

Did you know...?

You may 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 Systems any time for regular assistance.

You can contact Alexis (x10) at adoria@act1systems.com, Eric (x11) at eric@act1systems.com, or David (x16) at ddavidson@act1systems.com.

Application Tips

- You can see Persons Using Radio (/PUR) in the Research application within the Hourly report: in the Markets tab, select the checkbox on the bottom right to include “All Radio.”
- To see local Arbitron populations in a Market Summary Report:
 1. On the Lineups tab, enter “/PUR” for the lineup and “MSu6a12m” for the daypart;
 2. On the Demos tab, choose your desired demo(s);
 3. On the Survey/Markets tab, choose DMA or Metro, your Book, and your Ethnic options;
 4. On the Market Summary Options tab, select “AQH” as the Report Type, “Demos across” for the Layout, “Ranks” for Columns (de-select other options), “Market Rank” for Sort, and “Include markets without data” for Display Options.
- There are three Subtotal Stats that one may include on an Audience Report summary page via the Audience Options tab: “Cov Pct” shows the population coverage percent for each summary subtotal; “Pct of Total” shows the summary subtotal audience as % of total U.S. audience; and “Index” shows the full precision ratio of summary subtotal rating to the total U.S. rating.
- Need to know which user last modified a lineup? In Lineup Manager under Reports → Lineup Directory, select the “Updated By” checkbox. This report is also useful to show you station counts (total stations and unique stations), off-air stations, stored times, stored spots, missing times, and more.