

## Did you know...?

You can call ACT 1 Systems at (818) 347-6400 for unlimited free **phone training** during our regular business hours from 7:30am – 5:00pm Pacific Time. Call us as often as you need to get answers to your questions, no matter how complex or trivial. You may also send an **e-mail** to ACT 1 any time for regular assistance.

You can contact **Alexis (x10)** at [adoria@act1systems.com](mailto:adoria@act1systems.com), **Rob (x14)** at [rfite@act1systems.com](mailto:rfite@act1systems.com), **Eric (x11)** at [eric@act1systems.com](mailto:eric@act1systems.com), or **David (x16)** at [ddavidson@act1systems.com](mailto:ddavidson@act1systems.com).

## Application Tips

- To save a market group, demo group, or daypart group in Research, click the “Save Group...” button after entering your desired parameters on the appropriate tab in any report. To then retrieve a saved market, demo, or daypart group, just click on the down arrow next to the text field labeled “Select xxx group:” in the upper left of the appropriate tab.
- **Lost in Translation!** Lineup Manager won’t accept your station WTDR-FX 99.3? That’s because FX indicates that it’s a translator for main station WTDR-FM 92.7. While ACT 1 doesn’t break out the translator station separately, its audience is included in the main station’s audience on all reports.
- In the Affiliate System Reach report, when estimating net reach for a schedule running two or more weeks, you should **always** select the “Use Arbitron tables to compute multi-week cumes” option. This multi-week cume (MWC) option will utilize Nielsen Audio’s *Multi-Week Cume Factor Sliderule* to estimate Cume growth from one week to 2, 3, or 4 weeks (for both PPM and Diary Cume audience estimates).

If you uncheck the MWC option, (i) then no consideration is given for the growth of Cume beyond a single week, so net reach will likely be understated; and (ii) all spots are treated as if they were all scheduled/aired over one week.

**Note:** When using Flight, you should **always** select the MWC option because using Flight without the MWC option checked still results in (i) and (ii) above.