

## 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 can also send an **e-mail** to ACT 1 Systems any time for regular assistance.

You can contact Rob (x14) at [rfite@act1systems.com](mailto:rfite@act1systems.com), Alexis (x10) at [adoria@act1systems.com](mailto:adoria@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

- When exporting *Ranker* or *Trend* Research reports, ACT 1 offers an optional feature to export the report into a more “tabular” format, making it easier to manipulate within spreadsheet software (such as Excel) and to import into other software tools. The tabular format repeats header information on every row (market rank, market name, survey, daypart, demo). Users may invoke this function from the standard Export File dialog, by clicking the “Save as type:” drop-down menu and selecting the “Research Transform (\*.CSV)” choice. Below is an example of a file exported using the Research Transform feature. (For more details, see Software Guide page 388.)

Mkt								AQH	
Rank	Market	Book	Station	Dayparts	Demos	Dial	AQH	Rank	Cume
1	New York	May-14	WABC-AM	MSu6a12m	Men 25-54	770	1800	3	127100
1	New York	May-14	WCBS-AM	MSu6a12m	Men 25-54	880	7000	1	391300
1	New York	May-14	WPLI-FM	MSu6a12m	Men 25-54	95.5	5500	2	584600
2	Los Angeles	Apr-14	KABC-AM	MSu6a12m	Men 25-54	790	1000	3	64300

- Q:** I’m preparing lineups for Spring Nationwide data and one station showed up as “blue” which indicates a hot swap call letter change. The change happened in July 2014, but my lineup covers March 27-June 18, so do I want the *old* calls or the *current* calls?

**A:** You want to enter the current call letters of the station for which you want data (i.e., the call letters conforming to the dial position, location, etc. that you expect).

For example, if 91.3 FM was KAAA-FM in March and 95.5 FM was KBBB-FM in March, then they did a hot swap so 91.3 FM became KBBB-FM in July and 95.5 FM became KAAA-FM in July, and the station you want is 91.3 FM, then you enter KBBB-FM since that is the current designation for 91.3.

ACT 1 tracks a unique identification number for every station, so even when call letters or dial positions change, the software knows the prior call letters and can track historical listening.

The blue color is intended to get your attention so you’ll double check and make sure that the call letters you’ve entered are actually for the station you wanted, not for the station that previously used them.