SpotWriter

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```

1. Log on to SpotWriter

1. Double-click the **SpotWriter** icon and log on to SpotWriter. The Welcome dialog appears.
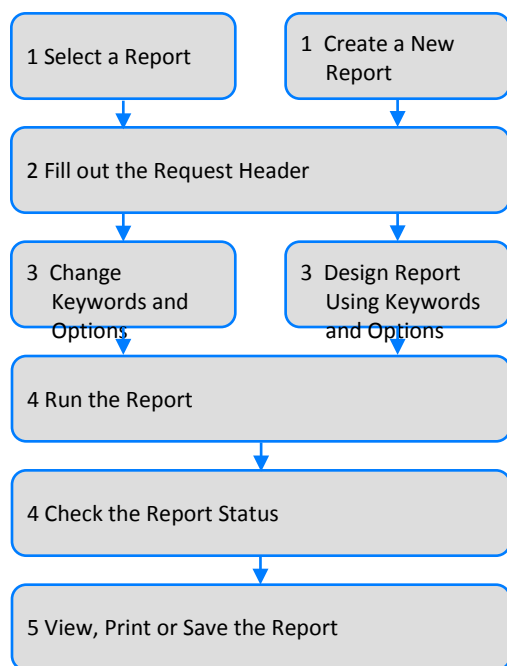
To create a new SpotWriter report:

1. Select Create a new report.

2. Design the report, using keywords in the **Header**, **Midline**, **Rows,** and **Columns** fields.

3. Specify the report content.

4. Run the report.To change an existing SpotWriter report:

5. Select **Open report from the full list**. (Opening reports from the personal list will be covered in *Working with Stored Report Formats*.

6. Select a report.

7. Change the report content, specifying the client, product, and estimate for the request.

8. Change keywords if necessary.

9. Run the report.

✳ *You can also open existing reports using the* ***Open Report*** *button on the toolbar.*

2. Designing and changing reports

The Report Design window helps you visualize a report as you create it.

Report design window

The main section of the SpotWriter window shows you how the report will be laid out. A Writer report uses keywords to identify the level and type of data to include on the report. There are two sets of keywords. Keywords for headers, midlines and rows display descriptive information, and keywords for columns report numerical data. As you select keywords they appear on the report layout, giving you a preview of how the report will look.
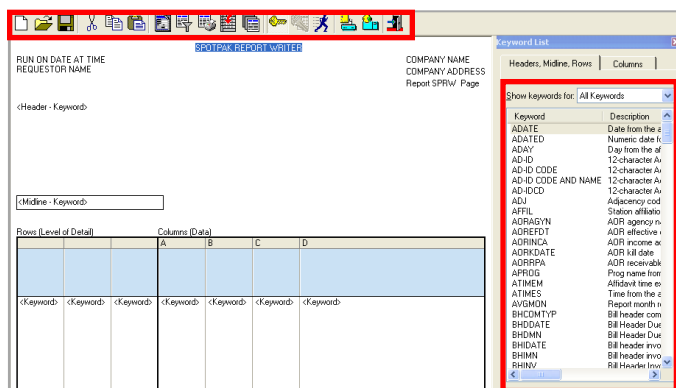
Toolbar buttons are available for easy access to commonly used features. Use the **Keyword List** to enter and change keywords and determine what details and data to include on the report.

Header

Headers are the broadest levels of detail on a report. Headers appear at the top left of the page. They determine how the report is sorted and organized. As a header changes, it creates a page break. If a report is requested for only one client, the header serves as a label.

Midline

The midline prints as a subheading but does not start a new page as the data changes. A midline organizes the report into sections, making it easier to read. Only one midline is allowed per report.

Rows

Rows define the level of detail (qualitative data) in the report. Data is sorted in the order in which you enter the row keywords.

Columns

Columns report quantitative data such as demos and dollars.

The report below shows dollars and spots for each market on separate pages, with sections for each station. The dollars for each program, rotation, and time will print.

Keywords entered in the header create page breaks.

The midline creates a separate section for each station.

### Selecting keywords for Header, Midline and Rows

1. Place your cursor in any **Header, Midline,** or **Rows** field.

2. If the keyword list does not appear on your screen, click the **Keyword List** button .
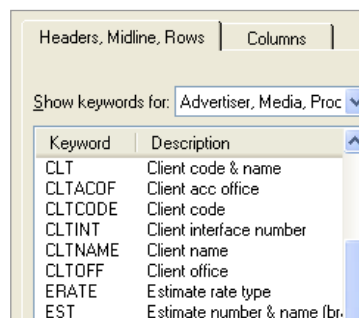
3. Double-click the desired keyword. The keyword is added to the report.

Selecting keywords for Columns

1. Place your cursor in any **Columns** field.

2. If the keyword list does not appear on your screen, click **Keyword List** 🔑 .
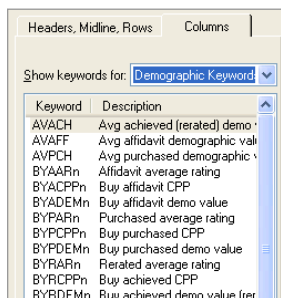
3. Double-click the desired keyword. The keyword is added to the report.

3. Specifying report content

The Request Details dialog enables you to enter the data on which you'll be reporting (i.e., client code, product code, estimate number, and date range.) You can further limit the request by market and station.

1. Click **Request Details** 🔳 . The Request Details dialog displays.
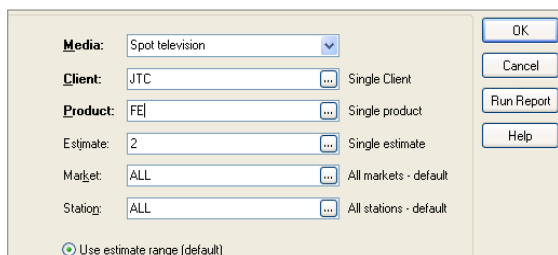
2. (Optional) Type the media code in the **Media** field.

3. (Optional) Type the client code in the **Client** field.

4. Type the product code in the **Product** field. You can report on one or all products or by product group. To report all products separately, type `ALL`. To report all products together, type `POL`.

5. Type an estimate number in the **Estimate** field to report on one estimate, or click the ellipsis to select from the list of possible entries (e.g., use estimate range). Type `ALL` to report estimates separately or `NO` to report all estimates combined.

✱ *When requesting a report across estimates, you may be prompted to specify the demographic categories for the report. To enter demographics or a demo menu, click **Data Filters/ Options** 📋 and click the **Demo Data** tab. You may also need to specify a daypart menu on the **Media/Traffic** tab.*

6. (Optional) Type the market number or group in the **Market** field.

7. (Optional) Type the station code or group in the **Station** field.

8. If you are reporting only a portion of the estimate period or if multiple estimates are selected, specify the period by clicking the **Period** field and typing the dates in the format `MMMDDYY`, or by clicking the calendar button 📅 and selecting a date range.

4. Running Writer reports

Once you have completed the report details, you can run the report.

1. Click **Run** 🏃 .

2. Choose a report processing option:

    *   **Soon** to request the report as soon as the system resources allow (usually 2-3 minutes).

    *   **Overnight** to request the report for overnight processing (recommended for large reports).

3. Type your initials in the **Initials** field and click **OK**.

5. Viewing, printing, and saving reports

You can view, print, and save SpotWriter reports.

Checking the report status

View the processing status of your report from the **Soon Status** dialog.

1. Click **Soon Status** 📇 . The **Soon Status** dialog displays. Reports with a status of `READY` or `NOTIFIED` can be viewed or printed.

Viewing and printing

Once a report is ready, it can be viewed or printed from the Print Queue. The Print Queue displays a list of all reports available for viewing or printing.

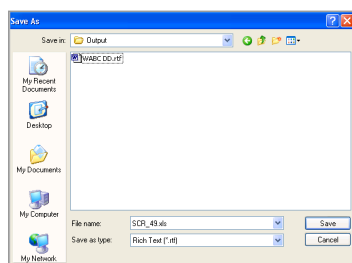1. Click **Print Queue** 🖨 . The **Print Queue** dialog appears.
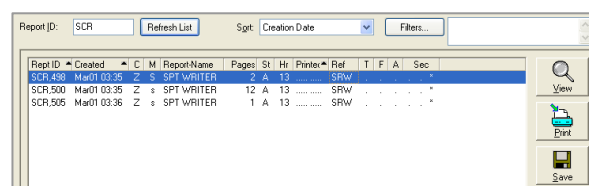
2. Select the report.

3. Click **View** 🔍 to display the report on your screen or click **Print** 🖨 to print the report.

✱ *You can limit the list to include only those reports you requested by entering your initials in the **Report ID** field and pressing Enter.*

Saving reports

1. Select a report from the **Print Queue**.

2. Click **Save** 💾.

3. (Optional) Click the arrow in the **Save in** field to change the default path.

4. Enter a file name in the **File name** field.

5. Click **Save as type** to see the available file types. Unless the report contains a download option, you can only save it as Rich Text (*.rtf).

6. Click **Save**.

6. Reporting options

Various options enable you to customize how data is displayed on your report.

Totals

There are several options you can select to control report totaling.
To work with report-level totals:

1. Click **Format/Print Options** 📑.

2. In the **Total Options** section of the dialog, select the desired option.

Subtotals

Subtotals are controlled using the keyword options for headers, midlines or rows. To request a subtotal:

1. On the report layout, click the keyword representing the level of data to subtotal (e.g., Station) and then click the ellipsis next to it.

2. Select the **Total** ☐ Total check box. Data in all columns will be subtotaled.

Changing row and column headings

All rows and columns have a default heading that can be changed to the title of your choice.

1. On the report layout, click the row or column keyword for which you want to change the heading, and then click the ellipsis next to it.

2. In the Custom Heading area, type the desired heading. The heading for rows can be up to two lines. The heading for columns can be up to four lines.

3. Click **OK**.

4. You can also suppress the default heading of a row or column from printing by checking **Suppress Heading**.

Reporting demographics

There are several things to think about when reporting demographics. In addition to which categories are reported, you may want to control how demographics are rounded, whether spill is reported, and how cable demographics are reported.
To specify the demographic categories to report when reporting across estimates:

1. Click **Data Filters/Options** 📑 on the toolbar, and then click the **Demo Data** tab.

2. Type the demographic categories in the **Demographic selections** field or type a demo menu code in the **Demographics in menu** field.

To control how demographics are rounded:

1. Click the **Demo Reporting** tab and select an option in the **Rounding** section.

To control whether spill is reported:

1. Click the **Demo Reporting** tab and select an option in the **Demographic Spill** section.

To control how cable demographics are reported:

1. Click the **Demo Reporting** tab and select an option in the **Cable Options** section.

Downloading reports

Downloading enables you to combine Mediaocean data with data from other sources and analyze it in other applications, such as Excel.
To download a report:

1. Click **Download Options** 📊 on the toolbar. The Download Options dialog appears.
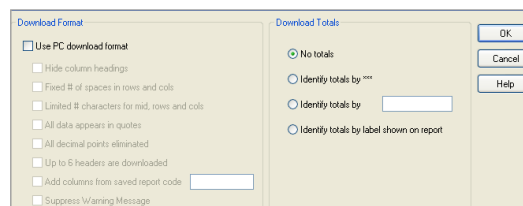
2. Click the **Use PC download format** check box. Additional downloading options become available. Select all that apply to your report.

3. In the **Download Totals** section, you can choose to download totals or identify totals in different ways.

Posting multiple books for radio

1. Click **Data Filters/Options** 📑.

2. Click the **Demo Data** tab.

3. Select **Multiple rerate books** and enter the books to average by typing in up to 4 books.

4. Click **OK**.

Flowcharting

Flowcharting enables you to create formats that show how your data changes over time. You can see any column keyword broken out by day, week, month, quarter, or year.

The following report flowcharts gross cost on a monthly basis, with a total column on the right.

```
+------------------------------------------------------------+
|STATION |DPT |  OCT/00  |  NOV/00  |  DEC/00  |  TOTAL  |
|        |    |  GROSS   |  GROSS   |  GROSS   |  GROSS  |
|        |    |  COST    |  COST    |  COST    |  COST   |
|--------+----+----------+----------+----------+---------|
|KABC-TV |PRI | 43750.00 | 45000.00 | 30000.00 | 118750.00
|        |LFR |  7875.00 |  6300.00 |  6300.00 | 20475.00|
|        |EFR |  5500.00 |  4400.00 |  4400.00 | 14300.00|
|        |ENW |  7500.00 |  6000.00 |  6000.00 | 19500.00|
|KCBS-TV |DAY |  3250.00 | 10600.00 | 10600.00 | 34450.00|
|        |PRI | 20000.00 | 16000.00 |  4000.00 | 40000.00|
|KNBC-TV |DAY | 13250.00 | 10600.00 | 10600.00 | 34450.00|
|        |PRI | 41400.00 | 45000.00 | 11200.00 | 97600.00|
+------------------------------------------------------------+
```

To create a flowchart:

1. On the report layout, select the keyword you wish to flowchart. In the example above, the BYDOL keyword was used in column A to flowchart gross cost.

2. Click the ellipsis next to the **BYDOL** keyword.

3. In the **General** tab, click the ellipsis in the **Flowchart** field, to display the Flowchart dialog.

4. In the **Date Types** section, choose how you want the dates displayed on the flowchart (e.g., by day, week, month).

5. In the **Date Numbers** section, choose how long you want your flowchart to span.

✱ *Your entry directly relates to the date span entered in the **Period** field of the Request Details. For example, if October is the first month in the request period, month 1 corresponds to October, month 2 to November, and so on.*

Reporting Makegood Detail

You can report all buylines that are part of a makegood, using `BUYMG=Y` in the **Options** field or all buylines that are not part of any makegoods using `BUYMG=N` in the **Options** field.

You can report makegood details information by adding the keyword `MGDTL` to the **Header**, **Midline** or **Row** of a report.

Ranking

You can rank data to show highest or lowest ratings, cost per point, or spending levels. The following sample shows lines ranked by gross cost.

```
+--------------------------------------------+
|RANK|   PROGRAM     |STATION  |  GROSS  |
|    |               |         |  COST   |
|----+---------------+---------+---------|
|  1 |NBC5 NW/TONITE |WMAQ-TV  | 37650.00 |
|  2 |ABC7 NW/ABC-NIT|WLS -TV  | 25200.00 |
|  3 |1 LIFE TO LIVE |WLS -TV  | 14300.00 |
|  4 |TONITE SHW-NBC |WMAQ-TV  | 13000.00 |
|  5 |CSI:MIAMI-CBS  |WCBS-TV  | 11700.00 |
+--------------------------------------------+
```

1. From the Keyword List, select RANK, XXX.

2. Click the ellipsis next to the **Rank** column added to the report layout. The Row Keyword Options dialog appears.

3. In the **Other** field, type the letter of the column you want to rank (e.g., type A to rank by the data in column A). Data is ranked from highest to lowest.

To rank the data from lowest to highest:

1. Type RANK, A*-1 in a blank column preceding the detail to rank.

To rank multiple demos:

1. Click the ellipsis next to the additional demographics. For example, if demo 2 is in column B, click column B.

2. In the Ranking section, select Rank in descending order or Rank in ascending order.

3. Click **OK**.

To limit the number of items ranked:

1. Click **Data Filters/Options** .

2. Click the **Data Filters** tab.

3. In the **Miscellaneous** section, type the number of items to rank in the **Top # of ranking details** field.

4. Click **OK**.

Request Summary

The **Request Summary** is displayed at the bottom of the report layout. It displays information from the report details, as well as any filters and options which you have requested. View, enter, and remove filters and options from the Selected Filters & Options dialog.

1. Click the **Request Summary** link at the bottom of the Report Design window.

2. The **Selected Filters & Options** dialog is displayed. Add options by typing the codes in the **Filters** and **Options** fields.

3. (Optional) To remove options, clear the associated check boxes.

7. Working with stored report formats

Once you have created a Writer report, you can store the format for future use.

1. Click **Save As** 🖫 on the toolbar. The **Save As** dialog displays.

2. In the **Code** field, type a report code of up to eight characters. This code must not have been used before.

3. In the **Description** field, type a description of your report.

4. (Optional) In the **Filter** field, enter a filter up to a four characters. This will enable you to group your reports together when listing them.

5. Click **OK**.

Opening saved formats from the Personal List

As you work with reports, they are added to your Personal List, where you can find your most frequently requested reports quickly and easily.

1. Click the **Open Report** button 📂 on the toolbar.

2. Click **Personal List** to limit the list to only reports you have previously used on your workstation.

3. Select the desired report and click **Open**.

Opening saved reports from the Full List

If the report doesn't appear, click **Full List** to find it.

1. Page through the list of reports using the **Next** button.

2. (Optional) In the **Search for text** field, type the first characters of the report code you want to open.

3. (Optional) In the **Request filter** field, enter a filter to display the reports stored with that filter.

4. Select the desired report and click **Open**.

8. Modifying an existing SpotWriter report

Once you have selected an existing Writer report from the full list or your Personal List, you can make changes to it. To change an existing report:

1. From the Report Design screen, click Request Details.

2. Edit the request details as necessary.

3. Modify report keywords if necessary.

4. Modify report options as filters if necessary.

5. Click the **Run** button 🏃.

✱ *When working with a report created by another user, do not save your changes when exiting. Use **Save As** to store an additional copy of the report, if necessary.*

9. Frequently Asked Questions

I'm getting the error message "Report too wide."
The Writer allows 132 characters per line by default. For flowcharts and reports with a lot of detail, the wide option can be used to report up to 165 characters. To use the wide option:

1. Click **Format/Print Options** on the toolbar.
2. In the **Width** section of the **Format and Print Options** dialog, select the **165 characters** option.

I'm trying to request a report but I'm getting the message "Menu option must be set."
When reporting across estimates, you may receive this message requesting that you specify the demographic categories you want to report.

To specify the demos using a demo menu:

1. Click **Data Filters/Options** .
2. Click the **Demo Data** tab.

3. Type the demo menu code you wish to use in the **Demographics in menu** field. Demo menus are set up in Spot Toolkit's SFM program.

✱ *You can also manually type demographic categories in the **Demographic selections** field, each separated by a slash (/).*

I'm trying to report by daypart, but I'm getting the message "DPT option required."
When reporting dayparts across estimates, you must specify the daypart menu you want to use.

To specify the daypart menu:

1. Click **Data Filters/Options** .
2. Click the **Media/Traffic** tab.
3. Type the daypart menu code in the **Daypart menu code** field.
   Daypart menus are set up in Spot Toolkit's SFM program.

I'm trying to report by product but my report will only show product POL.
You can separate products by selecting a POL reporting option.

1. Click **Data Filters/Options** .
2. On the Data Selections tab, select the All Products reported separately for POL request option.

How can I rerate my schedule?
You can rerate your schedule against the latest book.

1. From the **Keyword List**, click the **Column** tab.
2. Select **BYRDEM** as one of your column keywords. You can also apply the rerate to other demos using the BYRDEM2 and BYRDEM3 keywords. Your schedule will be rerated against the most recent book, as specified in your multiple rerate (ACT) table.
3. (Optional) To select another book to rerate against, click **Data Filters/ Options** and then click the **Demo Data** tab.
4. Enter the rating book in the **Rerate Book** section.

How can I report projections?
You can report demographic projections following the steps below:

1. From the **Keyword List**, click the **Column** tab.
2. Select BYUDEM as one of your column keywords. You can also apply the projection to other demos using the BYUDEM2 and BYUDEM3 keywords.
3. Click the details of the **Report Summary** at the bottom of the window.
4. The **Selected Filters & Options** dialog displays. In the **Edit Filters & Options** section, type the projection in the **Options** field using the following format: UPT=PUT/MMMYY,BK=MMMYY

For example, UPT=PUT/FEB09,BK=MAY09 indicates that PUTs from the Feb/09 book will be multiplied by the shares from the May/09 book.

10. Writer commonly-used keywords

Header, Midline and Row

TYPE	KEYWORD	DESCRIPTION
CLIENT	CLT	Client code and name
	CLTCODE	Client code
	CLTNAME	Client name
PRODUCT	PRD	Product code and name
	PRDCODE	Product code
	PRDNAME	Product name
ESTIMATE	EST	Estimate number and name (Brand/Estimate)
	ESTCODE	Estimate number
	ESTNAME	Estimate name
	ESTDATE	Estimate dates
	TARGET	Estimate primary demographic target
MARKET	MKT	Market number and name
	MKTCODE	Market number
	MKTNAME	Market name
STATION	STA	Station call letters or cable system code/network
	MSO	MSO assignment for local cable systems
BUY	BUY	Detail grid of each buyline
	BUYC	Detail grid of each buyline with buyline cost
	DAY	Day and date from the buyline
	ROT	Buyline rotation
	BYDATES	Range of dates from a buyline
	TIMES	Time from the buyline
	BYDATES	Range of dates from a buyline
	DPT	Daypart
	DPTCDE	One-character daypart code
	DPTLEN	Daypart-spot length (generates totals)
	LEN	Spot length
	PROG	Program name from the buyline
MAKEGOOD	MGDTL	Report makegood details information
INVOICE	ADATE	Date from the affidavit
	ATIMES	Time from the affidavit
	ADAY	Day from the affidavit
	APROG	Program name from rating book based on affids
	MON	Month

Columns

FIELD TYPE	KEYWORD	DESCRIPTION
DOLLARS	GLDOL	Goal dollars
	GLNET	Goal dollars at net
	BYDOL	Purchased gross dollars
DEMOS	GLDEM(n)	Goal demo value Goal/demo name
	BYPDEM(n)	Buy purchased demo value
	BYRDEM(n)	Buy achieved demo value (rerated)
	BYADEM(n)	Buy affidavit demo value
	GLCPP(n)	Goal CPP
	BYPCPP(n)	Buy purchased CPP
	BYRCPP(n)	Buy achieved CPP
	BYACPP(n)	Buy affidavit CPP
	GLDEM(n)	GLDEM(n) Goal demo value Goal/demo name
SPOTS	SPOTS	Number of spots
	INVSPT	Invoiced spots