

Understanding Your Inventory: Doing a Local Airtime Audit

Douglas Bell
On-Air Operations Manager, WAMU 88.5

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Why Do an Audit of Your Local Airtime?

- Your local airtime is a valuable resource
- Quantifying your airtime helps you manage it and maximize its use
- Educate key stakeholders at your station
- Develop a model for understanding and working with your local airtime

Our Process

1. Define how much local airtime we have
2. Clarify frequency of underwriting credits
3. Articulate our program promo strategy
4. Divvy up unclaimed avails for promos
5. Understand the caveats

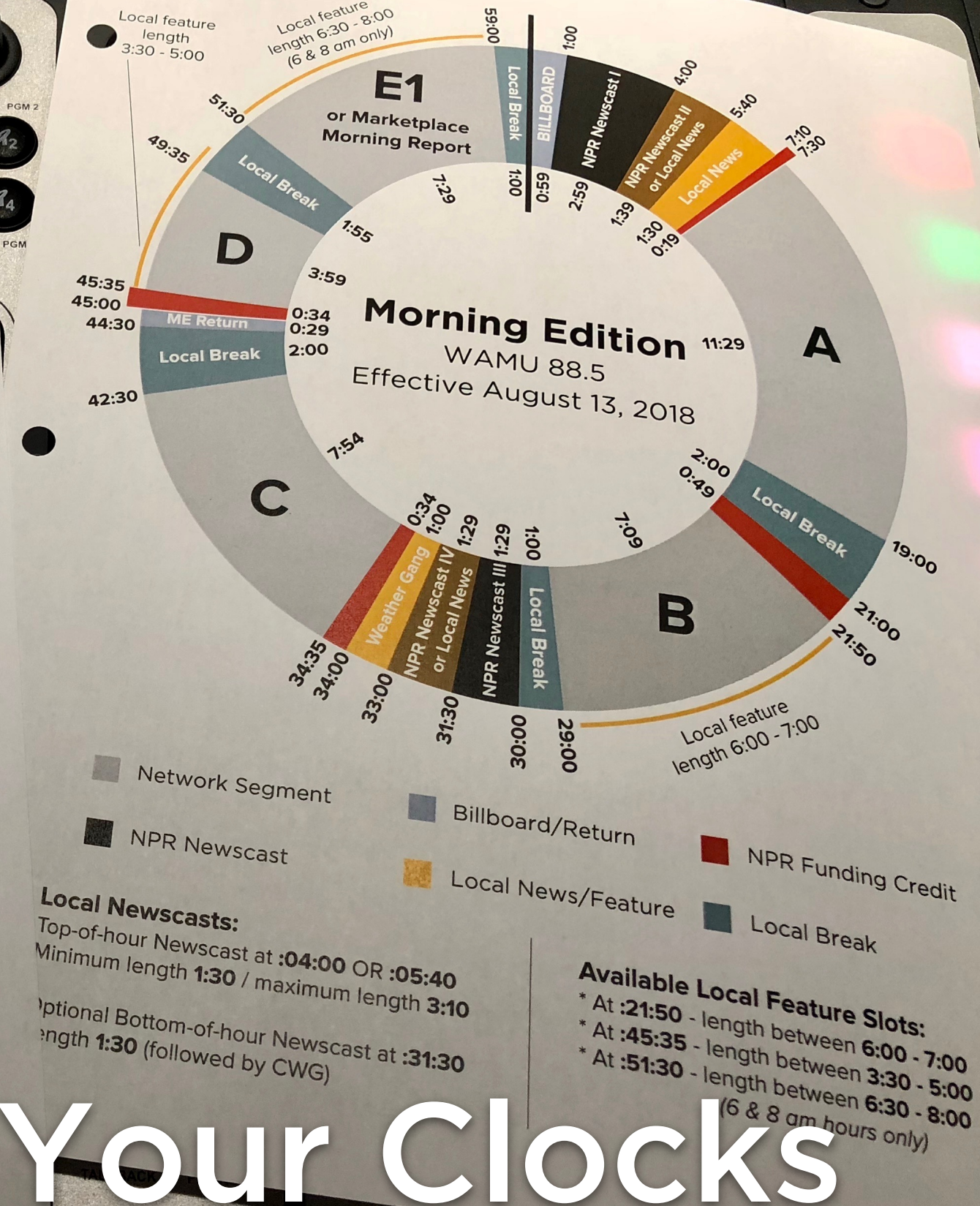
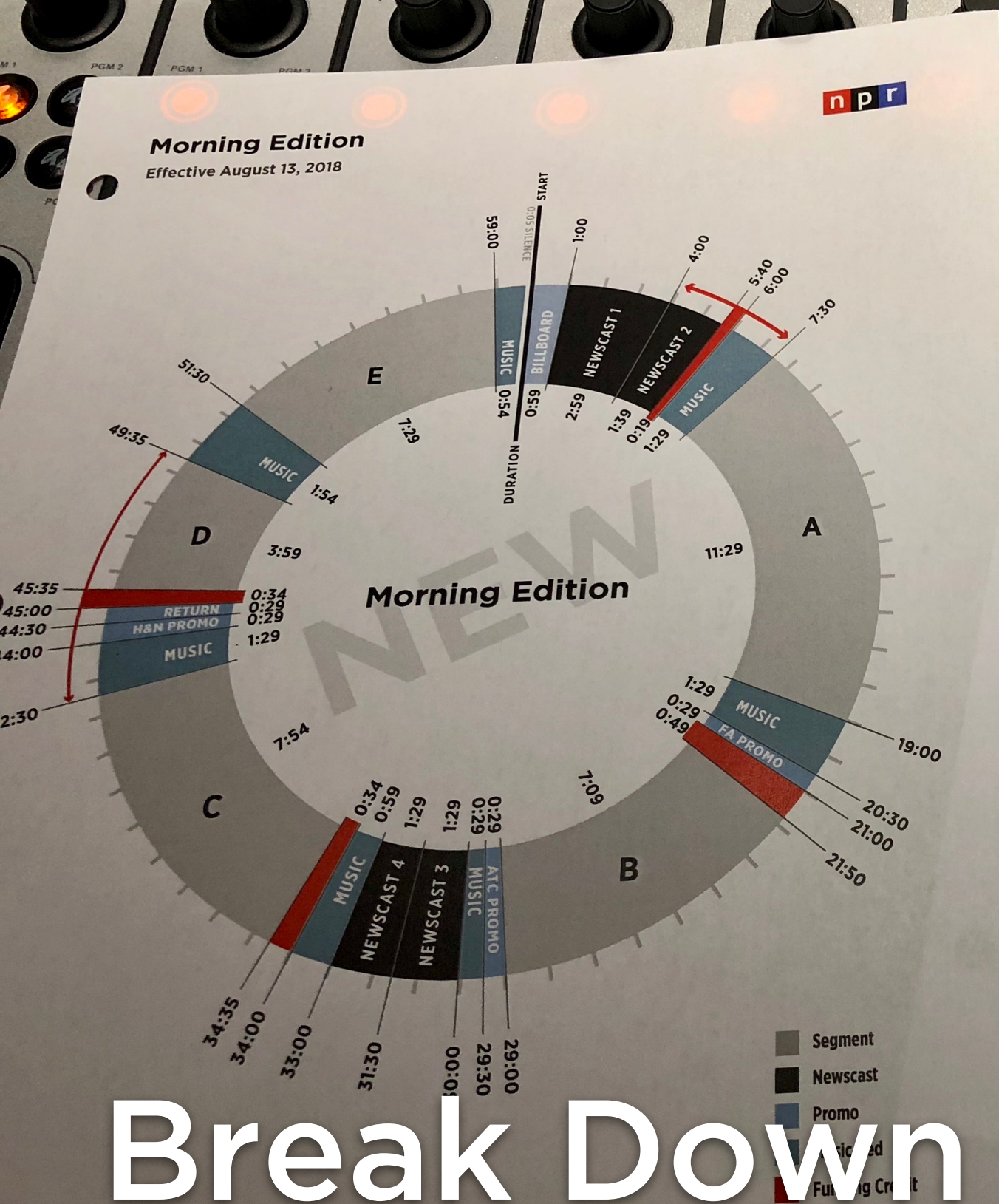
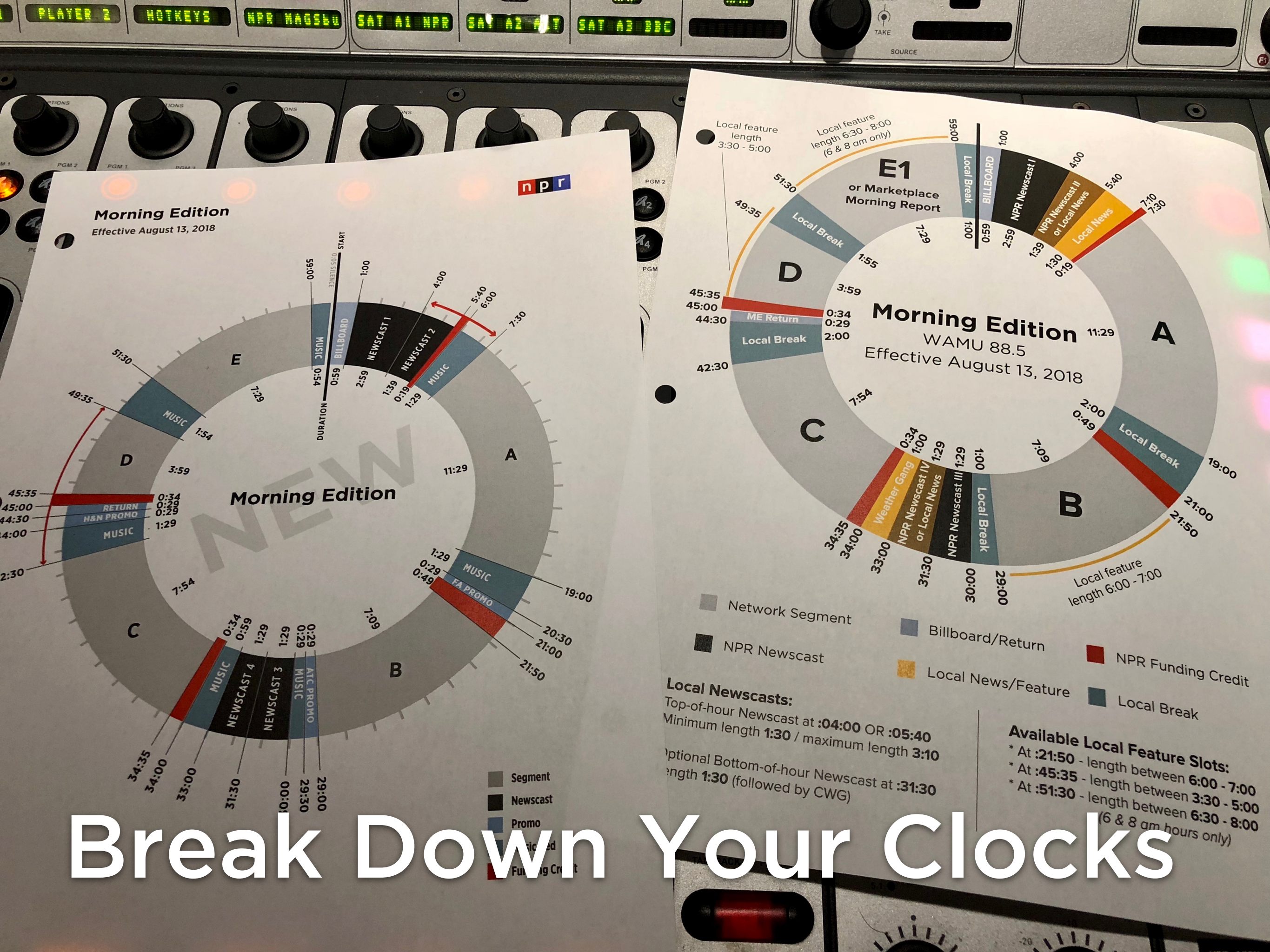
Develop a Model

- WAMU's local underwriting credits are represented in our broadcast log with a length of 15 seconds each (1 avail)
- Underwriting inventory limits already defined
- Max 3 underwriting credits per break (if the break is long enough to contain that many)
- Any unfilled underwriting time is available for other promos, or left open for host presence/stationality

Develop a Model

1 avail = 15 seconds

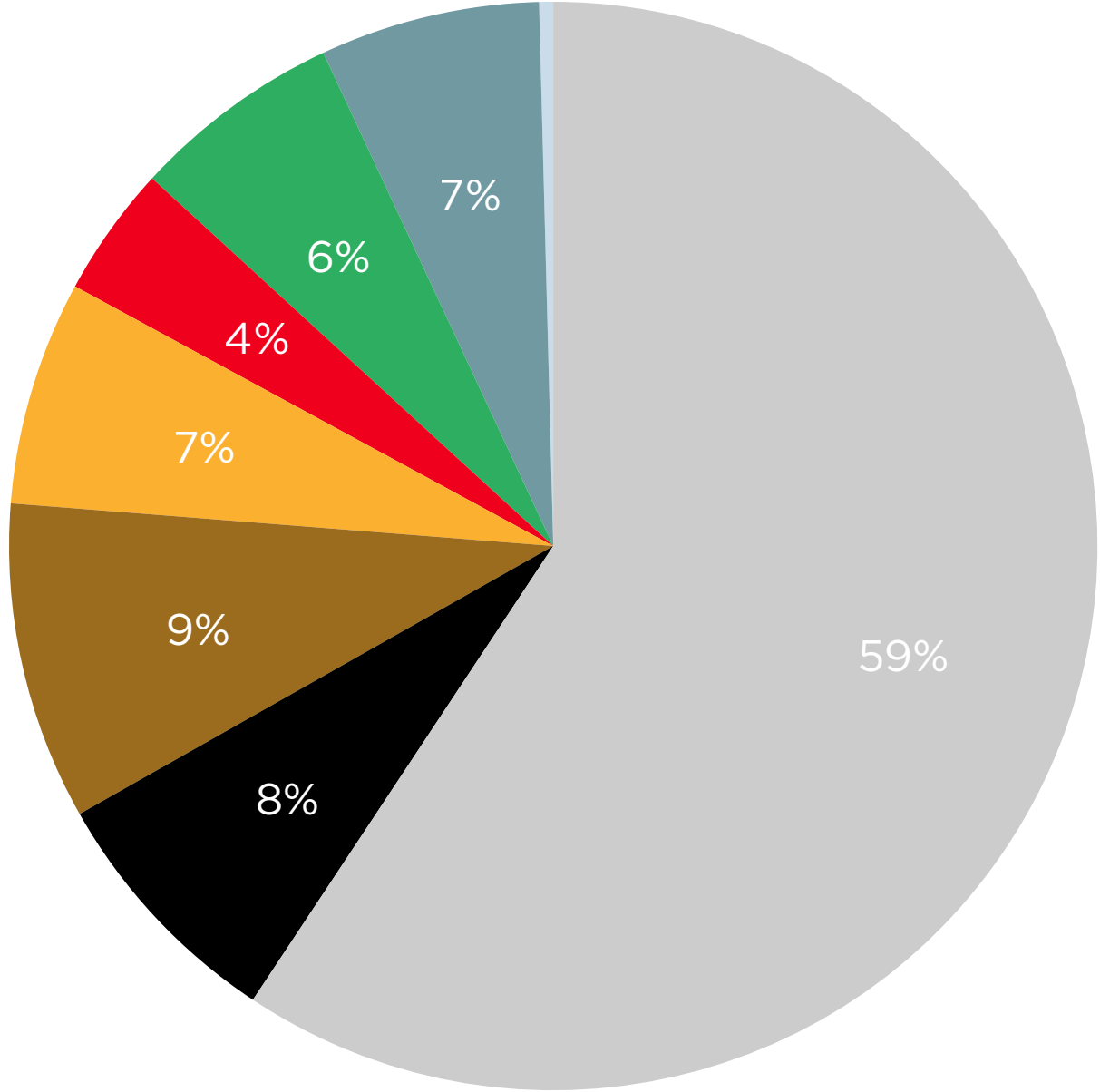
- Each hour has a set number of underwriting avails and promo avails
- 15-sec promos use 1 avail, 30-sec promos use 2
- Assume that underwriting is fully sold-out



Break Down Your Clocks

Morning Edition (WAMU)

M-F 5-9 am



| | |
|--------------------|------------------|
| Program | 35:35 |
| NPR News | 4:30 |
| Local News | 5:40 |
| Local Features | 4:00 |
| Network Funders | 2:20 |
| Local Underwriting | 3:45 (15 avails) |
| Promos/Other | 3:55 (15 avails) |
| Station ID | 0:15 |

- Program

NPR News

Local News

Local Features
- Network Funders

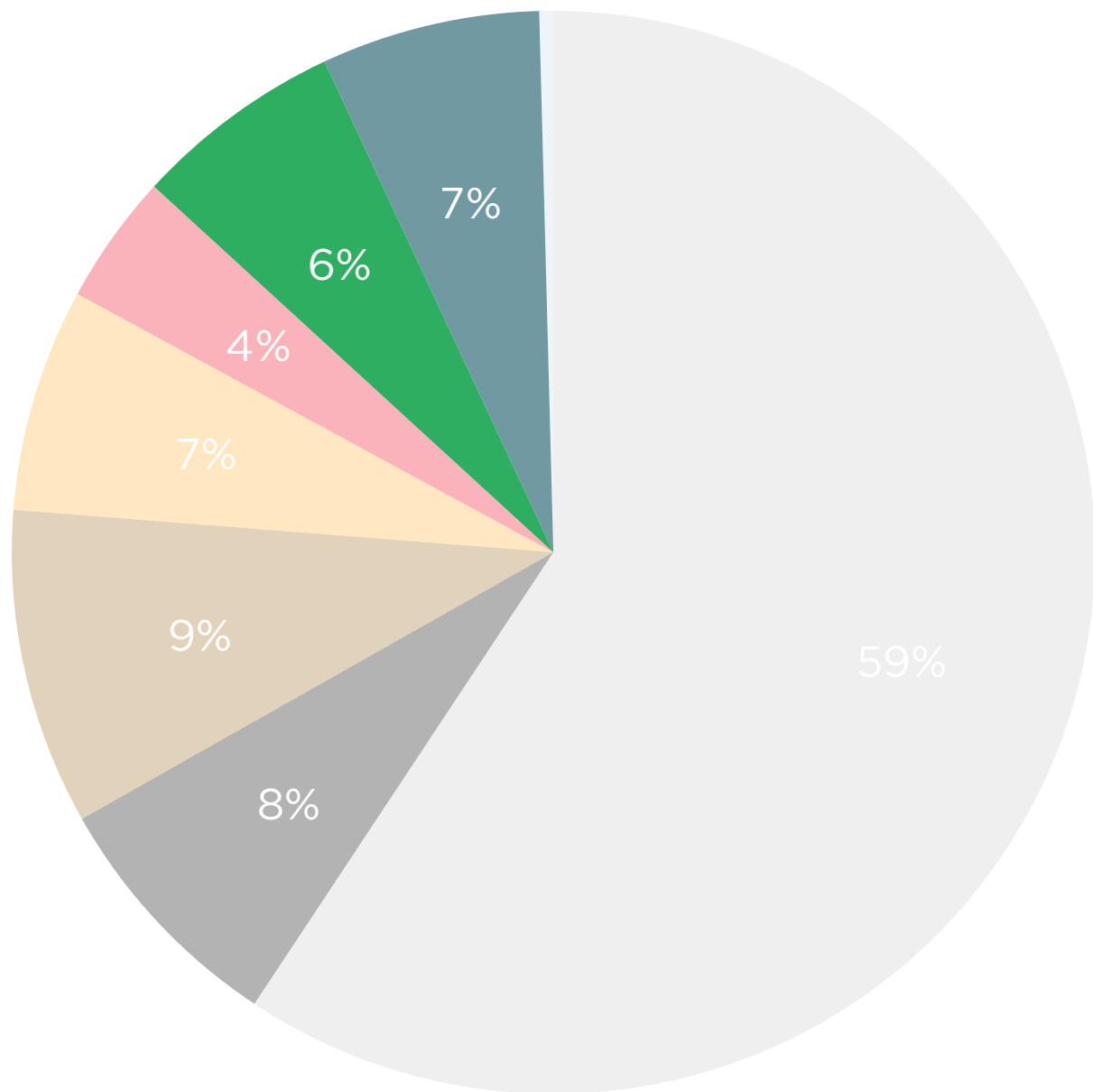
Local Underwriting

Promos/Other

Station ID

Morning Edition (WAMU)

M-F 5-9 am



Local Underwriting

3:45 - 15 avails

6.3% of hour

48.9% of local break time

Promos/Other

3:55 - 15 avails

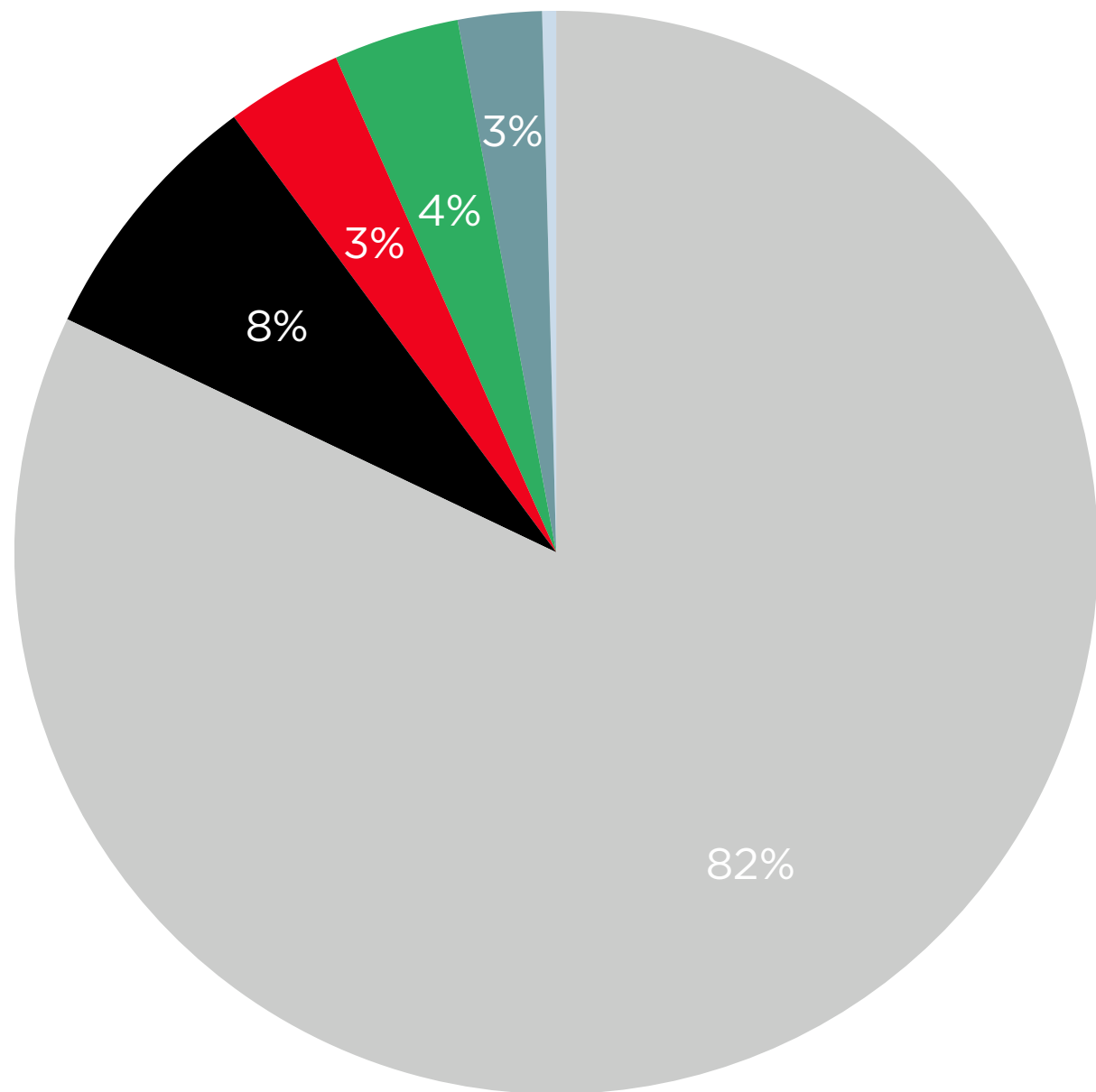
6.5% of hour

51.1% of local break time



1A

M-F 10 am-noon

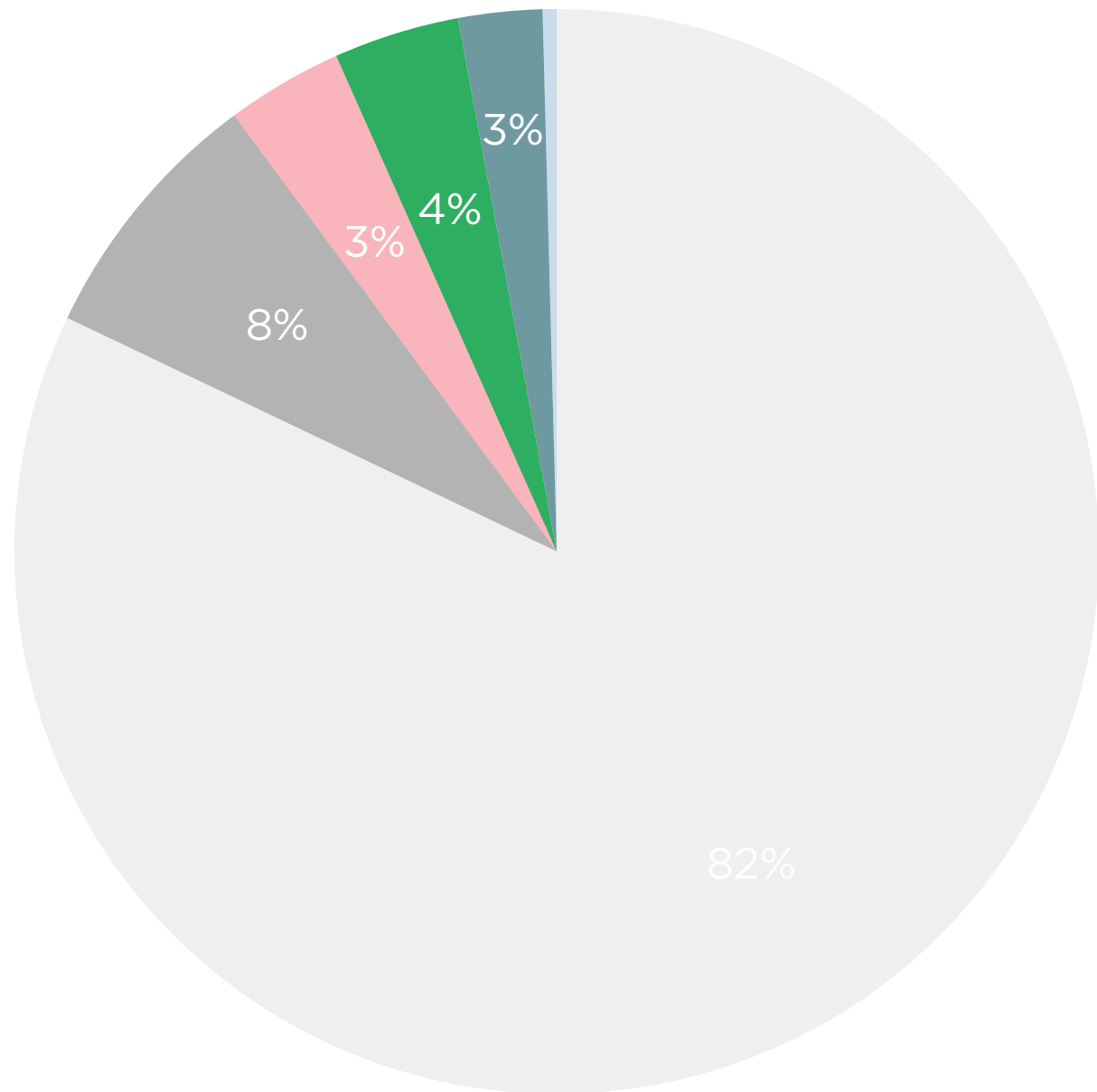


| | |
|--|-----------------|
| Program | 49:15 |
| NPR News | 4:40 |
| Network Funders | 2:05 |
| Local Underwriting | 2:15 (9 avails) |
| Promos*/Other <i>*not including network-fed</i> | 1:30 (6 avails) |
| Station ID | 0:15 |

| | | |
|----------------------|----------------|-------------------|
| ● Program | ● NPR News | ● Network Funders |
| ● Local Underwriting | ● Promos/Other | ● Station ID |

1A

M-F 10 am-noon



Local Underwriting

2:15 - 9 avails

3.8% of hour

60% of local break time

Promos/Other

1:30 - 6 avails

2.5% of hour

40% of local break time

● Program

● Local Underwriting

● NPR News

● Promos/Other

● Network Funders

● Station ID

Start a Spreadsheet

| A | B | C | D | E | F | G | H | I | J | K |
|----------|-------------------------------------|---|-----------------|--------------|------------|----------------|-----------------|----------|--------------|------------|
| Time | Show | | Program Content | Network News | Local News | Local Features | Network Funders | Local UW | Promos/Other | Station ID |
| 5:00 AM | Morning Edition/Marketplace Morning | | 2080 | 270 | 340 | 240 | 195 | 225 | 235 | 15 |
| 6:00 AM | Morning Edition | | 2135 | 270 | 340 | 240 | 140 | 225 | 235 | 15 |
| 7:00 AM | Morning Edition/Marketplace Morning | | 2080 | 270 | 340 | 240 | 195 | 225 | 235 | 15 |
| 8:00 AM | Morning Edition | | 2135 | 270 | 340 | 240 | 140 | 225 | 235 | 15 |
| 9:00 AM | BBC Newshour | | 2850 | 370 | 60 | 0 | 80 | 165 | 60 | 15 |
| 10:00 AM | 1A | | 2955 | 280 | 0 | 0 | 125 | 135 | 90 | 15 |
| 11:00 AM | 1A | | 2955 | 280 | 0 | 0 | 125 | 135 | 90 | 15 |
| 12:00 PM | The Takeaway (Mon-Thu) | | 2640 | 280 | 0 | 270 | 20 | 225 | 150 | 15 |
| 12:00 PM | The Politics Hour (Fri) | | 3090 | 280 | 0 | 0 | 20 | 90 | 105 | 15 |
| 1:00 PM | Fresh Air (Mon-Thur) | | 2880 | 280 | 0 | 0 | 140 | 180 | 105 | 15 |
| 1:00 PM | WAMU Presents (Fri)* | | 3090 | 280 | 0 | 0 | 20 | 90 | 55 | 65 |
| 2:00 PM | Here & Now | | 2665 | 400 | 0 | 0 | 175 | 225 | 120 | 15 |
| 3:00 PM | Here & Now / The Daily | | 2690 | 340 | 0 | 0 | 150 | 180 | 225 | 15 |
| 4:00 PM | All Things Considered | | 2280 | 300 | 280 | 240 | 140 | 180 | 165 | 15 |
| 5:00 PM | All Things Considered | | 2280 | 300 | 280 | 240 | 140 | 180 | 165 | 15 |
| 6:00 PM | Marketplace / ATC | | 2600 | 120 | 150 | 240 | 175 | 180 | 120 | 15 |
| 7:00 PM | All Things Considered | | 2280 | 300 | 280 | 240 | 140 | 180 | 165 | 15 |
| 8:00 PM | The World | | 3090 | 280 | 0 | 0 | 20 | 150 | 45 | 15 |
| 9:00 PM | On Point | | 2925 | 280 | 0 | 0 | 125 | 105 | 145 | 20 |
| 10:00 PM | Strip Programming* | | 2955 | 280 | 0 | 0 | 125 | 105 | 115 | 20 |
| 11:00 PM | As It Happens | | 3180 | 280 | 0 | 0 | 20 | 75 | 25 | 20 |
| 12:00 AM | BBC World Service | | 3060 | 400 | 0 | 0 | 50 | 30 | 40 | 20 |
| 1:00 AM | BBC World Service | | 3060 | 400 | 0 | 0 | 50 | 30 | 40 | 20 |
| 2:00 AM | BBC World Service | | 3060 | 400 | 0 | 0 | 50 | 30 | 40 | 20 |
| 3:00 AM | BBC World Service | | 3060 | 400 | 0 | 0 | 50 | 30 | 40 | 20 |
| 4:00 AM | BBC World Service | | 3060 | 400 | 0 | 0 | 50 | 30 | 40 | 20 |

Start a Spreadsheet

| | A | B | C | D | E | H | I | J | K |
|----|----------|-------------------------------------|---|--------------|--------------|-----------------|----------|--------------|------------|
| | Time | Show | | Underwriting | Promos/Other | Network Funders | Local UW | Promos/Other | Station ID |
| 2 | 5:00 AM | Morning Edition/Marketplace Morning | | 15 | 15 | 195 | 225 | 235 | 15 |
| 3 | 6:00 AM | Morning Edition | | 15 | 15 | 140 | 225 | 235 | 15 |
| 4 | 7:00 AM | Morning Edition/Marketplace Morning | | 15 | 15 | 195 | 225 | 235 | 15 |
| 5 | 8:00 AM | Morning Edition | | 15 | 15 | 140 | 225 | 235 | 15 |
| 6 | 9:00 AM | BBC Newshour | | 11 | 4 | 80 | 165 | 60 | 15 |
| 7 | 10:00 AM | 1A | | 9 | 6 | 125 | 135 | 90 | 15 |
| 8 | 11:00 AM | 1A | | 9 | 6 | 125 | 135 | 90 | 15 |
| 9 | 12:00 PM | The Takeaway (Mon-Thu) | | 15 | 10 | 20 | 225 | 150 | 15 |
| 10 | 12:00 PM | The Politics Hour (Fri) | | 6 | 7 | 20 | 90 | 105 | 15 |
| 11 | 1:00 PM | Fresh Air (Mon-Thur) | | 12 | 7 | 140 | 180 | 105 | 15 |
| 12 | 1:00 PM | WAMU Presents (Fri)* | | 6 | 3 | 20 | 90 | 55 | 65 |
| 13 | 2:00 PM | Here & Now | | 15 | 8 | 175 | 225 | 120 | 15 |
| 14 | 3:00 PM | Here & Now / The Daily | | 12 | 15 | 150 | 180 | 225 | 15 |
| 15 | 4:00 PM | All Things Considered | | 12 | 11 | 140 | 180 | 165 | 15 |
| 16 | 5:00 PM | All Things Considered | | 12 | 11 | 140 | 180 | 165 | 15 |
| 17 | 6:00 PM | Marketplace / ATC | | 12 | 8 | 175 | 180 | 120 | 15 |
| 18 | 7:00 PM | All Things Considered | | 12 | 11 | 140 | 180 | 165 | 15 |
| 19 | 8:00 PM | The World | | 10 | 3 | 20 | 150 | 45 | 15 |
| 20 | 9:00 PM | On Point | | 7 | 9 | 125 | 105 | 145 | 20 |
| 21 | 10:00 PM | Strip Programming* | | 7 | 7 | 125 | 105 | 115 | 20 |
| 22 | 11:00 PM | As It Happens | | 5 | 1 | 20 | 75 | 25 | 20 |
| 23 | 12:00 AM | BBC World Service | | 2 | 2 | 50 | 30 | 40 | 20 |
| 24 | 1:00 AM | BBC World Service | | 2 | 2 | 50 | 30 | 40 | 20 |
| 25 | 2:00 AM | BBC World Service | | 2 | 2 | 50 | 30 | 40 | 20 |
| 26 | 3:00 AM | BBC World Service | | 2 | 2 | 50 | 30 | 40 | 20 |
| 27 | 4:00 AM | BBC World Service | | 2 | 2 | | | | |

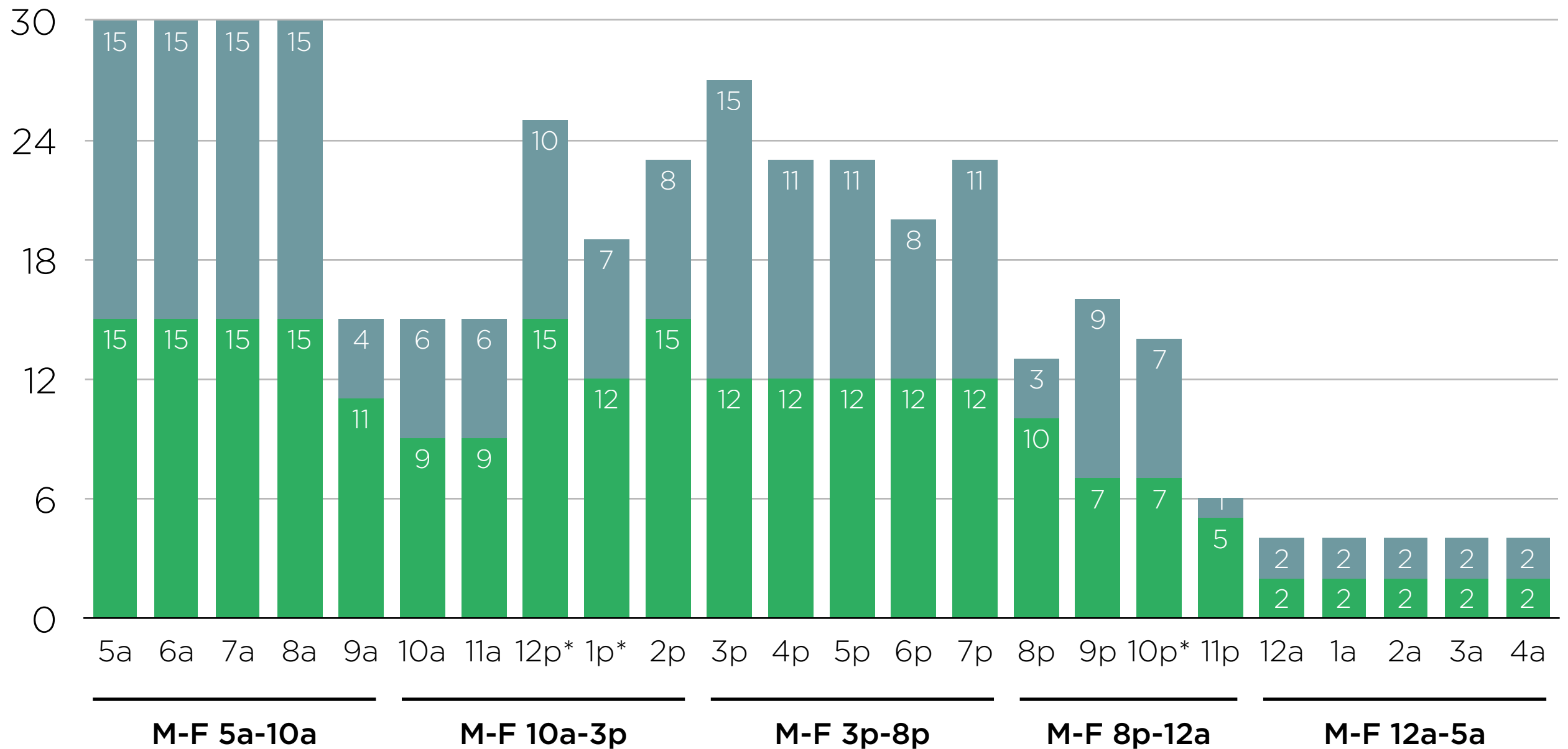
Local Underwriting & Promos

Hour-by-Hour Overview

Avails

Underwriting

Promos/Other



**Asterisk indicates hours where shows vary by day*

Avails by Daypart per Week

| Daypart | Total :15 Avails | Underwriting | Promos |
|------------|------------------|--------------|--------|
| M-F 5a-10a | 675 | 355 | 320 |
| M-F 10a-3p | 470 | 285 | 185 |
| M-F 3p-8p | 580 | 300 | 280 |
| M-F 8p-12a | 245 | 145 | 100 |
| M-F 12a-5a | 100 | 50 | 50 |

Promo Categories

- Program Promos
- Stationality
- Marketing/Events
- Membership/Development
- News/New Content

Program Promos

- **Next Spring Training Webinar -
Wednesday 4/28 at 10 am PT / 1 pm ET**
- Sketch out your strategy for program promos
- Calculate the number of avails you need to reserve at a minimum for program promos
- It's okay for this to be a high number!

Sample Budget of Avails Assignments (per week)

| Daypart | U/W | Program Promos | Webtix | Sponsored Promos | Marketing/ Events | Membership/ Development | News/New Content |
|---------------|-----|----------------|--------|------------------|-------------------|-------------------------|------------------|
| M-F 5a-10a | 355 | 234 | 5 | 0 | 45 | 18 | 18 |
| M-F 10a-3p | 285 | 83 | 15 | 10 | 43 | 17 | 17 |
| M-F 3p-8p | 300 | 203 | 10 | 10 | 35 | 11 | 11 |
| M-F 8p-12a | 145 | 65 | 0 | 0 | 15 | 10 | 10 |
| M-F 12a-5a | 50 | 40 | 0 | 0 | 0 | 10 | 0 |

Assumes sold-out underwriting. Avails are 15-seconds each.

Sample Budget of Avails Assignments (per day avg.)

| Daypart | U/W | Program Promos | Webtix | Sponsored Promos | Marketing/ Events | Membership/ Development | News/New Content |
|---------------|-----|----------------|--------|------------------|-------------------|-------------------------|------------------|
| M-F 5a-10a | 71 | 46-47 | 1 | 0 | 9 | 3-4 | 3-4 |
| M-F 10a-3p | 57 | 16-17 | 3 | 2 | 8-9 | 3-4 | 3-4 |
| M-F 3p-8p | 60 | 40-41 | 2 | 2 | 7 | 2-3 | 2-3 |
| M-F 8p-12a | 29 | 13 | 0 | 0 | 3 | 2 | 2 |
| M-F 12a-5a | 10 | 8 | 0 | 0 | 0 | 2 | 0 |

Assumes sold-out underwriting. Avails are 15-seconds each.

Caveats

- Underwriting is not always sold out
- Unfilled time allows hosts to establish station presence
- Subject to change to accommodate breaking news, local news coverage, special programming, etc.
- How we schedule avails can vary throughout the year depending on station priorities
- Not applicable during membership campaign
- May not match clocks exactly due to rounding

Getting Started

- Start doing the math!
- Identify your promotional priorities
- Engage your internal stakeholders
- Show your work
- Develop a ongoing process for managing your promo inventory

Thank You!