

## 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 Systems any time for regular assistance.

You can contact Rob (x10) 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

- An easy place to get populations for all DMAs is in Lineup Manager:
  - Go to the **Reports** menu and select **Market List**.
  - Choose 'DMA' in the top left **Area** section.
  - Choose 'Demographics' under **Populations** to show P12+ pop, P18+ pop, and % USA for P12+ and P18+.
  - To see the Ethnic Population, select either 'Hispanic' or 'Black' in the top middle **Ethnic** section.
  - Select the **Book** you want for the first survey and print or export the report. Repeat as necessary for additional surveys.
  - Note that you can choose to view Metro populations instead by selecting 'Metro' under **Area** in the top left of the dialog.
- For clients with access to Station Analysis in Affiliate System, it has the ability to show multiweek reports, including multiweek cume. Select the "Station Analysis Options" tab, click on the "Select Columns" button on the right side beneath the 'Report Columns' heading, and then make sure one of "Net Reach," "Freq.," "% Market Reach," and/or "% Daypart Cume" is selected to enable the 'No. of Weeks' and 'Flight' settings. If you want to compare multiweek numbers, enter two or more numbers in the 'No. of Weeks' field separated by a comma (e.g., "1,4" would display a report showing both 1 week and 4 weeks). Note that Station Analysis does not show multiweek cume by lineup unless you only import one lineup.