

Tips and Tricks—selecting media and targets

Media and Target Selection Screens

Before you begin working with The Media Audit software, you should become familiar with the report toolbars and how to navigate through them. The most common screens that you will interact with will be the Media and Target Selection screens as well as the toolbar. A sample of the Media Selection screen is below.

Selecting Multiple Items from a List

When selecting multiple media or targets from a list, hold down the “CTRL” key and click on the item(s) you wish to highlight. (Each report has different limitations as to how many media or targets you can select).

Clearing Previously Selected Media or Targets

If you are in a Media or Target Selection screen and you wish to remove all previously selected items, click on the “Clear All” button in the bottom right hand corner of the screen. Now you may begin selecting your items.

Deleting a Single Media or Target without Losing Other Selected Items

If you wish to delete a single media or target without losing other selected items, click on the highlighted item while holding down the “CTRL” key. This will de-select the item and keep remaining items highlighted.

The user Defined Combos section allows user to select frequently used media combinations for reports. Media within each combo are netted together in reports.

This is an example of a Media Selection Screen. Hold down the “CTRL” key to select multiple items from the list with your mouse.

Search Field

Select Media by Category

Media Selection

User Defined Combos

WXMS-FM
WXXP-FM/WXOT-FM
WXNK-FM
WXNW
WXY
WXHO
WXNG-FM
WXRO
WXSW-FM
WXXI
WXR
WXR-FM
WXSJ-FM

COMBO A RADIO GROUP
COMBO B RADIO GROUP
COMBO C RADIO GROUP
CH 13 NEWS + WEBSITE

Search

Select Category

Save Set

Select All Clear All

Select Category

The TMA software provides a quick search feature that enables users to quickly find and select related media.

Save Set

This feature allows users to save a grouping of media or target selections used frequently in reports. The media will be compared rather than combined (netted). See next page for examples.

User Defined Combos

This feature allows users to select a grouping of media used frequently in reports. The media within each combo will be combined (netted) in all reports rather than compared. See previous page on how to create combos.

Tips and Tricks—saving groups of media or targets for frequently used reports

How to Save Groups of Media or Targets using “Save Set”

This feature enables users to save grouped media as a set for use in reports where the user frequently selects the same media for comparison each time. Once a group is saved as a set, the user can quickly create a report by selecting the saved set, rather than having to re-select the individual media each time a report is created. It is also possible to save a set of targets for a report that supports multiple target selection.

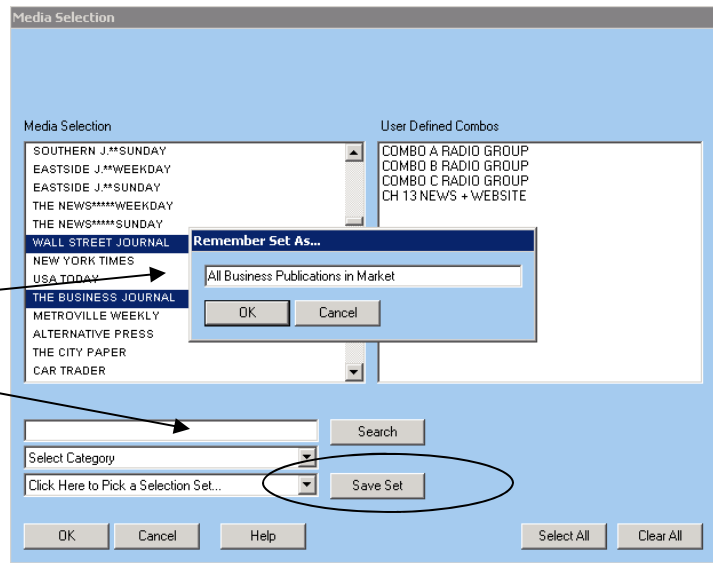
How to Create and Save a Media Set

In order to save a group of media, you must be in a report that allows you to select more than one medium. This includes the following reports: Ranker, Multiple Media/Single Target Index, and Composite Average Reports, Ad Campaign Planner and Reach and Frequency.

1. At the Media Selection Screen, select the media you wish to include in your saved set. Hold down the CTRL key while making your selections.
2. After you have selected all of your media, click on the “Save Set” button. A pop-up window will appear, prompting you to name your new set.
3. Note: This feature is also supported within the Target Selection Screen as well.

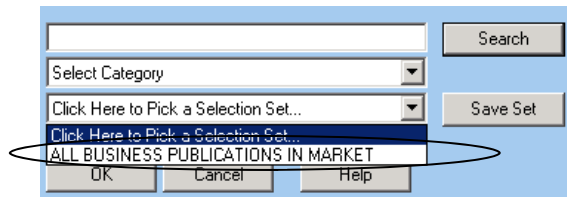
This is an example of a user selecting multiple publications to be included in a saved set

After clicking “Save Set”, the user is prompted to name the new set.



3. Name your new set and click OK.
4. To select the newly created saved set for future reports, click on the pull down menu next to the “Save Set” button.
5. Note that you can remove your saved sets any time using the “Manage Your Selections” feature under Main Menu/Options.

The newly created set will appear in the drop down menu here.



Tips and Tricks—custom views for selecting items for your report

Select Category

This feature appears in the Media Selection Window and provides a short-cut to quickly viewing and selecting media to be included in a report. Here are some common uses for the feature:

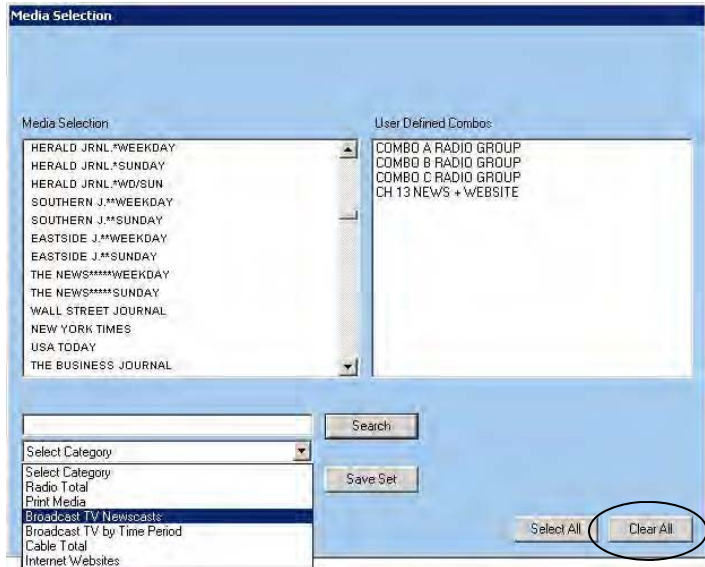
1. A user is interested in quickly finding and selecting items associated with a general media category, such as radio, print, TV newscasts, Broadcast TV by time period, cable networks and internet web sites.

How to use the Select Category Feature

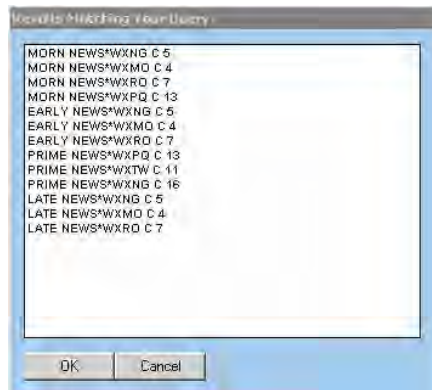
A simple and quick way to find and select media in a general category would be:

1. At the Media Selection window, it is recommended to click “Clear All” to begin. This eliminates any previously selected media from the report that is being created. If the “Clear All” option is not available, then simply make a selection from the media list.
2. Click on “Select Category” button. When the drop down menu appears, select the general media category.
3. From the Results Window, select your media (hold down the CTRL key for multiple selections) and click OK.
4. Proceed in producing your report.

This is an example of a user selecting all Broadcast TV Newscasts from a general media category list.



A “Results Matching Your Query” list will appear, allowing the user to quickly select from the media category list and display the report. This saves time by eliminating the need to find the media selections from a longer list of media.

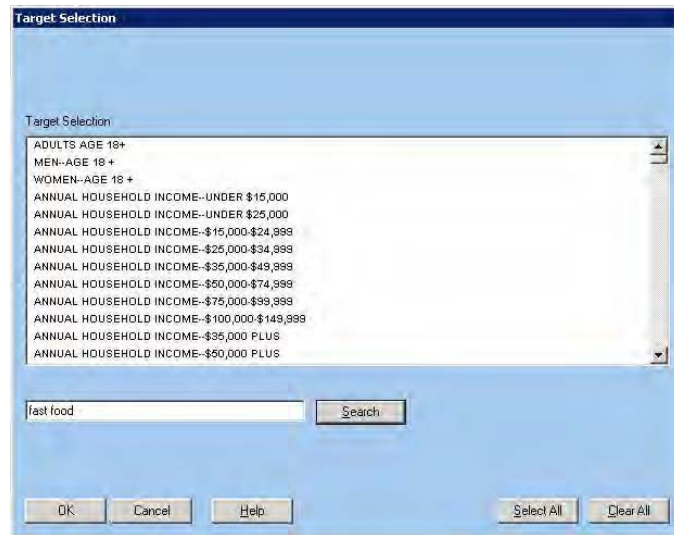


Tips and Tricks—how to search

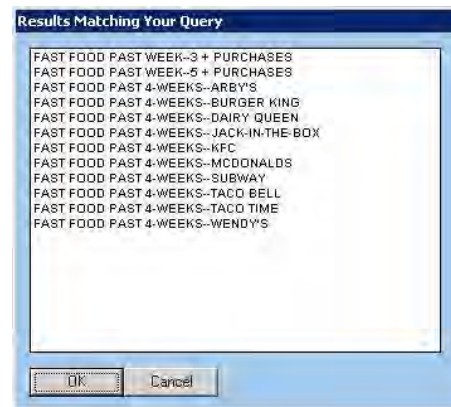
How to use Search

Both the media and target selection screens have a search feature to help you quickly locate an item in the list. You can type in the complete name or you can also type in a partial name. Once you type in your search word, click “Search” and a window will pop up with all results matching your query. Highlight the item(s) from the “Results Matching your Query” window and click OK. You can continue to click on additional items (with the “CTRL” key held down) or click OK again to view your report.

This is an example of a user looking for all items pertaining to fast food



This is an example of all results matching the query for “fast food”.



Additional Search Tips

If you do a search and the result comes up empty, try another word. For example, try replacing grocery with “supermarket”. You may also try to type in a partial word such as “cell” instead of “cellular”, or “Wal” instead of “Wal-Mart”.

Tips and Tricks—the toolbar

Standard Toolbar

This is an example of a standard toolbar within the TMA software. Not all buttons will appear in every program. For an explanation of the buttons on the Cross Tab toolbar, see the section on how to use Cross Tabs.



Base

By clicking on this button, you can change the base to any qualitative target, zip code, cluster of zip codes, county or cluster of counties. Refer to the section on how to use the Respondent Based software for more information on working with bases.

Media

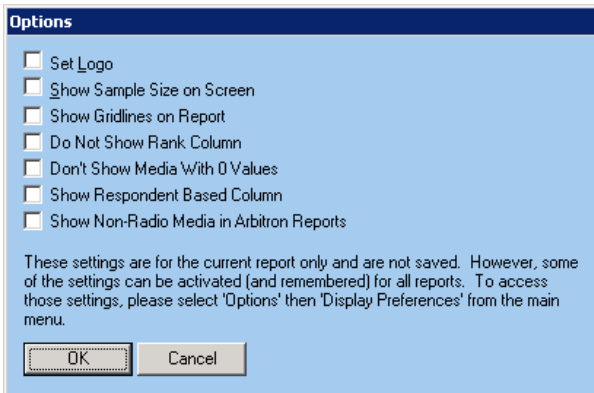
This allows the user to choose from a list of media.

Targets

This allows the user to choose from a list of targets.

Options

Here you can modify how the report will appear on screen and when printed. Options available vary by report. Below is an example of what you can modify:



Find...

Allows user to quickly find text in a displayed report.



Default View (Plain Report)

This is the Default View for your report and appears like a spread sheet.

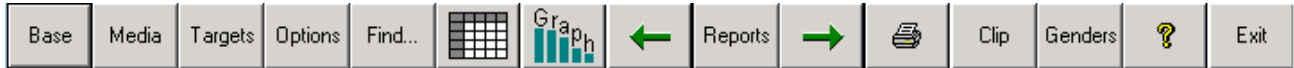


Graph View

This changes the data from the Default View to a graph. Here, you can customize the look of the graph.

Tips and Tricks—the toolbar

Standard Toolbar Continued



Previous Report



Shows previous report.

Reports

Lets you choose from a list of reports. The list varies, depending on which program you are using.

Next Report



Shows next report.

Print



Prints the current report.

Clip

Clips the data or graph for pasting into other programs.

Genders

Applies an additional restriction (male or female) to the base.

Help



Depending on where you are in The Media Audit, it will launch some or all pages of this manual in a PDF format.

Exit

Exits the report.