



**radio intelligence**

**radio planit**

*quick guide*

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## Introduction

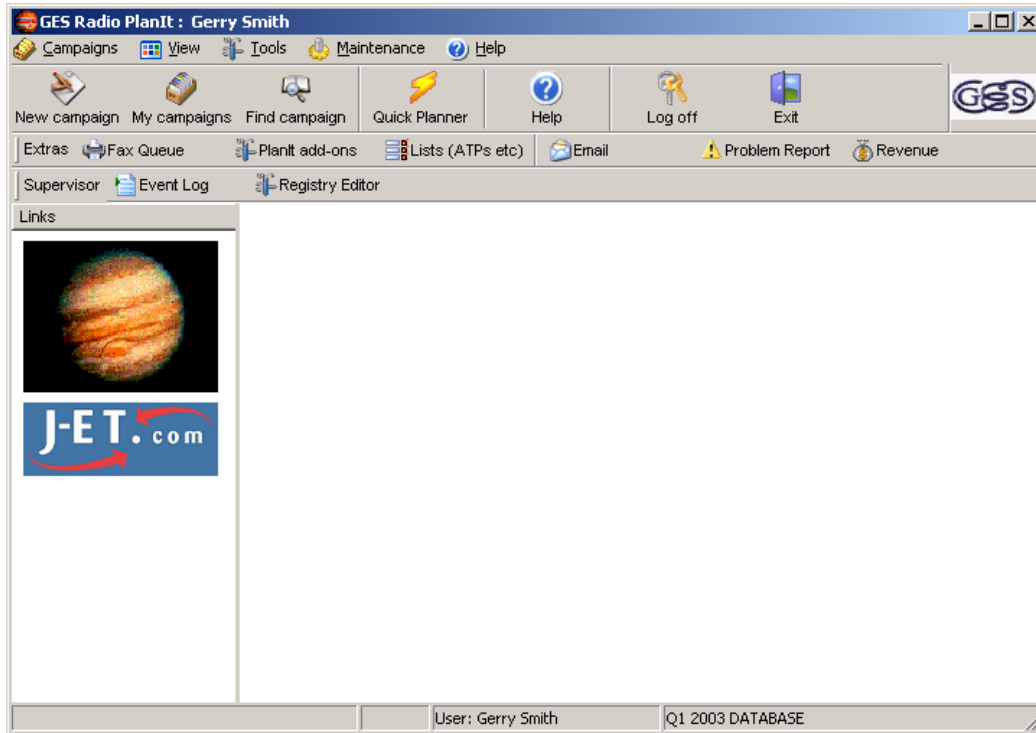
This manual contains information about using PlanIt and is designed to take you through the simplest route to set up, print and store a campaign. It is to be used as both a training manual, for those with little or no experience of Radio PlanIt, and as a reference manual for those who have had some experience of radio planning and the use of Radio PlanIt.

## The User Interface

Access to Radio PlanIt is via the Radio PlanIt login screen. Enter your user name and your password.



Interface



PlanIt displays hints for each field and button. Position your mouse over the button or field and hints for that field will be displayed.

There is extensive error checking throughout Radio PlanIt. Any time you enter invalid information or selection criteria Radio PlanIt will display an appropriate message usually with the option to continue or cancel, or with instructions directing you what to do next.

Using the Quick Planner Entry Screen



This provides a method of quickly planning a campaign without having the overhead of defining customer parameters. Click on the fourth icon on the menu bar to enter the facility.

A screenshot of the "Quick planner" software window. The window has a title bar with "Quick planner" and a close button. The main area contains several input fields and options: "Airtime package" is a dropdown menu set to "ATP"; "Target demographic" is a dropdown menu set to "Adults 15+"; "Number of weeks" is a text box with "1"; "Starting" is a date dropdown set to "23/06/2003"; "My own only" is a checkbox; "Costing Method" has radio buttons for "Base CPT" (selected) and "Specific spot cost", with a text box for "2.50" next to "Base CPT"; "Audience Calculation" has radio buttons for "Gold Standard Ratings" (selected) and "PCA Spot audience"; "Campaign Title" is a text box containing "ges 17 Jun 2003 ATP". Below these are two panes: "Stations to be included" with a checked checkbox for "100-102 Century FM" and "Scripts" with a list of durations from 10" to 180", where 30" is checked. A "Show all" checkbox is at the bottom of the Scripts list. At the bottom of the window are two buttons: "Start planning now" with a green checkmark icon and "Cancel" with a red X icon.

Quick Planner Screen

Before selecting the ATP you wish to use as a template for this campaign, click on the button that asks you whether you want to view your **Own** ATPs created in PlanIt or all ATPs. Once you have decided on the range of ATPs from which you wish to choose click on the **Air Time Package** drop down list and select the appropriate package for this proposal.

Quick planner

Airtime package: Standard Airtime  My own only

Target demographic: Adults 15+ 01/2003

Number of weeks: 1 Starting: 23/06/2003

Costing Method:  Base CPT 2.50  Specific spot cost

Audience Calculation:  Gold Standard Ratings  PCA Spot audience

Campaign Title: ges 17 Jun 2003 Standard Airtime

Stations to be included:

- 100.7 Heart FM
- 100-102 Century FM
- 102.4 Severn Sound FM
- 102.4 Wish FM
- 102.7 Hereward FM
- 103.2 Power FM
- 103.4 The Beach
- 104.9 XFM London
- 105.4 Century FM
- 105.4 Leicester Sound FM
- 106 Century FM
- 106.9 Silk FM
- 107.2 Wire FM
- 107.4 Tower FM
- 107.5 Sovereign Radin

Scripts:

- 10"
- 20"
- 30"
- 40"
- 50"
- 60"
- 70"
- 80"
- 90"
- 100"
- 110"
- 120"
- 180"

Show all

*ATP Selected*

All stations available in the selected ATP will be displayed. Stations required should be left selected while all others should be cleared. This may be achieved manually or by right clicking the mouse, a short cut menu will be displayed. The menu allows three selections **Clear all Stations**, **Select all Stations** or **Swap Selection**.

## planit quick guide

**Quick planner**

Airtime package: Standard Airtime  My own only

Target demographic: Adults 15+ with children aged 10 - 14 01/2003

Number of weeks: 4 Starting: 23/06/2003

Costing Method:  
 Base CPT 2.50  
 Specific spot cost

Audience Calculation:  
 Gold Standard Ratings  
 PCA Spot audience

Campaign Title: Example using Q1 2003 Standard Airtime ATP

Stations to be included:  
 107.2 Wire FM  
 107.4 Tower FM  
 107.5 Sovereign Radio  
 107.6 Kestrel FM  
 107.7 The Wolf  
 107.8 Arrow FM  
 107.9 Dune FM  
 2CR FM  
 2-Ten FM  
 95.8 Capital FM  
 96 Trent FM  
 96.2 The Revolution  
 96.3 Q.FM  
 96.3 Radio Aire  
 96.3 Radio Aire Magic 828

Scripts:  
 10"  
 20"  
 30"  
 40"  
 50"  
 60"  
 70"  
 80"  
 90"  
 100"  
 110"  
 120"  
 180"  
 Show all

*Station Selected*

Select the **Target Demographic** from the drop down list. If the audience is not shown contact your system administrator and ask for it to be built. Before you can access the newly built demographic you must exit the campaign and, once your system administrator has notified you that the demographic has been built, re-select it from the Campaign Entry Screen.

## planit quick guide

**Quick planner**

Airtime package: Standard Airtime  My own only

Target demographic: Adults 15+ with children aged 10 - 14 01/2003

Number of weeks: 4 Starting: 23/06/2003

Costing Method:  Base CPT 2.50  Specific spot cost

Audience Calculation:  Gold Standard Ratings  PCA Spot audience

Campaign Title: Example using Q1 2003 Standard Airtime ATP

Stations to be included:

- 107.2 Wire FM
- 107.4 Tower FM
- 107.5 Sovereign Radio
- 107.6 Kestrel FM
- 107.7 The Wolf
- 107.8 Arrow FM
- 107.9 Dune FM
- 2CR FM
- 2-Ten FM
- 95.8 Capital FM
- 96 Trent FM
- 96.2 The Revolution
- 96.3 Q.FM
- 96.3 Radio Aire
- 96.3 Radio Aire/Medic 828

Scripts:

- 10"
- 20"
- 30"
- 40"
- 50"
- 60"
- 70"
- 80"
- 90"
- 100"
- 110"
- 120"
- 180"

Show all

*Selection of Target demographic*

## planit quick guide

Quick planner

Airtime package: Standard Airtime  My own only

Target demographic: Adults 15+ with children aged 10 - 14 01./2003

Number of weeks: 4 Starting: 23/06/2003

Costing Method:  
 Base CPT 2.50  
 Specific spot cost

Campaign Title: Example using Q1 2003 Standard A

Stations to be included:

- 107.2 Wire FM
- 107.4 Tower FM
- 107.5 Sovereign Radio
- 107.6 Kestrel FM
- 107.7 The Wolf
- 107.8 Arrow FM
- 107.9 Dune FM
- 2CR FM
- 2-Ten FM
- 95.8 Capital FM
- 96 Trent FM
- 96.2 The Revolution
- 96.3 Q.FM
- 96.3 Radio Aire
- 96.3 Radio Aire Magic 828

Today: 17/06/2003

20"  
 30"  
 40"  
 50"  
 60"  
 70"  
 80"  
 90"  
 100"  
 110"  
 120"  
 180"

Show all

Start planning now  Cancel

Selection of Campaign duration and Start Date

Radio PlanIt now gives you the option to enter either the duration of the Campaign in **Weeks** and the **Starting Date**. For Campaigns that are not an even number of weeks the number to the right of the decimal point in **Number of Weeks** is the number of days in the incomplete week, not the percentage of a week.

# planit quick guide

**Quick planner**

Airtime package: Standard Airtime  My own only

Target demographic: Adults 15+ with children aged 10 - 14 01./2003

Number of weeks: 4 Starting: 23/06/2003

Costing Method:  
 Base CPT 2.50  
 Specific spot cost

Campaign Title: Example using Q1 2003 Standard A

Stations to be included:

- 107.2 Wire FM
- 107.4 Tower FM
- 107.5 Sovereign Radio
- 107.6 Kestrel FM
- 107.7 The Wolf
- 107.8 Arrow FM
- 107.9 Dune FM
- 2CR FM
- 2-Ten FM
- 95.8 Capital FM
- 96 Trent FM
- 96.2 The Revolution
- 96.3 Q.FM
- 96.3 Radio Aire
- 96.3 Radio Aire Magic 828

Today: 17/06/2003

20"  
 30"  
 40"  
 50"  
 60"  
 70"  
 80"  
 90"  
 100"  
 110"  
 120"  
 180"

Show all

Start planning now  Cancel

Selection of Stating Date

## planit quick guide

**Quick planner**

Airtime package: Standard Airtime  My own only

Target demographic: Adults 15+ with children aged 10 - 14 01./2003

Number of weeks: 4 Starting: 23/06/2003

Costing Method:  
 Base CPT 2.50  
 Specific spot cost

Audience Calculation:  
 Gold Standard Ratings  
 PCA Spot audience

Campaign Title: Example using Q1 2003 Standard Airtime ATP

Stations to be included:  
 107.2 Wire FM  
 107.4 Tower FM  
 107.5 Sovereign Radio  
 107.6 Kestrel FM  
 107.7 The Wolf  
 107.8 Arrow FM  
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 2-Ten FM  
 95.8 Capital FM  
 96 Trent FM  
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 96.3 Radio Aire Magic 828

Scripts:  
 10"  
 20"  
 30"  
 40"  
 50"  
 60"  
 70"  
 80"  
 90"  
 100"  
 110"  
 120"  
 180"  
 Show all

*Completed Input Screen ready for Planning*

The **Costing Method** should now be defined. Select either the **Base demo CPT** and enter a CPT in the box or allow **Specific spot costs** whereby the box will disappear. Select the Audience Calculation method required, **Gold Standard Ratings** or **PCA Spot audience**.

Finally enter a campaign **Title**. This is free format and can be anything you want, but give it some thought first. A title should be meaningful and related to the client or brand.

Clicking on the **Start planning now** button will take you to the planning system.

## Planning the Campaign

The Summary screen shown below will be displayed.

The screenshot shows the 'GES Radio PlanIt Planner' application window. The title bar includes standard window controls. The menu bar contains 'File', 'Edit', 'View', 'Options', and 'Help'. The toolbar features icons for Evaluate, Spot Plan, Print, Copy, Paste, Export, Fill, and Exit. Below the toolbar, campaign information is displayed: Campaign: 101027 Example using Q1 2003 Standard Airtel, Agency: (unknown), Client: (unknown), Brand: (unknown), Survey: RAJAR Survey 01/2003, Base demo: Adults 15+, and Target Demo: Adults 15+ with children aged 10-14. A table lists stations with columns for Station, Value, Spots, Impacts, Reach, Reach%, Population, Ratings, and OTH. The 'Summary Results' section shows a 'View' dropdown set to 'Campaign totals' and a table with the following data:

Totals	Value	Spots	Impacts	Reach	Reach%	Population	Ratings	OTH
Campaign total	£0.00	0	0.000	0.000	0.00	72.753	0.00	

At the bottom of the window, status information is shown: User: ges, Session: 2609, and Surveys up to Q1/2003.

planit quick guide



Spot Plans

To allow the entry of spot plans either select the second icon named **Spot plan** or double click on the selected station.

*Entry of Station Spot Plan*

**Campaign 101027: 107.7 The Wolf**

File Edit View Tasks Goto Options

107.7 The Wolf Target demo: Adults 15+ with children aged 10-14  
 Adults 15+ with children aged 10-14 (012003) Universe: 72.753 Respondents: 114

Script length 30" All Base CPT 2.50 Week starts 23 Jun 2003

Daypart	Mon-Fri	Mon 23	Tue 24	Wed 25	Thu 26	Fri 27	Sat 28	Sun 29	Impct%
Night	00:00-06:00	1					1		2%
Breakfast	06:00-10:00		1						11%
Morning	10:00-13:00			1					38%
Afternoon	13:00-16:00				1			1	48%
PM Drive	16:00-19:00					1			2%
Evening	19:00-24:00								0%

Week 1 Week 2 Week 3 Week 4

This week (current script only)			Overall (current script only)			Selected daypart	
	Demo	Adults 15+		Demo	Adults 15+		
Impacts	5.275	21.020	Impacts	5.275	21.020	Avg Aud	1.573
Reach	5.093	17.369	Reach	5.093	17.369	Ratings	2.162
Reach %	7.00	3.97	Reach %	7.00	3.97	Index	179.921
OTH	1.04	1.21	OTH	1.04	1.21	Impacts	0.000
Spots	7	7	Spots	7	7	GRP	0.000
CPT	£9.96	£2.50	CPT	£9.96	£2.50	Spots	0
Av 30" rate	£7.51	£7.51	Av 30" rate	£7.51	£7.51	uCPT	£2.50
Investment	£52.55	£52.55	Investment	£52.55	£52.55		

View  
Schedule

Using the cursor, enter the required number of spots for each of the selected time bands and for each of the selected days.

*Selected Spots Entered*



Evaluation of Selected Spots

**Campaign 101027: 107.7 The Wolf**

File Edit View Tasks Goto Options

107.7 The Wolf Target demo: Adults 15+ with children aged 10-14  
 Adults 15+ with children aged 10-14 (012003) Universe: 72.753 Respondents: 114

Script length 30" All Base CPT 2.50 Week starts 23 Jun 2003

Daypart	Mon-Fri	Mon 23	Tue 24	Wed 25	Thu 26	Fri 27	Times	Sat 28	Sun 29	Impct%
Night	00:00-06:00	1					00:00-06:00	1	00:00-06:00	2%
Breakfast	06:00-10:00		1				06:00-10:00		06:00-10:00	11%
Morning	10:00-13:00			1			10:00-13:00		10:00-13:00	38%
Afternoon	13:00-16:00				1		13:00-19:00		13:00-19:00	48%
PM Drive	16:00-19:00					1				2%
Evening	19:00-24:00						19:00-24:00		19:00-24:00	0%

Week 1 Week 2 Week 3 Week 4

This week (current script only)			Overall (current script only)			Selected daypart	
	Demo	Adults 15+		Demo	Adults 15+	Avg Aud	
Impacts	5,275	21,020	Impacts	5,275	21,020	1,573	Ratings
Reach	5.093	17,369	Reach	5.093	17,369		2.162
Reach %	7.00	3.97	Reach %	7.00	3.97		Index
OTH	1.04	1.21	OTH	1.04	1.21		179.921
Spots	7	7	Spots	7	7		Impacts
CPT	£9.96	£2.50	CPT	£9.96	£2.50		0.000
Av 30" rate	£7.51	£7.51	Av 30" rate	£7.51	£7.51		GRP
Investment	£52.55	£52.55	Investment	£52.55	£52.55		0.000
							Spots
							0
							uCPT
							£2.50

View  
Schedule

Spot Evaluation

To evaluate the spots selected either click on the first icon called **Evaluate** or press **Return**. The lower half of the table will show values for **Impacts, Reach, Reach%, OTH, Spots, CPT, Ave 30" rate, and Investment**.

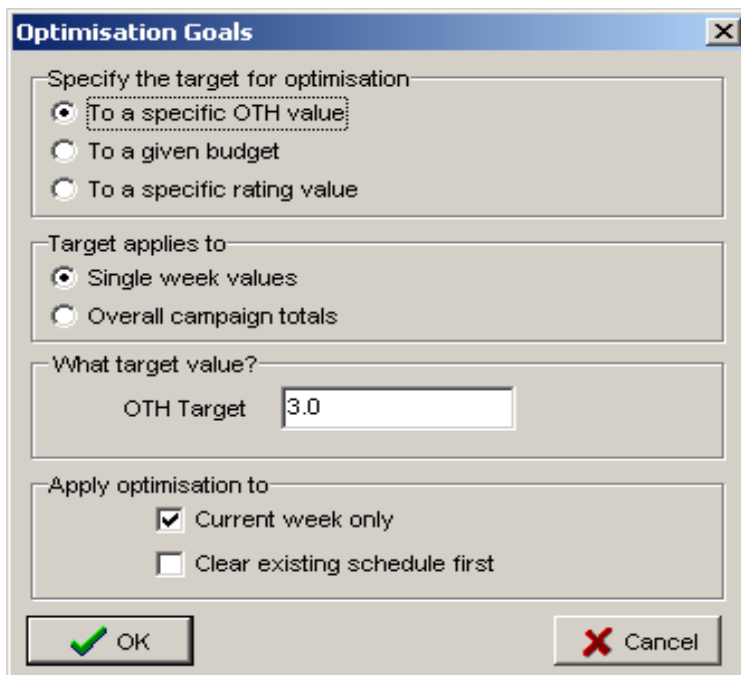
Should you wish to adjust any of the Spots you may do so and then repeat the evaluation process.

Other features available are:-



**Fill Schedule.**

This allows you to automatically optimise a schedule of spots to comply with one of three options. **To a specific OTH value**, **To a given Budget** or **To a specific rating value**. The selection you make is then further applied to **Single week values** or **The overall campaign**.



**Optimisation Goals**

Specify the target for optimisation

- To a specific OTH value
- To a given budget
- To a specific rating value

Target applies to

- Single week values
- Overall campaign totals

What target value?

OTH Target

Apply optimisation to

- Current week only
- Clear existing schedule first



### Spot Re-pricing.

The spot plan entry form now includes an option that allows all spots to be re-priced when the pricing method has been set to “Spot pricing”.

Pressing the new “piggy bank” button on the toolbar will prompt for a re-pricing value:

If the “price above is 30” base price” option is selected, spot prices are calculated using the script factors as necessary. If this option is cleared, the given price is used regardless of the script lengths in use.

Reprice spots

Current spot price 110.00

Apply price to

- Current week only
- All weeks

Price above is 30" base price  
(factors will be applied if necessary)

OK Cancel

Copy/Paste of weeks spots

The screenshot shows the 'Campaign 101027: 107.7 The Wolf' interface. At the top, it displays the campaign name and target demo: 'Adults 15+ with children aged 10-14 (012003)'. Below this, there are fields for 'Script length' (30"), 'Base CPT' (2.50), and 'Week starts' (30 Jun 2003). The main part of the interface is a grid showing the schedule for each daypart (Night, Breakfast, Morning, Afternoon, PM Drive, Evening) across the days of the week (Mon-Fri, Mon 30, Tue 01, Wed 02, Thu 03, Fri 04, Sat 05, Sun 06). The 'Impct%' column shows the percentage of spots for each daypart. Below the grid, there are tabs for 'Week 1', 'Week 2', 'Week 3', and 'Week 4'. At the bottom, there are three summary tables: 'This week (current script only)', 'Overall (current script only)', and 'Selected daypart'. The 'Selected daypart' table shows 'Avg Aud' as 0.000 and 'uCPT' as £2.50. A 'View' dropdown menu is set to 'Schedule'.

Daypart	Mon-Fri	Mon 30	Tue 01	Wed 02	Thu 03	Fri 04	Sat 05	Sun 06	Impct%
Night	00:00-06:00	1					1	00:00-06:00	2%
Breakfast	06:00-10:00		1					06:00-10:00	11%
Morning	10:00-13:00			1				10:00-13:00	38%
Afternoon	13:00-16:00				1			13:00-19:00	48%
PM Drive	16:00-19:00					1			2%
Evening	19:00-24:00							19:00-24:00	0%

This week (current script only)			Overall (current script only)			Selected daypart	
	Demo	Adults 15+		Demo	Adults 15+	Avg Aud	
Impacts	5.275	21.020	Impacts	10.550	42.040	0.000	Ratings
Reach	5.093	17.369	Reach	8.504	30.091	0.000	Index
Reach %	7.00	3.97	Reach %	11.69	6.88	0.000	Impacts
OTH	1.04	1.21	OTH	1.24	1.40	0.000	GRP
Spots	7	7	Spots	14	14	0	Spots
CPT	£9.96	£2.50	CPT	£9.96	£2.50	£2.50	uCPT
Av 30" rate	£7.51	£7.51	Av 30" rate	£7.51	£7.51		
Investment	£52.55	£52.55	Investment	£105.10	£105.10		

Place the cursor on the selected week tab and right click. The following options should appear: **View, Copy, Clear, Clear all**. Left click the **Copy** function to make a copy of the weeks spots. Move the cursor to your selected week and right click. The following options should now appear: **View, Copy, Paste, Paste all, Paste Selected weeks, Clear, Clear all weeks**. Left click one of the **Paste** functions to copy the spots into the week. This function may be used to copy to multiple weeks.



### Best Times.

This selection provides a coloured guide to the size of listening audience. The deeper the colour of square, the greater the listening audience.



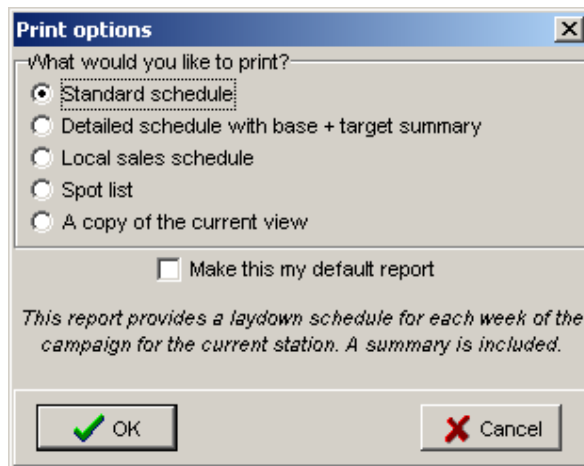
### Best Conversion.

This selection provides a coloured guide to the optimum reach within an audience. The deeper the colour of square, the greater the percentage of reach within the audience.



### Printing Campaigns.

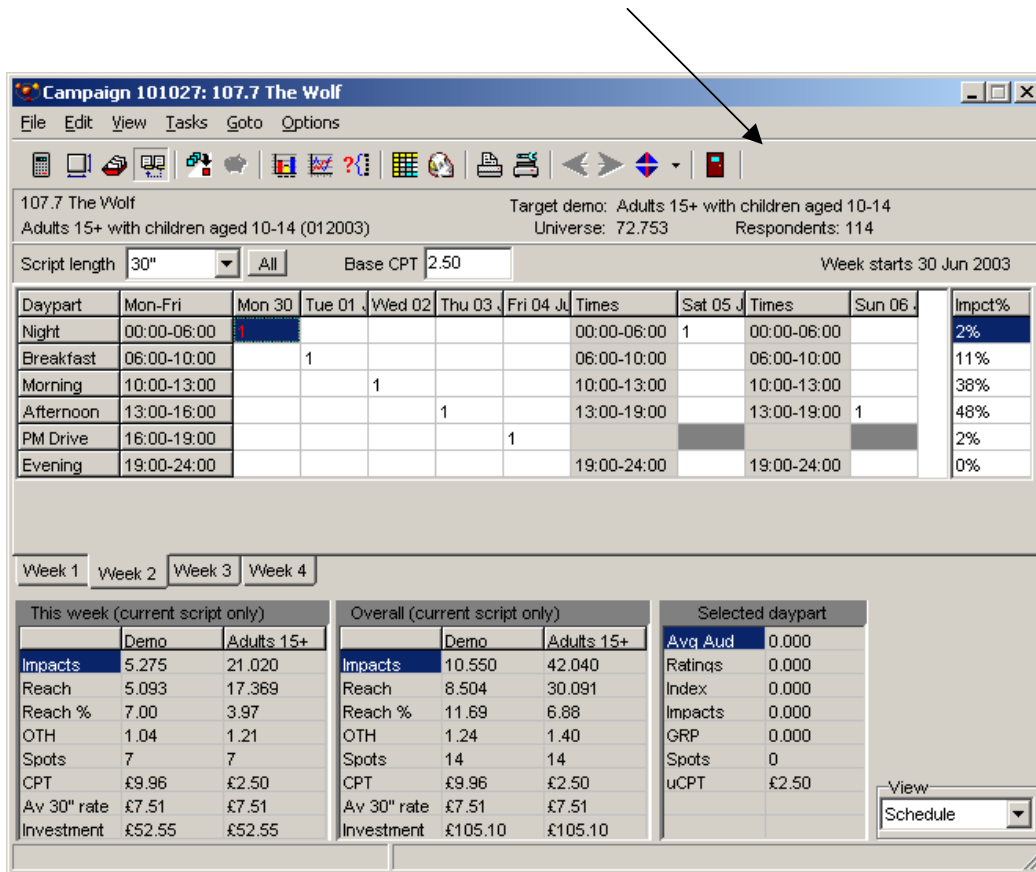
The planning screen now allows the current view to be printed. By selecting the “Print” button or menu option, the new report selection screen is offered:



### Saving a Campaign.

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Once you have completed the Planning of a Campaign you may save it for future reference. Exit the planning screen by clicking the brown door.



**Campaign 101027: 107.7 The Wolf**

File Edit View Tasks Goto Options

107.7 The Wolf Target demo: Adults 15+ with children aged 10-14  
 Adults 15+ with children aged 10-14 (012003) Universe: 72.753 Respondents: 114

Script length 30" All Base CPT 2.50 Week starts 30 Jun 2003

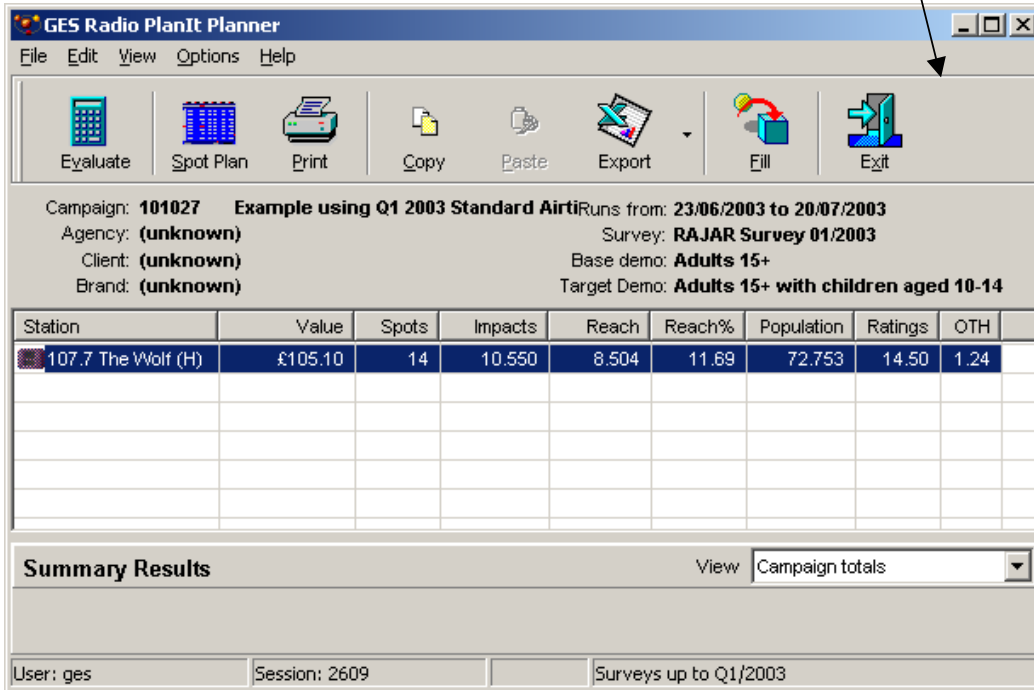
Daypart	Mon-Fri	Mon 30	Tue 01	Wed 02	Thu 03	Fri 04	Sat 05	Sun 06	Impct%
Night	00:00-06:00	1					00:00-06:00 1	00:00-06:00	2%
Breakfast	06:00-10:00		1				06:00-10:00	06:00-10:00	11%
Morning	10:00-13:00			1			10:00-13:00	10:00-13:00	38%
Afternoon	13:00-16:00				1		13:00-19:00	13:00-19:00 1	48%
PM Drive	16:00-19:00					1			2%
Evening	19:00-24:00						19:00-24:00	19:00-24:00	0%

Week 1 Week 2 Week 3 Week 4

This week (current script only)			Overall (current script only)			Selected daypart	
	Demo	Adults 15+		Demo	Adults 15+	Avg Aud	
Impacts	5.275	21.020	Impacts	10.550	42.040	0.000	Ratings
Reach	5.093	17.369	Reach	8.504	30.091	0.000	Index
Reach %	7.00	3.97	Reach %	11.69	6.88	0.000	Impacts
OTH	1.04	1.21	OTH	1.24	1.40	0.000	GRP
Spots	7	7	Spots	14	14	0	Spots
CPT	£9.96	£2.50	CPT	£9.96	£2.50	£2.50	uCPT
Av 30" rate	£7.51	£7.51	Av 30" rate	£7.51	£7.51		
Investment	£52.55	£52.55	Investment	£105.10	£105.10		

View  
Schedule

This will return you to the Summary Screen.  
Click the Exit Tab.



You may now choose what you would like to do with the campaign.  
Campaigns that are saved are held within the database and may be accessed at any time.

