

USING YOUR TRAFFIC SYSTEM TO MAKE SMARTER CREDIT DECISIONS

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WHY CREDIT MANAGEMENT?

What is the purpose of setting a credit limit for each Advertiser/Agency in your traffic system?

- Automate process
- Better visibility

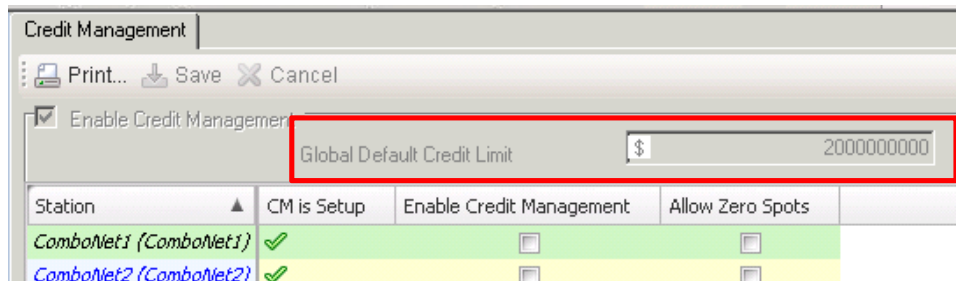
Other than eliminating manual work, what are some benefits to letting your traffic system handle this work for you?

- Save time
- Eliminate human error
- Accountability
- Faster follow-ups

HOW TO USE CREDIT

Explain the different methodologies a company could take to operate within a credit management feature within **LandmarkOSI**.

CREDIT LIMIT



Establish High or Low
Global Default Credit Limit

Group #	Group Name	Group Limit Type	Group Credit...	Credit Hold	Group Category	Comment
1905	100k club	Individual Limit	\$100,000.00	No	<default>	
1902	High Credit Limit	Individual Limit	\$50,000.00	No	<default>	
1911	Mid-Range Credit Group	Individual Limit	\$25,000.00	No	<default>	
1903	Low Credit Group	Individual Limit	\$1,000.00	Yes	<default>	Clients needing watch
1910	Pending Credit App	Individual Limit	\$0.00	Yes	<default>	Clients waiting for credit approval
1904	Cash in Advance	Individual Limit	\$0.00	Yes	<default>	
1901	Political	No Group Limit	\$0.00	Yes	<default>	

Create multiple group
credit limits

HOW TO USE CREDIT

Explain the different methodologies a company could take to operate within a credit management feature within **WideOrbit**

CREDIT STATUS OPTIONS

Advertiser Credit Profile - Coca Cola Bottling for WTV-SC

Advertiser Name: Coca Cola Bottling

Properties To View: WTV-SC

Credit | Summary | Invoices | Aging | Payments | Payment Applications

Credit

Rating: B-AVG - Average Status: Use Limits For Warnings

Limits

Warning Limit:	\$0	Limit Over 30 days:	
Stop Limit:	\$0	Limit Over 60 days:	

Advertiser Credit Profile - Coca Cola Bottling for WTV-SC

Advertiser Name: Coca Cola Bottling

Properties To View: WTV-SC

Credit | Summary | Invoices | Aging | Payments | Payment Applications

Credit

Rating: B-AVG - Average Status: Use Limits For Warnings

Limits

Warning Limit:	\$500,000	Limit Over 30 days:	3	Limit Over 90 days:	\$0
Stop Limit:	\$750,000	Limit Over 60 days:	\$0	Limit Over 120+ days:	\$0

CREDIT “HOLD” VS. CREDIT “WATCH”

- When do you know when it's appropriate to move someone from credit hold to credit watch?
- What features exist in your system that prevent someone on watch from airing?

FEATURES TO PREVENT A WATCH FROM AIRING

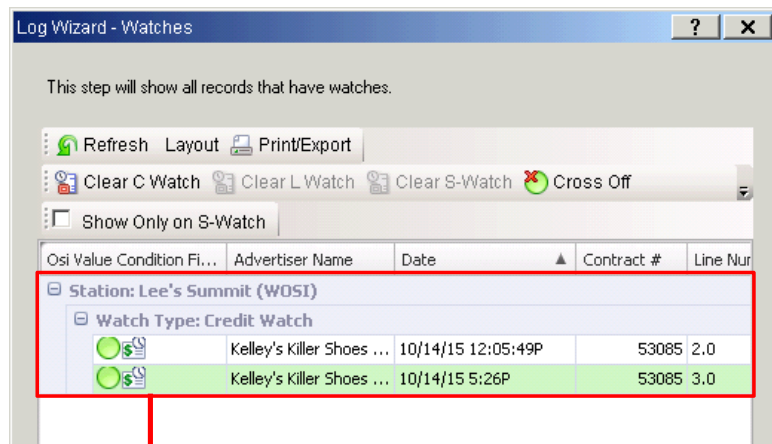
Osi Value ...	Watch Date	Start Date	End Date	Contract #	Days To...	Advertiser	Product	Brand	Salesperson	Cor
\$	10/14/2015	10/14/2015	1/20/2016	53085	26	Kelley's Killer Shoes (3708)	Entertai...	Various (1)	Kilmister, Lemmy (...)	
\$	10/16/2015	10/14/2015	1/20/2016	52923	26	Rene's Race Carts (3695)	Entertai...	Various (1)	Griffin, Peter (1203)	
\$	11/30/2015	8/8/2015	9/25/2016	53055	-40	SCOTT'S SCHOOL OF FISHING (... SCHOOL...	August (30898)		Griffin, Peter (1203)	

Credit Watch in Credit Management

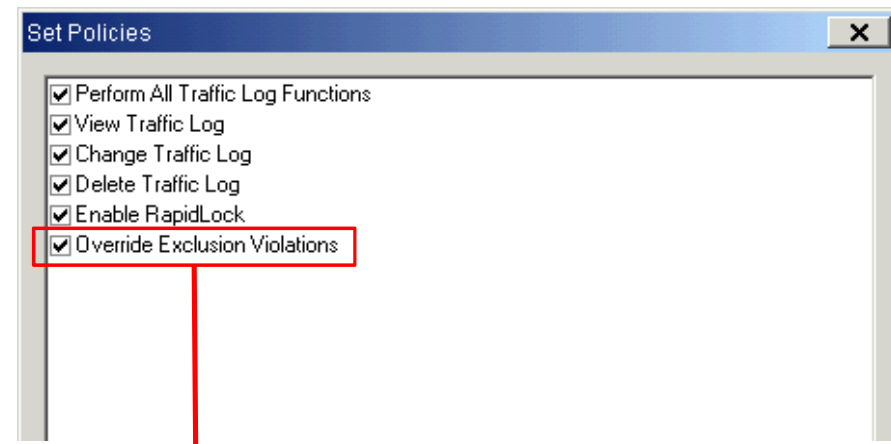
Credit Watch icons in Inventory

Time	Break	SPOT	Price	Duration	Start/End	Days
12:05:49PM	Break 1b		\$303.37	01:30	00:00	
	Kelley's Killer Sho	00:30	\$300.00	3	12:00:00PM- 3:00	MTWThF
	Rene's Race Cart	00:30	\$300.00	3	12:00:00PM- 3:00	MTWThF
	Mario's Deli	00:30	\$300.00	3	12:00:00PM- 3:00	MTWThF

FEATURES TO PREVENT A WATCH FROM AIRING



Log Wizard Watch Violation Window



Log Security Policy Override Exclusion

CREDIT “HOLD” VS. CREDIT “WATCH”

What features exist in your system that prevent someone on watch from airing?

AGENCY CREDIT REPORT

Agency Credit Profile Report [Jean Demo]

File Help

Save Save As Print Run

Report Name: Jean Demo Report Description: Global

General Agencies

Property: HOME,LOL
 Rating: <any>
 Status:

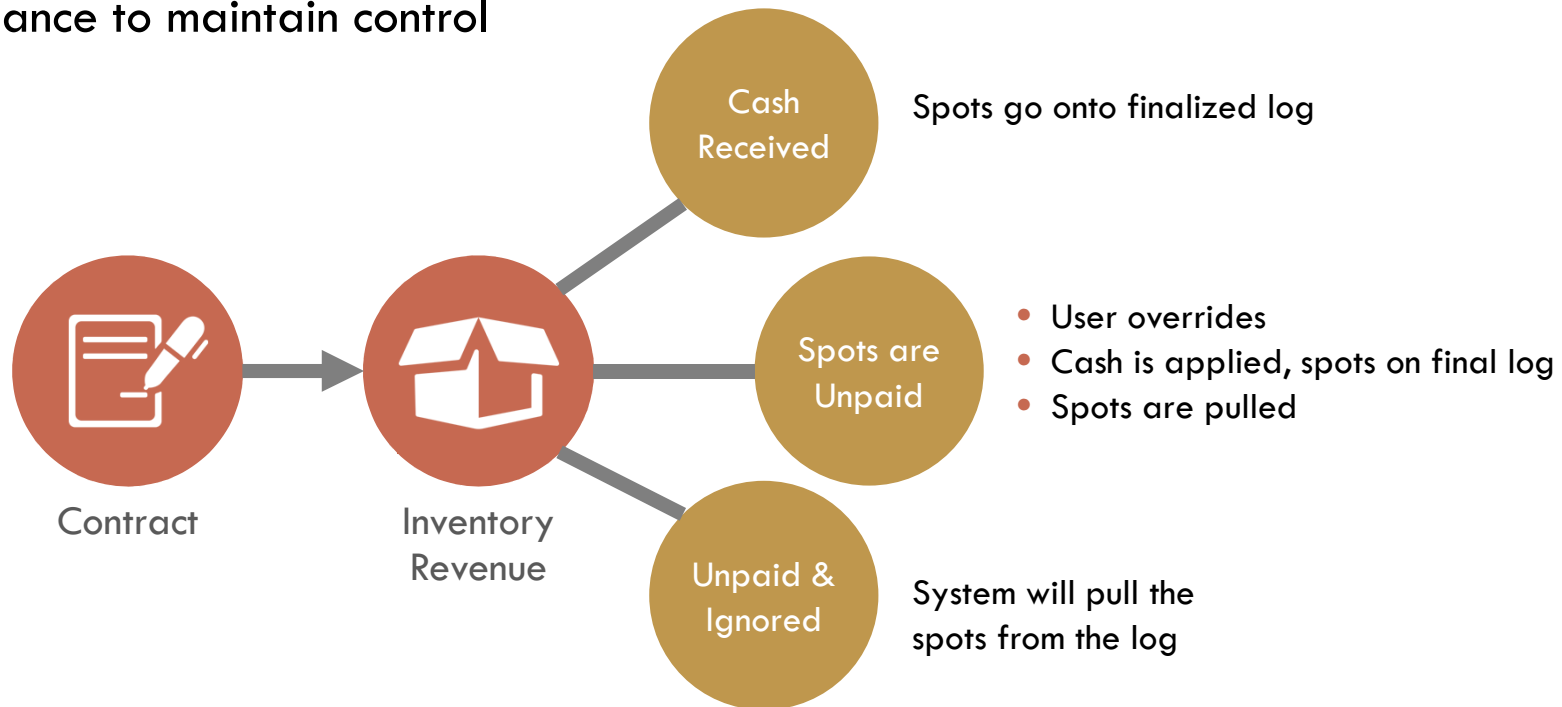
Credit Rating / WIDEORBIT

Properties	Profile Name	Credit Status	Client Since	Avg Days To Pay	Min Days To	Max Days To	Payment Co	Last Tran Date	Max Amount	Max Date	Avg Annual Re	Total Aged	Total Booked
+ Credit Rating : Average												-8,806,729.3	691,394,947.9
+ Credit Rating : Cash in Advance												-8,187.77	457,912.00
- Credit Rating : Excellent												448,571.35	55,248,900.95
LOL,HOM	STARCOM MEDI	No Warning, No Limit	6/29/2012	229.1	52	477	323	3/4/2015	\$1,316,869.16	2/24/2013	3	\$448,571.35	\$8,987,217.45
LOL	MARC NATIONA	No Warning, No Limit	6/28/2012	56.5	36	64	10	2/27/2015	\$1,908,564.50	12/28/2014	2	\$0.00	\$23,787,591.7
LOL,HOM	EMPOWER MED	No Warning, No Limit	6/29/2012	264.3	30	579	68	2/27/2015	\$549,310.73	12/30/2012	3	\$0.00	\$2,449,129.65
LOL,HOM	CTV MEDIA	No Warning, No Limit	8/20/2015	247	23	761	7	2/27/2015	\$1,701,258.00	12/28/2014	2	\$0.00	\$20,024,962.1
LOL	BERNSTEIN-REI	Use Limits For Warning:	1/28/2013					1/28/2013			0	\$4,	
+ Credit Rating : No Rating												-2,829,207.1	160,143,853.0
+ Credit Rating : Override												-321,762.75	26,747,468.50
+ Credit Rating : Poor												98,793.80	381,869.30

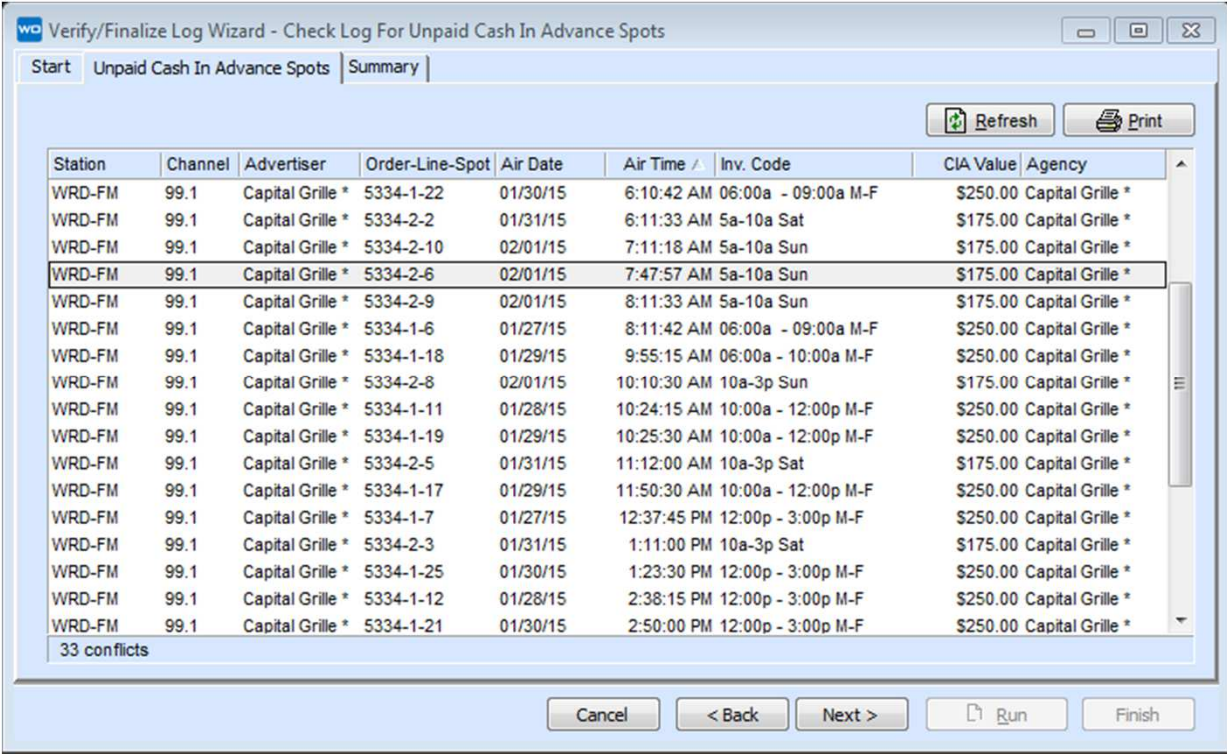
- This report helps you stay on top of all your clients
- Group the screen to focus by current ratings or status
- Right click from here and directly go into the Agency record to make changes

CASH IN ADVANCE

The Cash in Advance option in WideOrbit allows for Sales to book spots, but Traffic and Finance to maintain control



CASH IN ADVANCE – LOGS



The screenshot shows a software window titled "Verify/Finalize Log Wizard - Check Log For Unpaid Cash In Advance Spots". The window has three tabs: "Start", "Unpaid Cash In Advance Spots", and "Summary". The "Unpaid Cash In Advance Spots" tab is active, displaying a table of advertising spots. The table has columns for Station, Channel, Advertiser, Order-Line-Spot, Air Date, Air Time, Inv. Code, CIA Value, and Agency. The table lists 18 spots, all from Capital Grille on WRD-FM channel 99.1. The spots are sorted by air date, with the most recent spot (02/01/15) highlighted. Below the table, it indicates "33 conflicts". At the bottom of the window are buttons for "Cancel", "< Back", "Next >", "Run", and "Finish".

Station	Channel	Advertiser	Order-Line-Spot	Air Date	Air Time	Inv. Code	CIA Value	Agency
WRD-FM	99.1	Capital Grille *	5334-1-22	01/30/15	6:10:42 AM	06:00a - 09:00a M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-2-2	01/31/15	6:11:33 AM	5a-10a Sat	\$175.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-2-10	02/01/15	7:11:18 AM	5a-10a Sun	\$175.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-2-6	02/01/15	7:47:57 AM	5a-10a Sun	\$175.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-2-9	02/01/15	8:11:33 AM	5a-10a Sun	\$175.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-6	01/27/15	8:11:42 AM	06:00a - 09:00a M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-18	01/29/15	9:55:15 AM	06:00a - 10:00a M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-2-8	02/01/15	10:10:30 AM	10a-3p Sun	\$175.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-11	01/28/15	10:24:15 AM	10:00a - 12:00p M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-19	01/29/15	10:25:30 AM	10:00a - 12:00p M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-2-5	01/31/15	11:12:00 AM	10a-3p Sat	\$175.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-17	01/29/15	11:50:30 AM	10:00a - 12:00p M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-7	01/27/15	12:37:45 PM	12:00p - 3:00p M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-2-3	01/31/15	1:11:00 PM	10a-3p Sat	\$175.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-25	01/30/15	1:23:30 PM	12:00p - 3:00p M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-12	01/28/15	2:38:15 PM	12:00p - 3:00p M-F	\$250.00	Capital Grille *
WRD-FM	99.1	Capital Grille *	5334-1-21	01/30/15	2:50:00 PM	12:00p - 3:00p M-F	\$250.00	Capital Grille *

- The Log Wizard can be run at any time.
- Typically Credit Manager/Finance monitors future, Traffic monitors with log prep
- Right click go to Order and clear CIA spots

CASH IN ADVANCE

Work Flow Routing Information
The operation was added to the Workflow Routing Queue below:

Field	Value
RoutingGroup:	Local Contracts (1008)
Contract:	53055
Advertiser:	SCOTT'S SCHOOL OF FI.
Agency:	Direct Account (1)
Change:	\$0.00
C /w Change:	\$2,951,500.00
Start Date:	08/08/15
Sales:	[Griffin, Peter (1203) 1..
Acct1:	Local
Acct2:	Spot Direct

Credit Hold Information
The operation did not pass credit checks. The operation cannot be approved until the Credit Department either increases the credit limit, removes any possible credit holds, or gives a credit override.

Field	Value
Operation:	1
Agency:	Direct Account (1)
Advertiser:	SCOTT'S SCHOOL OF FISHING (3693)
Group #:	1909
Group Name:	SCOTT'S SCHOOL OF FISHING
Station Group:	Lee's Summit (WOS1)
Balance (includes line):	\$6,782,671.00
Group Limit Type:	Individual
Group C/Limit:	\$1.00

Operations Placed on Credit Hold: 1

A routing comment can be added below for the personnel who will be approving the line and approving credit:

Routing Comment:

Release To Workflow
 Don't show this dialog again for this routing queue(s) during this session
 Don't show this dialog again

OK

Establish Client to automatically go on credit hold upon order entry

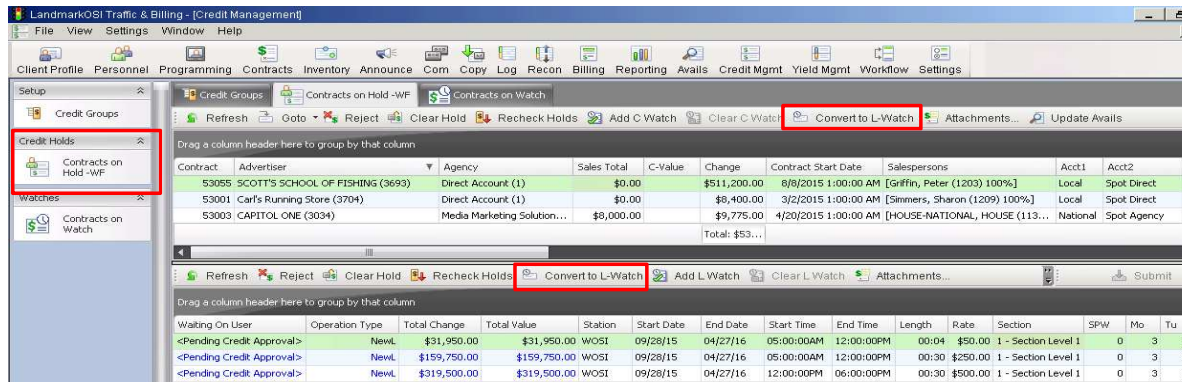
Option A – Release hold when check is in hand

Refresh Goto Reject **Clear Hold** Recheck Holds Add C Watch Clear C Watch Convert to L-Watch Attach

Drag a column header here to group by that column

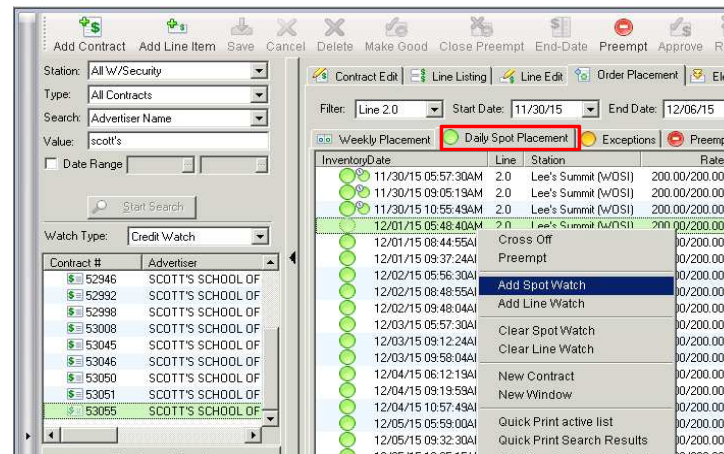
Line Start...	Contract	Advertiser	Agency	C-Value	Change	Salespersons
9/28/2015...	53055	SCOTT'S SCHOOL OF FISHING (3693)	Direct Account (1)		\$511,200.00	[Griffin, Peter (1203) 100%]
4/20/2015...	53003	CAPITOL ONE (3034)	Media Marketing Solution...		\$9,775.00	[HOUSE-NATIONAL, HOUSE (113...]

CASH IN ADVANCE



Option B – Convert Credit Hold to a Credit Watch

* You may also add a Contract, Line or Spot Watch within the Contracts component



INTERNAL CONTROLS

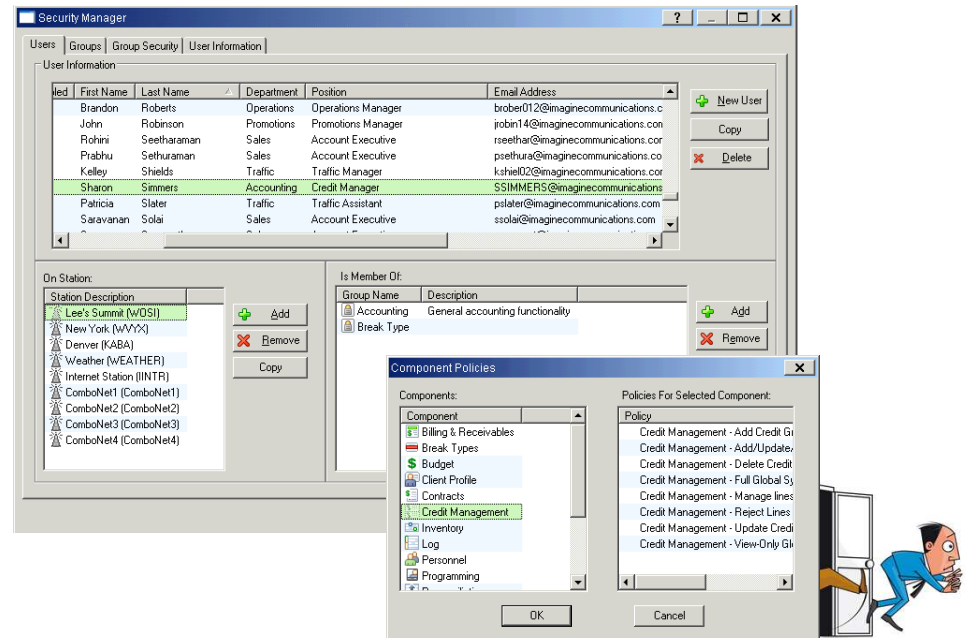
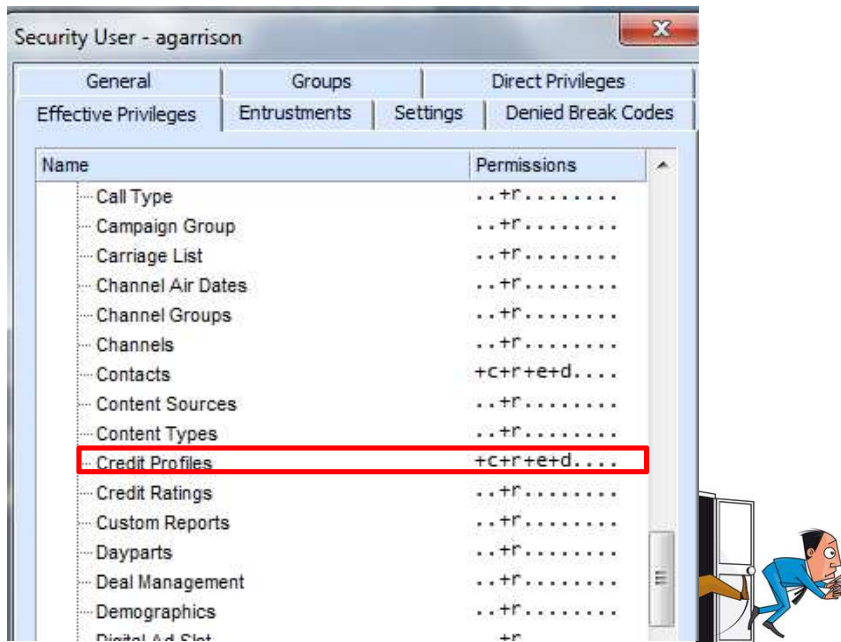
In general, what role should each department play in the credit management process?

- Credit
- Sales
- Sales Management
- Traffic
- Management
- Corporate

CASE STUDY

- An employee was promoted from Sales Assistant to Account Executive, but her security access in the traffic system was never changed.
- The employee proceeded to input orders and then release her own credit holds, knowing that it was not policy to do so.
- What controls could have been in place to prevent this from happening

SECURITY



RE-EVALUATE SECURITY ANYTIME SOMEONE CHANGES POSITIONS WITHIN THE COMPANY

ESTABLISH CREDIT MANAGER IN WORKFLOW TO RECEIVE NOTIFICATION WHEN CONTRACT LINES GO ON HOLD

Station Roles | Station Role User Select | User Hiatus | User Dependents | User Assistants

Station: Lee's Summit (WOSI)

Role #	Role Abbreviation	Role Name ▲	User #	User Name
9	BM	Business Manager		<Unassigned>
12	MGMT	Corporate Management		<Unassigned>
10	CM	Credit Manager	149	Simmers, Sharon
11	GM	General Manager		<Unassigned>
7	GSM	General Sales Manager	224	Jones, Lisa
4	LSM	Local Sales Manager	134	Morris, Beau
5	NSM	National Sales Manager	226	Digmann, Jodi
3	PM	Promotions		<Unassigned>
6	RSM	Regional Sales Manager		<Unassigned>
2	SA	Sales Assistant		<Unassigned>
8	TM	Traffic Manager	166	Apricio, Manuel



INTERNAL CONTROLS

What are common safeguards should a system have in place to catch things slipping through the cracks?

WHAT COMMON SAFEGUARDS SHOULD A SYSTEM HAVE IN PLACE TO CATCH THINGS SLIPPING THROUGH THE CRACKS?

Advertiser Information

Number: 3693

Name: SCOTT'S SCHOOL OF FISHING

Buyer Information:

Last Name: First:

Phone: () - x Fax: () - x

E-mail:

Account Type Information:

Type 1: Local *Type 2: Spot Direct

Links:

Markets: Lee's Summit (WOSI)

Products: SCHOOLS/TECHNI

Reporting Product: SCHOOLS/TECHNICA

Brands: Various

Billing Information:

Billing Type: Standard

Category: Cash In Advance

Invoice Terms: Cash In Advance

Default Spot Placement Options:

Section Level: 3 - Section Level 3

Front Load Spots:

Override default advertiser separation defined by system:

Minimum Separation (minutes): 15

Mailing Address:

Address: 3496 BIG BASS WAY

City: BIG BASS

State: MD Zip Code: 64034

Override Agency Billing Address:

Billing Address (if different from mailing address):

Address:

City:

State:

Creation Date: 01/09/2014 07:51AM

Modification Date: 07/16/2015 12:10PM

Modified By: HARRISBROADCAST

Credit Limit:

Client Entry Procedures – High Default Limit

Client Management

Client Credit | Credit Groups | Credit Group Add/Modify | Contracts on Credit

Selected Client Information:

Client Type: Advertiser Number: 3693 Name:

Global Credit Settings:

Override System Defined Credit Limit:

Credit Limit: 1.00

Credit Hold:

Select History Station

Select Station

Client Profile Records

Credit Groups

Group #	Group Name	Comment	Group Limit Type	Group Credit Limit	Credit
1901	Political		No Group Limit	\$0.00	Yes
1910	Pending Credit App	Clients waiting for credit approval	Individual Limit	\$0.00	Yes
1903	Low Credit Group	Clients needing watch	Individual Limit	\$1,000.00	Yes
1902	High Credit Limit		Individual Limit	\$50,000.00	No
1904	Cash in Advance		Individual Limit	\$0.00	Yes
1905	100k club		Individual Limit	\$100,000.00	No

Add Credit Group Members

Credit Group #: 1904

Group Type: Single Station Group-Multiple Advertisers

Select Stations:

Station Call Letters: Search

Weather (WEATHER) (Station)

Denver (KABA) (Station)

Lee's Summit (WOSI) (Station)

Select Advertisers:

SCITUATE FEDERAL SAVINGS (3426)

SCOTT BROWN FOR US SENATE-REPUBLICAN (2841)

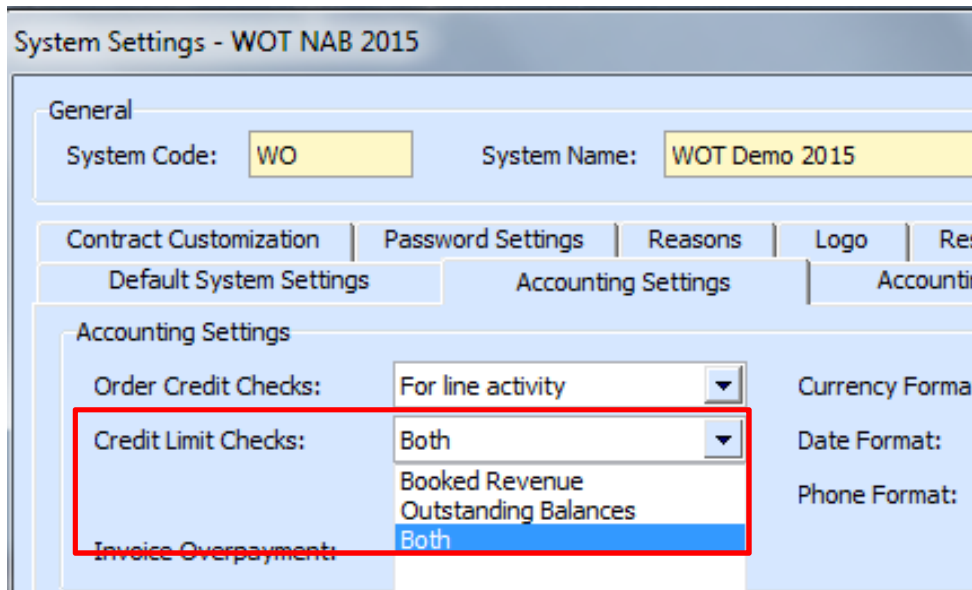
SCOTT'S SCHOOL OF FISHING (3693)

SCOTTIES FACIAL TISSUE (3216)

CIA/Pending Credit App Group

WRAP UP

What are your top absolute **must-haves** for ensuring an effective credit management process in your traffic system?



System Settings - WOT NAB 2015

General

System Code: WO System Name: WOT Demo 2015

Contract Customization Password Settings Reasons Logo Re:

Default System Settings Accounting Settings Accounti

Accounting Settings

Order Credit Checks: For line activity Currency Forma

Credit Limit Checks: Both Date Format:

Booked Revenue

Outstanding Balances

Both Phone Format:

Invoice Overpayment:

Ensure the system set-up matches your philosophy

Utilize the credit statuses and set up notifications

WRAP UP

Where do you commonly see your clients falling down on the credit process?

- Using the all or nothing method
- Not changing the statuses when warranted
- Keeping a credit limit on only the agency

WRAP UP

- What are your top absolute must-haves for ensuring an effective credit management process in your traffic system?
- Where do you commonly see your clients falling down on the credit process?

UNDERSTANDING THE DEFINITION OF “**CREDIT LIMIT**” TO ENSURE PROPER ESTABLISHMENT OF CLIENT’S CREDIT WORTHINESS DURING INITIAL SETUP PHASE

The screenshot shows a software window with the following fields and controls:

- Tab: Credit Group Add/Modify
- Credit Group #: 1902
- Group Header / Group Members tabs
- *Group Name: High Credit Limit
- *Category: <default>
- *Limit Type: Individual Limit
- Amount \$: 50000.00 (highlighted with a red box)
- Credit Hold:
- Buttons: New, Save, Cancel, Delete

Sum of Current Aging Balance +
Contracted and unbilled +
Lines being entered
= Credit Limit

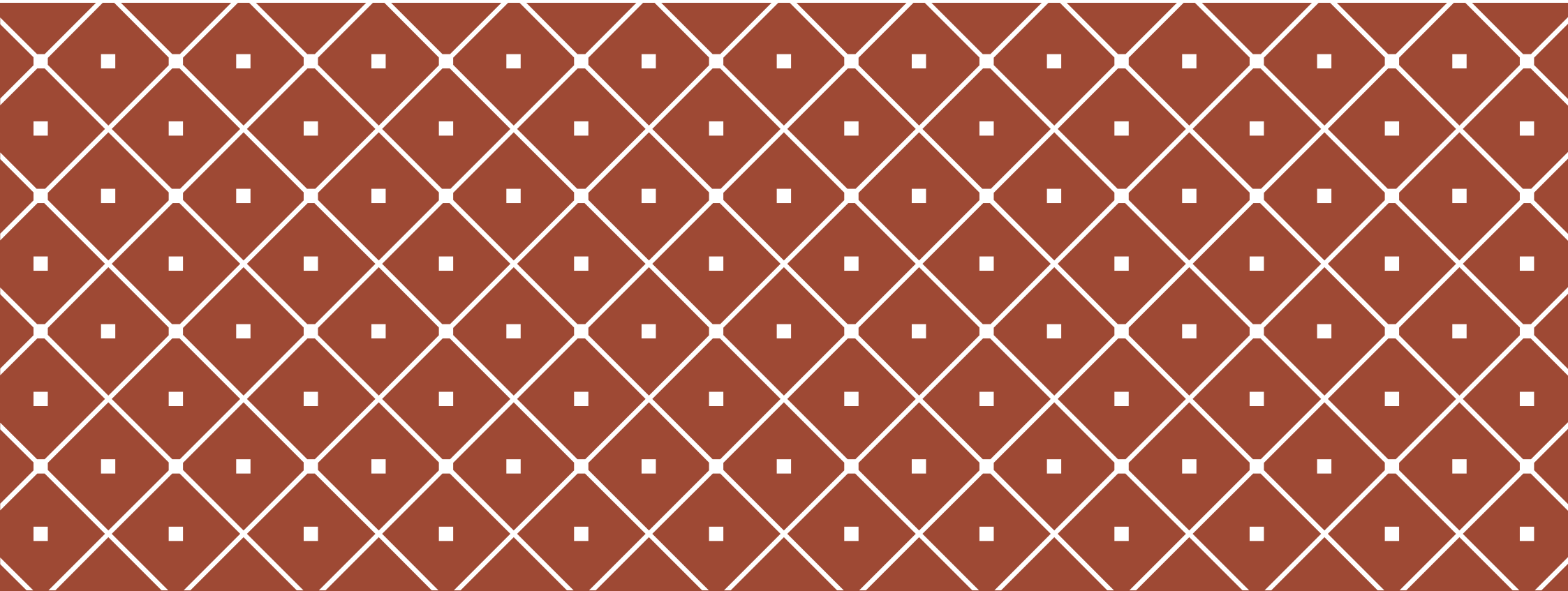
Adding vs. Converting to Credit Watch

The screenshot shows a software interface with two panels. The top panel has a toolbar with buttons: Refresh, Goto, Reject, Clear Hold, Recheck Holds, **Add C Watch** (highlighted in red), Clear C Watch, **Convert to L-Watch** (highlighted in red), and Attachments. Below the toolbar is a table with columns: Line St..., Contract, Advertiser, Agency, Sales Total, C-Value, Change, Contract..., and Salespersons. The table contains three rows of contract data and a total row showing \$531,775.00.

The bottom panel has a toolbar with buttons: Refresh, Reject, Clear Hold, Recheck Holds, **Convert to L-Watch** (highlighted in red), Add L Watch, Clear L Watch, and Attachments. Below the toolbar is a table with columns: Waiting On User, Operation T..., Total Change, Total Value, Station, Start Date, End Date, Start Time, End Time, Length, Rate, and Sec. The table contains three rows of data for operations pending credit approval.

Recheck Holds button to reevaluate credit worthiness

The screenshot shows the same software interface as above, but with the **Recheck Holds** button in the top toolbar highlighted in red. The data tables and other interface elements are identical to the previous screenshot.



QUESTIONS? |