

TRAFFIC, SCHEDULING & SALES ENTRY SERVICES



Need help taking on some of the more time intensive tasks at your station such as implementing schedules, log reconciliation, or sales data entry? We can help. Our team of Certified ProTrack Professionals are accessible when you need them, know the ins and outs of ProTrack, and will recommend proven best practices where appropriate. Whether it is for a primary, packaged, or pass-through channel our team of ProTrack Professionals can ensure your station is taking advantage of all the localization and monetization opportunities available on your TV & Radio channels.

Given our extensive expertise and insight, transitioning your traffic, scheduling and/or sales entry responsibilities to Myers is fairly seamless. Once the transition is complete, stations are able to quickly reallocate existing resources to more creative and strategic initiatives. Serving as a natural extension to your organization, the Myers team will be in a position to help identify workflow challenges before they become issues. Additionally, they will be able to proactively work with you to address gaps in current and/or evolving workflows, both upstream and downstream of ProTrack.



Ensure your traffic and scheduling team is fully staffed, trained and aware of impending changes to ProTrack and your integrated services/providers.



Capitalize on all localization and monetization opportunities to maximize brand awareness and revenue generation opportunities.



Take advantage of the unparalleled expertise of Myers and its Certified ProTrack Professionals.

HOW IT WORKS

- 1** Since all stations and channels are unique, we first meet with each prospective client to discuss the channel and scope of services that can be offered.
- 2** Each client ultimately sets the parameters for the number of channels and services to be applied.
- 3** We outline a customized plan, ensuring each client's goals and objectives will be met.
- 4** Stations retain unrestricted access to ProTrack to monitor the automation log, confirm schedule placement, utilize the sales environment, and retain access to all reporting features.