).

■	Allowed	TL 02:00 (04) CM 02:00 (04) NC 0...
■	Used	TL 01:30 (03) CM 01:30 (03) NC 0...
+	Remaining	TL 00:30 (01) CM 00:30 (01) NC 0...

3. The time Remaining row will be color coded.
 - A. Green indicates there is time remaining to fill.
 - B. Yellow indicates the break is full.
 - C. Red indicates the break is overfull. A break can only be overfilled manually by a user; VT will never automatically overfill an avail set. You can overfill it by dragging a spot into the full break and dropping it there. You will get a Spot Placement and Conflict Warning that

the break will be overfilled. Click Drop and Ignore all Conflicts to place the spot. You will then see that the Avail Set Information Remaining line is now red.

☐	Allowed	TL 02:00 (04) CM 02:00 (04) NC 00:00 (00)
☐	Used	TL 02:30 (04) CM 02:30 (04) NC 00:00 (00)
☒	Remaining	TL -00:30 (00) CM -00:30 (00) NC 00:00 (00)

Merge in Template

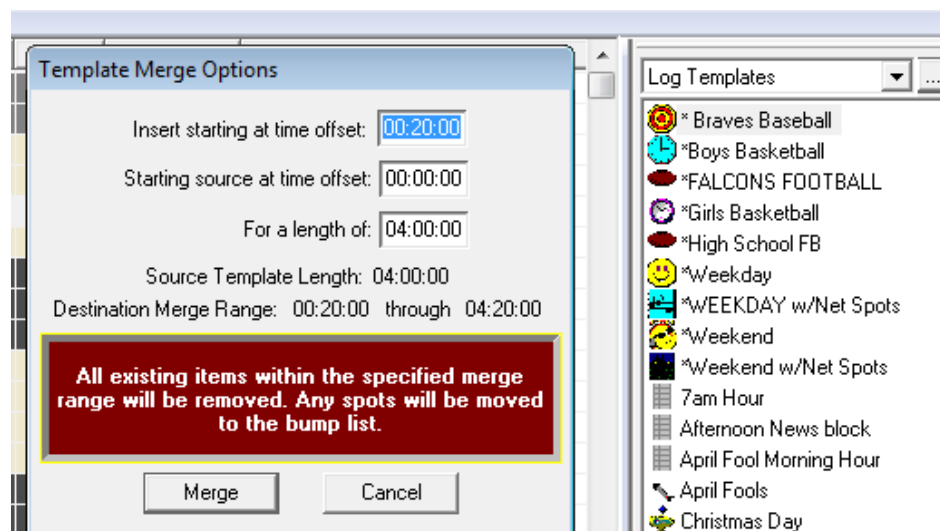
1. Go to Time by scrolling through the log, using the View menu, or by using CTRL G and entering the time you would like to go to.

2. Open Log Items 

3. From the dropdown menu, choose log templates.

4. Click on the template you'd like to merge; drag it from the list and drop it on the log.

5. Complete the Template Merge Options and click Merge.



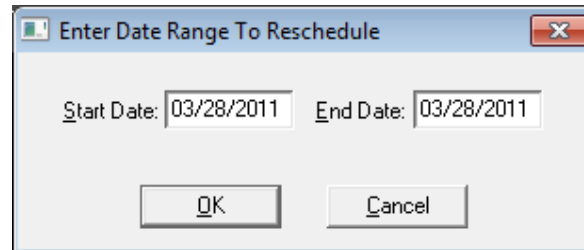
6. The spots that were originally placed on the log during that time will be bumped.

Working with the Bump List

Reschedule Bump List

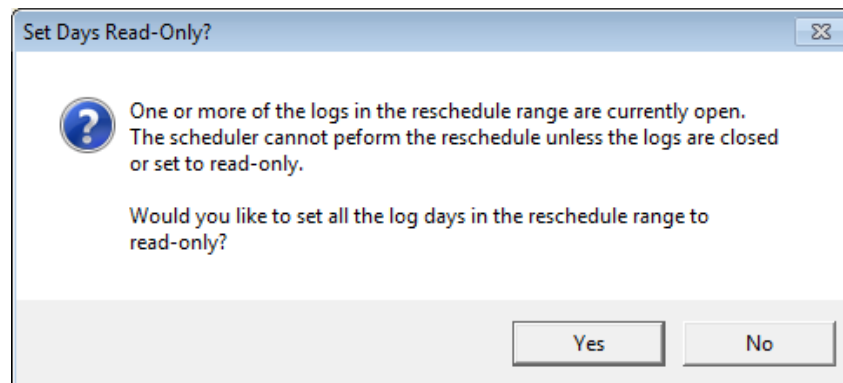
1. Go to Edit menu>Reschedule Bump List.

Sample Enter Date Range to Reschedule



2. A message appears asking if you would like the system to set the log to read-only. An open log must be read-only in order for the system to reschedule the bump list.

Sample Set Days Read-Only Message

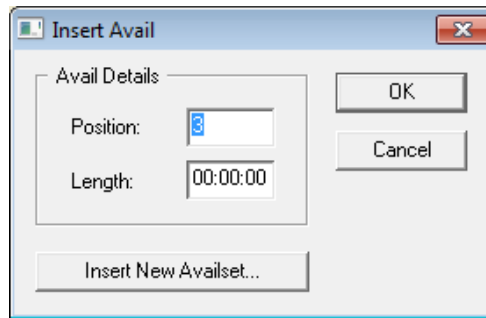


3. Once the Bump List has been rescheduled you must go back under the Edit Menu and check Allow Changes to continue to edit the log.

Placing Bumped Spots

1. Sort the Bump list by clicking on the column header. If you use the Event /Time column it will assist you in placing the bumps by showing you the time they should be placed on the log.
2. To add an additional Avail unit, click on the Log Items icon , choose the Log Avail from the drop down, and then click on the Avail Code.

Sample Insert Avail Screen



3. If you drop a spot on top of another spot, it will bump the spot you placed it on top of.
4. If you move a spot within the log or drop a bumped spot on to an avail and it conflicts with another spot, the Spot Placement and Conflict Warnings screen will provide information regarding the spot it is in conflict with. You can then decide if you want to disregard the warning and place the spot anyway or cancel.
5. Turn on the related spots. Make sure you have selected bump list. This will allow you to see where all the other spots for this advertiser are placed.

True Tops and Tails

A True Top and Tail is when the Top spot must be placed in the first position of the break and the Tail spot must be placed in the last position of the break. You may have to move spots around within an avail set to accommodate a True Top and Tail.

Group Bump

1. Go to Edit menu>Group Bump. This is useful when you open a log and you want to bump a specific time range or an entire day.
2. There are options to bump spots for a specific time range, bump by priority or bump spots belonging to a specific Advertiser.
3. If you have locked spots on your log you may choose to check "Do not bump locked spots".

Bump Spots to Another Day

1. Right click on selected spot, bump spot to another day, and select the date from the pop-up calendar.
2. Group Bump, Bump by Advertiser, and Bump. Once the spots are in the Bump List, Highlight the spots you'd like to bump to another day, right click on the spots, select bump spots to another day, click on pop-up calendar and indicate which day you would like to move the spots to.

Sample Group Bump Options

Group Bump Options For Station DEMO-FM Date: 03/28/2011

☐ Bump Spots within the specified time range... Start Time: 00:00:00 End Time: 24:00:00

☐ Bump Spots by Priority... ☐ equal to ☒ including and below Priority:

☐ including and above

☐ Bump Spots belonging to a specific Advertiser...

☐ Bump Spots belonging to a specific Order...

☐ Do not bump locked spots

Bump Spots Close Help

Delete Bumped Spots

To delete spots from the current bump list, highlight the spot(s), right click and delete bumped spots.

The deleted spots are actually not deleted until you accept your log. At any time while you are editing a log you can restore these deleted spots. They are in the deleted Tab in the Bump list.

You may also Group Delete from the Edit Menu.

Sample Delete Spot Screen

Group Delete Bump Spot Options For Station: DEMO-FM Date: 03/28/2011

☒ Delete Bump Spots below or above the specified priority... ☒ including and below ☐ including and above Priority: 99

☐ Delete Bump Spots belonging to Advertiser...

☐ Delete Bump Spots belonging to Order...

Delete Spots Close Help

View Spots

View>Find Spots>Show Spots On Log>Find.

You can group them by any header. You can also bump spots, bump spots to another day, set and clear make good status, set and clear locked spot status, assign carts, select on log, go to the order and go to copy for the selected spot(s).

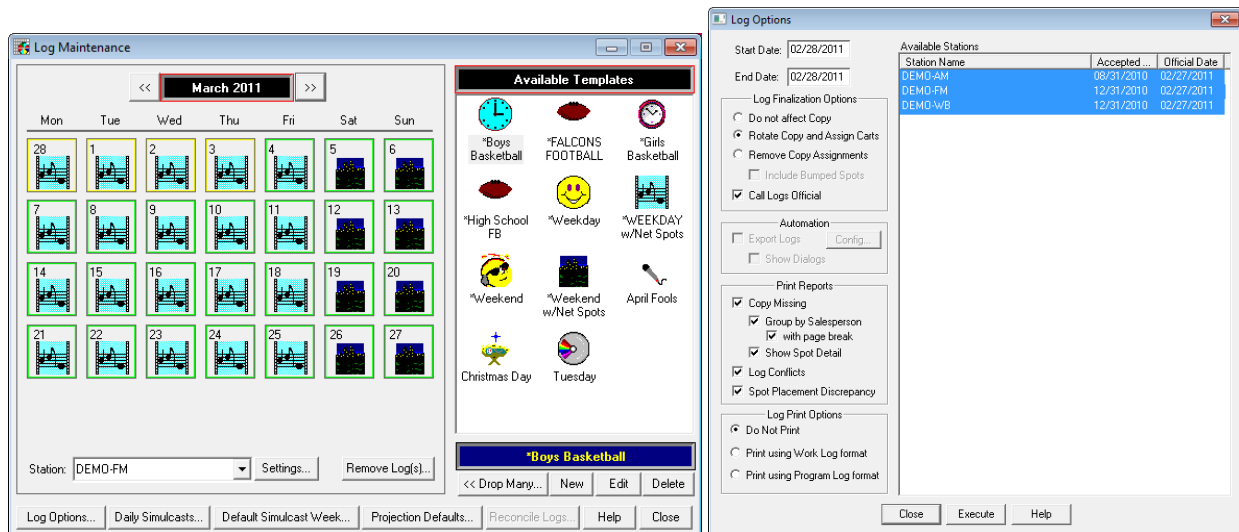
Assign Carts

1. Go to Edit>Cart/Copy Assignment>Rotate Copy & Assign Carts.
2. Preview Missing Copy Report.
3. The displayed Warning is applicable only when running from VT Report Center.
4. If you have missing copy, the next step would be to resolve missing copy.
5. A dotted line in the Cart Column on the log indicates the order has copy missing.
6. When you Rotate Copy and Assign Carts again, it will fill in the missing carts but won't rotate copy that's already been assigned.

Finalizing the Log

Setting Logs Official

1. Go to Logs>Log Maintenance>Log Options.



2. Choose Start and End Date. You may choose one date or a range of dates.
3. You may choose one or a multiple number of Stations.
4. In the Log Finalization Options area, check Rotate Copy and Assign Cart and Call Logs Official.
5. Print Copy Missing report, grouping by Salesperson and showing spot detail.
6. Click Execute.

Filler

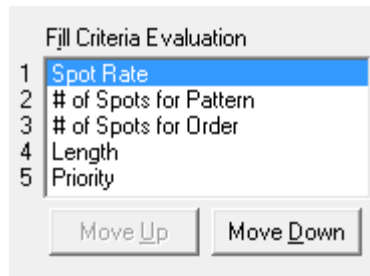
1. From the Log Editor screen go to Edit>Filler>Fill Log.
2. Click on New to create a new filler configuration.

Sample Fill Log Screen

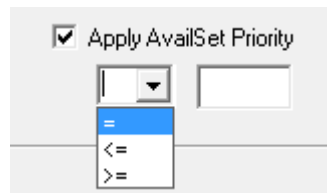
3. Fill Parameters:

- A. Indicate the start and end times you wish to fill.
- B. You may indicate what spot length can be used as filler. If you leave it at zero, the system will allow filler spots of any length.
- C. From the dropdown menu, choose from the options of Do NOT Apply, Allow Back to Back Placement, Apply, or Default to Pattern for three different parameters: Advertiser Separation, Product Code Separation and Pattern Definition Separation.

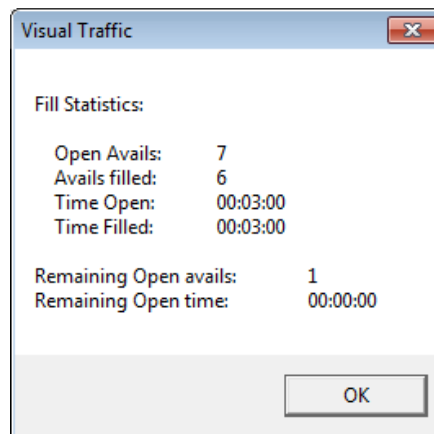
- D. If you check Match Avail lengths, this option will match the length of an avail with the length of a spot. Zero-length avails take any spot length.
- E. If you check Include empty availsets, this option will place filler spots into empty availsets in addition to filling partially filled availsets. When unchecked, this option will not open an otherwise empty availset just to place filler spots.



- F. There are five Fill Criteria Evaluation categories. You can arrange the order in which they are applied to Filling spots on the log using the Move Up and Move Down buttons.
- G. If you check Apply AvailSet Priority, the system will fill availsets based on a Priority level range. Enter 1 to 255 in the larger box, depending on the availset priorities you used when you created your templates. The smaller dropdown list allows you to select three methods of priority selection. Leave the Apply by AvailSet Priority checkbox clear if you do not want to use AvailSet priority criteria for filler spot placement.



- H. Click Fill. You will receive a Fill Statistics message indicating how many unfilled avails still remain. You will find that if you do some rearranging of filler spots on your log you may be able to run Fill again and better fill the AvailSets.



Be aware that even if there are remaining open avails, or there is remaining open time, you may have chosen not to fill those avails or time slots. Check the log first to make sure what you needed filled is filled. If you have many Avails remaining that need to be filled you probably don't have enough filler orders. You may create additional filler orders and then run Fill again.

If you've worked your logs in advance, made the logs official, applied filler, and then get late orders, the spots on the late orders will go directly to the bump list. In this case, go into the Log Editor, bump your filler spots by priority 1 for the time range of the order, and place the spots from the new orders on to the log. Then run Fill again.

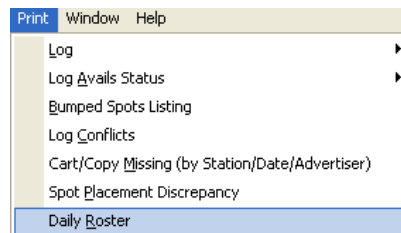
4. Apply Copy to the Filler Spots by going to Edit>Cart/Copy Assignment>Rotate Copy & Assign Carts.

Replacing Invalid copy

Log Editor>Edit>Cart/Copy Assignment>Replace Invalid Copy. This will remove any outdated copy and replace it with the current copy.

Printing Spot Placement Discrepancy

1. Click Print in the Menu or the Printer Icon.
2. Choose Spot Placement Discrepancy report. The Spot Placement Discrepancy report lists the spots that have been placed outside of the scheduling parameters of the order, whether they are on the log or are in the bump list.

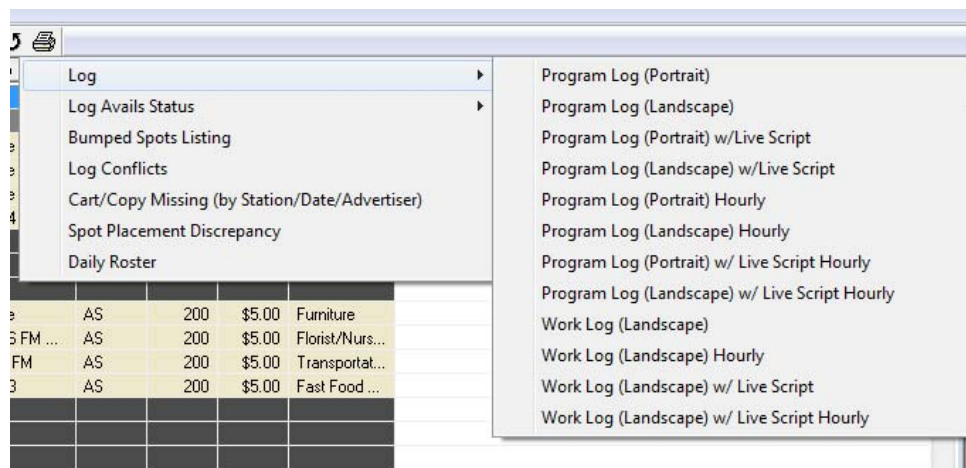


Printing Log Conflicts

Choose the Log Conflicts report from the Print Menu or the Printer icon. The Log Conflicts report will list any Advertiser or Product Code separation conflicts.

Printing Program Log

Choose Log>Program Log from the Print Menu or the Printer icon. There are several viewing options to choose from when printing the log.



Printing Daily Roster

Choose Daily Roster from the Print Menu or the Printer icon. This will give you a listing of Spot Times for the day. You can group by None, which will put it in time order, or you may group by Advertiser. There are several viewing options to choose from when printing the log.

Exporting Log to Automation

The final step would be to export your log(s) to your Automation System.

 **FYI** - Please contact Marketron Support for assistance when setting up the export for the first time.
