

Chapter 7 - Reports & Lists

When you enter **Reports** from the Natural Log Main-Menu the Reports-Menu will be displayed:

Natural Log Reports

<u>C</u> ustomers	[Lists/Bill-History/Mail Labels]
<u>O</u> rdersc	[Lists/Expiring/Spotrates]
<u>A</u> ccountRec	[Aging/AR-Transaction-Summary]
<u>T</u> ransactions	[Sales/Collect/Adjsmnts/FinChrgs]
<u>P</u> rojections	[Booked Sales next 6-Months]
<u>I</u> nventory	[Avails-Sold/Unsold/Load-Factor]

Customers Produces a list of customers sorted in several ways. Prints mailing labels or billing history for customers. (See Sec 7.1)

Orders Produces a list of Broadcast Orders sorted in several ways. The list can be printed for all orders or orders expiring between 2 dates. Also computes and lists the average rates on orders for salesmen. (See Section 7.2)

AccountRec Produces an Aging report of Accounts Receivable sorted in several ways. You may include contact information for collection calls. You can also get a "Transaction Summary" showing all reconciliation of activity on accounts since the last closing date. (See Section 7.3)

Transactions Produces a list of Invoiced sales, Collections, Adjustments or Finance Charges posted for a given period. Also includes salesman commissions on Invoiced sales and Collections Reports. List may be detailed or summary and sorted in several ways. (See Section 7.4)

Projections Produces a report of total projected sales [booked orders] for the next 6 months. There is also a Change Report which quickly shows which salesmen are have gained or lost sales due to new order entries, changes, and cancellations entered since the previous Change Report. (See Section 7.5)

Inventory Produces a report (Avails) of % or # of avail units or minutes (sold or unsold) for up to 12 weeks. (See Sec 7.6)

7.1 - Customer Lists

This function of the Natural Log Reports section allows you to get printed lists of your Customer files in "summary" or "detailed" format. You can also print mailing labels and billing history for customers. To enter the **Customer Lists** function, at the REPORTS MENU select **Customer Lists**. You will be guided through several questions regarding the list to be printed.

LIST TYPE You may select one of these customer list types:

Summary Detailed Billing History Mailing Labels

Summary lists limited customer information on 1 or 2 lines per customer. Detailed prints all customer information. Mailing labels are set up for standard 3.5 x 15/16 continuous feed (single column) labels if you are using a dot matrix printer. For those using a laser or inkjet printer, labels fit on Avery 5160 (1 x 2 5/8) laser 8.5 x 11 inch sheets.

SORT BY You may select the sorting option for the list:

**Customer Name/# Agency/Direct Rep/NonRep(National)
Salesman KeyWord ZipCode**

If you select Customer sort, you will be offered a choice of sorting by Customer #, Sponsor name or Bill-to name. If you select Keyword, the system will list all customers with that KeyWord in their Sponsor name or Bill-To name.

INCLUDE ACTIVE/INACTIVE You may restrict the list to include only:

Active Customers Inactive Customers [Enter]-All Customers

If you select Active or Inactive, you will be prompted for the date from which the customers must be Active or Inactive to be included in the list.

INCLUDE STATEMENT CYCLE You may restrict the list to include only customers assigned to certain Statement Cycle(s). Delete any Cycles not to be included.

7.11 - Sample Customer List

This sample report was sorted by Salesman, using the Summary type Customer List.

C U S T O M E R L I S T

DEMO-FM/DEMO-AM CUSTOMER LIST AS OF 09-09-91 SALESMAN: 0 HOUSE ACCOUNTS

CUST #	SPONSOR	CONTACT	TEL #	REP	LAST-ORDER
0069	CAROL'S DRESSES	PASQUALE PERRY	555-2234	0	CURRENT
0011	FEDERAL CARS	ROSEMARY FLOWERS	555-1122	0	07/19/90
0022	GUN'S ETC	SKIP LEE	555-2233	0	CURRENT
0041	INFIRMARY CARE	PAULA RICKS	555-3344	0	CURRENT
0234	LILLIES FLOWERS	LILLIE MAE	555-3123	0	01/01/91
0115	LEONARDS PLACE	LEONARD HAYS	555-1111	0	12/31/90
0051	RAY'S AUTO	RAY KELLOG	555-7765	0	CURRENT
0068	TEXAS TRAVEL	MARY WADE	555-4432	0	11/30/90
0074	US ARMY	JOHN KERR	555-8765	0	CURRENT

End of Salesman # 0 Listing

SALESMAN: 01-JOE SELLSALOT

CUST #	SPONSOR	CONTACT	TEL #	REP	LAST-ORDER
0120	1ST NATIONAL BANK	ROBERT MANLY	555-4695	1	06/09/91
0105	BILLY'S BAR	MARGO FRITZ	555-7509	1	07/25/90
0124	BOOKS & MORE	KAREN GRAY	555-0588	1	CURRENT
0127	CALLS FOR LESS	MARY DENMARK	555-2244	1	12/31/90
0020	FIESTA AUTO CTR	DONNA AUSTIN	555-3342	1	CURRENT
0126	FURS FOR YOU	MOE BRANDON	555-5174	1	CURRENT
0121	JUNGLE JIM'S	JIM ESPINOSA	555-2111	1	02/01/91
0095	KWIK LAUNDRY	LEN BARRY	555-1800	1	03/01/91
0117	MAJESTIC THEATERS	CAMILLE BRAY	555-9900	1	10/31/90
0123	PERRY'S HUNTING	JOHN PERRY	555-3439	1	CURRENT

End of Salesman # 1 Listing

You may also print a report with much more detailed information for each customer, and also sort the report in several different ways. You may also include (or exclude) active (or inactive) customers. You can also print pre-formatted mailing labels.

7.2 - Order Lists

This function of the Natural Log Reports section allows you to get printed lists of your Order files in "summary" or "detailed" format. At the REPORTS MENU select **OOrder Lists**. You will be guided through several questions regarding the list to be printed.

LIST TYPE You may select:

- Detailed** Prints a complete order confirmation for each order.
- Summary** Prints a short summary of the main order information.

ORDER LIST You may select any of the following:

- All** Print all orders
- Expiring** Print only expiring orders
- Monthly** Print only orders running during a particular month.
- Rates** Computes & prints a report showing the effective rates charged on each order (including the effect of no-charge or bonus spots).
- Missing Copy** Prints a list of all orders with missing or expired copy for a specified period.

STATION If you are running more than 1 station on the Natural Log system you may select:

- 1 - DEMO-FM**
- 2 - DEMO-AM**
- Both**

SORT BY You may select the sorting option for the list:

- Customer Name/#** **Agency/Direct** **Rep/NonRep(National)**
- Salesman** **KeyWord** **ZipCode**

If you select Customer sort, you will be offered a choice of sorting by Customer #, Sponsor name or Bill-to name. If you select Keyword, the system will list all customers with that KeyWord in their Sponsor name or Bill-To name.

7.2 - Order Lists (cont)

SELECT ORDER TRAITS TO INCLUDE Natural Log will display a listing of "Traits" for which order will be included in the list. **Any orders matching or falling within the limits of all of these required "Traits" will be included in the list**

Generate Order List including Orders with these TRAITS:

Salesmen:	00 to 99
Revenue Types:	ABCDEFGHIJKLMN OPQRSTUVWXYZ
Invoice Types:	D,S,T,N
Billing Cycles:	W,B,C,D,E,N,1,2,3,4,5,6,7,8,9
Scripts required:	Y,N
Log Priorities:	0 to 9
Product Codes:	00 to 99

You may edit these "Traits" to include or exclude certain orders. Any orders matching or falling within the limits of all of these required "Traits" will be included in the list. After completing the Edit, hit **[Enter]** to continue.

7.21 - Sample Order Lists

You can also get an Order "rates" report showing effective ad rates on each order for each salesman.

ORDER REPORT						
11/11/91 14:09		DEMO-FM				
ORDER #	SPONSOR/PRODUCT	EFFECTIVE (AVERAGE) RATES				
		30 Sec \$/Spot	60 Sec \$/Spot	Mixed-Pkg \$/Min	Other \$/Min	
0069-003	CAROL'S DRESSES	5.37				
0022-001	GUNS ETC		7.25			
0041-080	INFIRMARY CARE	4.35				
0031-072	MAMA'S COOKIN			0.00		
00	HOUSE ACCTS	5.01	7.25	0.00	---	

0124-001	BOOKS & MORE	6.00				
0020-009	FIESTA AUTO CTR		6.25			
0126-002	FURS FOR YOU		7.30			
0123-005	PERRY'S HUNTING	4.99				
01	JOE SELLSALOT	5.45	6.85	---	---	

0213-071	KWICK STOP	3.00				
0780-001	MARIA'S CANDIES		8.00			
0333-002	NATURAL FOODS (PROGRAM)				1.00	
0231-006	ZEBRA NITE CLUB	5.00				
02	ALBERT DOORKNOB	4.45	8.00	---	1.00	

These rates are effective (average) rates for each order and salesman. That is, they consider the effects of all bonus and no-charge spots. If a customer buys 20 spots at \$5 (\$100), but gets 20 spots free, his effective rates is \$2.50 (\$100 divided by 40 spots). The salesman effective rate is computed as total \$ sold divided by total spots sold.

These rates do NOT consider all the ramifications of FCC rules regarding lowest unit pricing for political ads which usually must be calculated by hand due to the complexity of the rules!

7.3 - Accounts Receivable Reports

Selecting **Accounts Receivable** at the REPORTS MENU will allow you to choose one of the following:

Aging Report This is a list of **Accounts Receivable** aged by month. This is snapshot" of your Accounts Receivable at the time the report is generated. That is, you CANNOT run a report of what your accounts receivable aging was at prior date.

Transaction Summary This generates a report for each customer showing all activity on the account since the last closing date for reconciliation. It lists beginning balance, plus total invoices issued, less total collections, plus/minus adjusting entries, plus finance charges.

You can specify the following choices as well as the ## of copies to be printed.

STATION If you are running more than 1 station on the Natural Log system you may select:

1 - DEMO-FM

2 - DEMO-AM

Both

INCLUDE REVENUE TYPE(S) The computer will ask you what Revenue Type(s) to include [A-Z]. You can blank out the letter of any revenue type you want to exclude.

LIST TYPE You will be asked to choose from the following:

Summary Lists customer account balance totals aged by month.
Detailed Lists individual invoices which make up the customer account balance aged by month.

SORT BY You may select the sorting option for the list:

Customer Name/# Select Customer ###, Sponsor, or Bill-To name
Agency/Direct
Salesman
Rep/Non-Rep

PRINT CUSTOMER INFO FOR COLLECTION CALLS? This will print the contact name and phone number after each customer's account totals for collection calls.

7.31 - Sample Accts Receivable Report

Sample Accounts Receivable Aging Report This report shows a summary of accounts receivable sorted by salesman. You can also sort in several different ways and get more detailed accounts receivable reports listing each individual invoice. You can also print contact names and telephone numbers for collection efforts. Each salesman's accounts can be printed on a separate page. **NOTE:** This is a report of the conditions of A/R as of the date the report is generated. It is current up to the last invoices issued and the last payment processed. You CANNOT go back and reprint an A/R report for a prior period, so you must print one of these when closing each accounting period before beginning to process payments and invoices for the next period.

A C C O U N T S R E C E I V A B L E R E P O R T

Revenue Type(s) Included: ALL DEMO-FM as of 11/11/91

Cust	Sponsor	Nov-91	Oct-91	Sep-91	Aug-91	Jul-91	Prior	Late Chg	Total
0069	CAROL'S DRESSES	0.00	57.00	57.00	0.00	0.00	0.00	0.00	114.00
0011	FEDERAL CARS	0.00	19.00	19.00	0.00	0.00	0.00	0.00	38.00
0022	GUNS ETC	52.00	138.00	0.00	100.00	0.00	0.00	0.00	290.00
0041	INFIRMARY HEALTH CARE	20.00	20.00	0.00	0.00	50.00	100.00	0.00	190.00
0234	LILLIES FLOWERS	0.00	57.00	0.00	0.00	40.00	120.00	0.00	217.00
0115	LEONARDS PLACE	0.00	19.00	19.00	0.00	0.00	0.00	0.00	38.00
0031	MAMA'S COOKIN	102.00	138.00	138.00	0.00	0.00	0.00	0.00	378.00
0051	RAY'S AUTO	0.00	100.00	0.00	90.00	0.00	0.00	0.00	190.00
0068	TEXAS TRAVEL	100.00	100.00	0.00	0.00	0.00	0.00	0.00	200.00
0074	US ARMY	330.00	330.00	330.00	0.00	0.00	0.00	0.00	990.00
00	HOUSE ACCTS TOTAL A/R	604.00	978.00	563.00	190.00	90.00	220.00	0.00	2645.00

Sample Accounts Receivable Transaction Summary Report This report shows a Transaction Summary sorted by customer. This Transaction Summary Report shows a reconciliation of all account activity since the last closing date.

A C C O U N T S R E C E I V A B L E T R A N S A C T I O N S U M M A R Y

Revenue Type(s) Included: ALL DEMO-FM as of 11/11/91
 Since Last Book Closing on 10/31/91 through 11/30/91 14:21 11-30-91

Cust	Sponsor	Bill-To	Balance 10/31/91	Net +Invoices	Net -Payments	+ Net Adjstmt	Net +FinChrg	Balance On 11/30/91
0069	CAROL'S DRESSES		100.00	57.00	57.00	0.00	5.00	105.00
0011	FEDERAL CARS		0.00	19.00	19.00	0.00	0.00	0.00
0022	GUNS ETC		52.00	138.00	0.00	-100.00	0.00	90.00
0041	INFIRMARY CARE		20.00	20.00	0.00	0.00	0.80	40.80
0234	LILLIES FLOWERS		0.00	57.00	0.00	0.00	0.00	57.00
0115	LEONARDS PLACE		0.00	19.00	19.00	0.00	0.00	0.00
0031	MAMA'S COOKIN		102.00	138.00	138.00	0.00	0.00	102.00
0051	RAY'S AUTO		0.00	100.00	0.00	90.00	0.00	190.00
0068	TEXAS TRAVEL		100.00	100.00	0.00	0.00	0.00	200.00
0074	US ARMY		330.00	0.00	0.00	0.00	20.00	350.00
			704.00	648.00	233.00	-10.00	25.80	1172.80

7.4 - Transaction Reports

Sales/Collections /Adjustments/Finance Charges

This will print a report of **Transactions: Invoice sales, Collections, Adjustments or Finance Charges** for a particular month. It also includes agency, national rep, and salesman commissions for any month you select. The summary report lists sales by revenue type, salesman, and product code. You may enter this function at the REPORTS MENU by selecting **Sales/Collections**. Your choices are:

<u>I</u>nvoices	Prints a report of invoices issued for a select period.
<u>C</u>ollections	Prints a report of collections entered for a selected period.
<u>A</u>ddjustments	Prints a report listing all adjustments entered during a period.
<u>D</u>aily Logs	Prints a report for any daily log still available in the system, showing the total dollars on that day's log.
<u>F</u>inance Chg	Prints a report of all finance charges posted during a period.

STATION If you are running more than 1 station on the Natural Log system you may select:

1 - DEMO-FM

2 - DEMO-AM

Both

REPORT TYPE If you select **Invoiced Sales** or **Collections** the computer will next ask you to choose from the following:

Summary Lists billing totals by revenue type, source and salesman.

Detailed Lists individual Invoice amounts issued during the period selected.

Aged Collections Breaks collections into columns based on how many days the amount was due before it was collected. Useful for stations that pay different commission rates based on days outstanding.

SORT BY If you select **Detailed** you will be asked to select a Sort Option. Choices are:

Customer Name/# Agency/Direct

Salesman

Rep/NonRep(National)

If you select **Customer** sort, you will be offered a choice of sorting by **Customer #**, **Sponsor name** or **Bill-to name**.

7.4 - Transaction Reports

Sales/Collections /Adjustments/Finance Charges

REPORT DATE(S) This allows to enter the Start and End dates for the period for which the report is generated. This may be no more a couple of months at a time due to memory constraints within the system. Usually, you will print a report for no more than one month at a time.

COPIES You may print from 1 to 9 copies of the report.

INCLUDE REVENUE TYPE(S) The computer will ask you what Revenue Type(s) to include [A-Z]. You can blank out the letter of any revenue type you want to EXCLUDE.

Sample Invoiced Sales, Collections, and Adjustments reports are shown on the next 3 pages.

7.41 - Sample Invoice Sales Report

This is a detailed report sorted by salesman. Note that it also contains the commissions for the salesmen and agencies, if applicable, and can be used as a **sales commission report** if you pay based on billing. You can print a report for an individual salesman on a single page and use it as support for commission payments. Several other sorting options are available. You can also get summary reports.

INVOICED SALES REPORT
12/01/91 to 12/31/91

Revenue Type(s) Included: ALL
DEMO-FM

INVOICES ISSUED FROM 12/01/91 TO 12/31/91

Page 1

Invoice	Sponsor	*** I N V O I C E S ***			Sales	**Commissions**		Order ####	Sale Rep	Age ncy	Nat Rep	**Revenue**	
		Gross	Agc	Comm	Net	Taxes	Salesman					Nat	Rep
91-12-029	CAROL'S DRESSES	80.00	0.00	80.00	0.00	12.00	0.00	0069-001	00	N	N	L	C
91-12-002	FEDERAL CARS	99.00	0.00	99.00	0.00	14.85	0.00	0011-002	00	N	N	L	C
91-12-033	GUNS ETC	100.00	15.00	85.00	0.00	8.50	0.00	0022-009	00	Y	N	L	C
91-12-021	INFIRMARY CARE	199.00	0.00	199.00	0.00	29.85	0.00	0041-003	00	N	N	L	C
HOUSE ACCT DIRECT		378.00	0.00	378.00	0.00	56.70	0.00						
HOUSE ACCT AGENCY		100.00	15.00	85.00	0.00	8.50	0.00						
00 HOUSE ACCT TOTAL:		478.00	15.00	463.00	0.00	65.20	0.00						
=====													
91-12-098	1ST NATIONAL BANK	400.00	60.00	340.00	0.00	34.00	0.00	0120-010	01	Y	N	N	C
91-12-055	BILLY'S BAR	200.00	0.00	200.00	0.00	30.00	0.00	0105-011	01	N	N	L	C
91-12-033	BOOKS & MORE	300.00	45.00	255.00	0.00	25.50	0.00	0124-002	01	Y	N	N	C
91-12-020	CALLS FOR LESS	500.00	75.00	425.00	0.00	42.50	0.00	0127-044	01	Y	N	N	C
91-12-019	FIESTA AUTO CTR	100.00	0.00	100.00	0.00	15.00	0.00	0020-006	01	N	N	L	C
91-12-024	FURS FOR YOU	300.00	0.00	300.00	0.00	45.00	0.00	0126-003	01	N	N	L	C
JOE SELLSALOT DIRECT		600.00	0.00	600.00	0.00	90.00	0.00						
JOE SELLSALOT AGENCY		1200.00	180.00	1020.00	0.00	102.00	0.00						
01 JOE SELLSALOT TOTAL:		1800.00	180.00	1620.00	0.00	192.00	0.00						
=====													
91-12-036	KWICK STOP	600.00	90.00	510.00	0.00	51.00	76.50	0213-004	02	Y	Y	N	C
91-12-027	MARIA'S CANDIES	200.00	0.00	200.00	0.00	30.00	0.00	0780-001	02	N	N	L	C
91-12-038	NATURAL FOODS	150.00	0.00	150.00	0.00	22.50	0.00	0333-002	02	N	N	L	C
91-12-042	OLDTOWN SHOP CTR	90.00	0.00	90.00	0.00	13.50	0.00	0231-002	02	N	N	L	C
91-12-059	ZEBRA NITE CLUB	100.00	0.00	100.00	0.00	15.00	0.00	0674-008	02	N	N	L	C
ALBERT DOORKNOB DIRECT		540.00	0.00	540.00	0.00	51.00	0.00						
ALBERT DOORKNOB AGENCY		600.00	90.00	510.00	0.00	81.00	0.00						
02 ALBERT DOORKNOB TOTAL:		1140.00	90.00	1050.00	0.00	132.00	76.50						
=====													
DEMO-FM DIRECT		1518.00	0.00	1518.00	0.00	197.70	0.00						
DEMO-FM AGENCY		1900.00	285.00	1615.00	0.00	191.50	0.00						
DEMO-FM TOTAL:		3418.00	285.00	3133.00	0.00	389.20	76.50						

7.42 - Sample Collections Report

This is a detailed report sorted by salesman. Note that it also contains the commissions for the salesmen and agencies, if applicable, and can be used as a **sales commission report** if you pay based on collections. You can print a report for an individual salesman on a single page and use it as support for commission payments. Several other sorting options are available. You can also get summary reports.

COLLECTIONS REPORT

12/01/91 to 12/31/91

Revenue Type(s) Included: ALL
DEMO-FM

COLLECTIONS FOR PERIOD 12/01/91 TO 12/31/91

Page 1

Date	Payment #	Applied to Invoice	** C O L L E C T I O N S **			Sales	**Commissions**		Order	Sale Age	Nat	*Revenue*	
			Gross	Agc	Comm	Net	Taxes	Salesman	Nat Rep	####	Rep	ncy	Rep
12-15-91	91-12-109	CAROLS 91-09-090	80.00	0.00	80.00	0.00	12.00	0.00	0069-001 00	N	N	L	C
12-31-91	91-12-203	FEDERAL 91-08-233	99.00	0.00	99.00	0.00	14.85	0.00	0011-002 00	N	N	L	C
12-31-91	91-12-331	GUNS ET 91-08-231	100.00	15.00	85.00	0.00	8.50	0.00	0022-009 00	Y	N	L	C
12-31-91	91-12-390	INFIRMA 91-10-020	199.00	0.00	199.00	0.00	29.85	0.00	0041-003 00	N	N	L	C
HOUSE ACCT DIRECT			378.00	0.00	378.00	0.00	56.70	0.00					
HOUSE ACCT AGENCY			100.00	15.00	85.00	0.00	8.50	0.00					
00 HOUSE ACCT TOTAL:			478.00	15.00	463.00	0.00	65.20	0.00					
12-20-91	91-12-202	1ST NATI 90-11-019	400.00	60.00	340.00	0.00	34.00	0.00	0120-010 01	Y	N	N	C
12-21-91	91-12-209	BILLY'S 91-11-098	200.00	0.00	200.00	0.00	30.00	0.00	0105-011 01	N	N	L	C
12-22-91	91-12-217	BOOKS & 91-10-278	300.00	45.00	255.00	0.00	25.50	0.00	0124-002 01	Y	N	N	C
12-15-91	91-12-107	CALLS FO 91-11-321	500.00	75.00	425.00	0.00	42.50	0.00	0127-044 01	Y	N	N	C
12-09-91	91-12-040	FIESTA A 91-11-170	100.00	0.00	100.00	0.00	15.00	0.00	0020-006 01	N	N	L	C
12-10-91	91-12-078	FURS FOR 91-09-278	300.00	0.00	300.00	0.00	45.00	0.00	0126-003 01	N	N	L	C
JOE SELLSALOT DIRECT			600.00	0.00	600.00	0.00	90.00	0.00					
JOE SELLSALOT AGENCY			1200.00	180.00	1020.00	0.00	102.00	0.00					
01 JOE SELLSALOT TOTAL:			1800.00	180.00	1620.00	0.00	192.00	0.00					
12-05-91	91-12-010	KWICK STOP	600.00	90.00	510.00	0.00	51.00	76.50	0213-004 02	Y	Y	N	C
12-17-91	91-12-145	MARIA'S CANDIES	200.00	0.00	200.00	0.00	30.00	0.00	0780-001 02	N	N	L	C
12-08-91	91-12-032	NATURAL FOODS	150.00	0.00	150.00	0.00	22.50	0.00	0333-002 02	N	N	L	C
12-10-91	91-09-079	OLDTOWN SHOP CT	90.00	0.00	90.00	0.00	13.50	0.00	0231-002 02	N	N	L	C
12-11-91	91-09-101	ZEBRA NITE CLUB	100.00	0.00	100.00	0.00	15.00	0.00	0674-008 02	N	N	L	C
ALBERT DOORKNOB DIRECT			540.00	0.00	540.00	0.00	51.00	0.00					
ALBERT DOORKNOB AGENCY			600.00	90.00	510.00	0.00	81.00	0.00					
02 ALBERT DOORKNOB TOTAL:			1140.00	90.00	1050.00	0.00	132.00	76.50					

7.43 - Sample Adjustments Report

This report lists all non-payment and non-invoice changes to Accounts Receivable during the period. Positive Adjustments **increased** Accounts receivable balance while negative Adjustments **decreased** the Accounts receivable balance. This report, when combined with the Invoiced Sales Report and the Collections Report, lists all transactions which affected Accounts Receivable during the period. You may restrict the report to list fewer than all the Adjustment Types, if needed.

POSTED ADJUSTMENTS REPORT

12/01/91 to 12/31/91

Revenue Type(s) Included: ALL
 Adjustment Type(s) Included: CR DR ACM RCM PRE TAX BAD TRC ADJ VOID

DEMO-FM ADJUSTMENTS POSTED FROM 12/01/91 TO 12/31/91 Page 1

***** A D J U S T M E N T S *****											
Adjstmnt#	Inv/Pmt#	Sponsor	Code	Description	Amount	Order ###	Sale Rep	Age ncy	Nat Rep	**Revenue**	Source Type
91-12-090	91-12-109	BOOKS & MORE	CR	A/R Credit Adjust	-80.00	0069-001	01	N	N	L	C
91-12-095	91-11-203	GUNS ETC	CR	A/R Credit Adjust	-99.00	0011-002	00	N	N	L	C
91-12-113	91-10-331	ZEBRA NITE CLUB	VOID	VOID Invoice	-110.00	0022-009	02	Y	N	L	C
91-12-139	91-10-390	ZEBRA NITE CLUB	ADJ	Replaces 91-10-331	50.00	0041-003	02	N	N	L	C
91-12-142	91-11-009	MAMA'S COOKIN	TRC	Trade Credit	-200.00	0069-001	00	N	N	L	C
91-12-166	91-12-203	FIESTA CAR CTR	ACM	Agency Comm Taken	-22.50	0011-002	01	N	N	L	C
91-12-198	91-11-331	JANE'S TAVERN	BAD	Bad Debt Writeoff	-300.00	0022-009	01	Y	N	L	C
91-12-203	91-11-390	ABC DOORKNOBS	CR	A/R Credit	-50.00	0041-003	00	N	N	L	C
NET ADJUSTMENTS:					-811.50						

7.5 - Projected [Booked] Sales Report

The **Projected Sales** ('Booked Orders') report shows your projected billing based on orders on-the-books for the next 6 months versus your sales goals for each salesman. If you select **Projected Sales** at the **REPORTS MENU**, you will be presented with the following choices:

STATION If you are running more than 1 station on the Natural Log system you may select:

1 - DEMO-FM

2 - DEMO-AM

Both

REPORT TYPE You may select from 2 types of Projected Sales Report:

Total Sales This will print a month-by-month listing of projected Gross or Net sales for the next 6 months based on booked orders.

Change Report This will generate a report showing the net change in dollar sales of all Traffic changes made in orders since the last Change Report was generated. This is sorted by Salesman. It is very useful for determining at a glance which sales people are gaining or losing. This report generates 6 month projected sales for each order in the system and compares it with the projected sales the last time the report was generated. When a new order is entered or an order is increased, it will show up as a plus amount. When an order is canceled or decreased, it will show up as a negative amount.

Single Month This prints a summary report by salesman showing booked sales for the current month and collections-to-date for the current month.

GROSS or NET You may select to print the report with **Gross** or **Net** revenue listed.

(continued on next page)

7.5 - Projected [Booked] Sales Report

COPIES You may print from 1 to 9 copies of the report.

SORT BY You may select the sorting option for the list:

Customer Name/#

Salesman

If you select Customer sort, you will be offered a choice of sorting by Customer #, Sponsor name or Bill-to name.

SUMMARY or DETAIL The system prints out 2 levels of detail:

Summary Prints only totals for each salesman (if sorted by salesman) or each customer (if sorted by customer).

Detail Prints totals for each order in Natural Log and subtotals for each customer or salesman.

INCLUDE REVENUE TYPE(S) The computer will ask you what Revenue Types) to include [A-Z]. You can delete the letter of any revenue type you want to EXCLUDE.

A sample Projection report is shown on the next page.

7.51 - Sample Projected Sales Report

A **Detailed** Report sorted by salesman shows booked order totals for next 6 months with quotas.

SALES PROJECTION REPORT								
DEMO-FM ** NET ** SALES								
Revenue Type(s) Included: ALL								
Order #	Sponsor (Product)	OCT-91	NOV-91	DEC-91	JAN-92	FEB-92	MAR-92	
0690-003	CAROL'S DRESSES	200.00	100.00	200.00	0.00	0.00	0.00	
0022-030	GUNS ETC	300.00	250.00	300.00	100.00	100.00	100.00	
0041-090	INFIRMARY CARE	125.00	0.00	0.00	0.00	0.00	0.00	
0031-072	MAMA'S COOKIN	0.00	123.50	200.00	0.00	0.00	0.00	
00 HOUSE ACCOUNTS		TOTAL: 2,098.50	625.00	473.50	700.00	100.00	100.00	100.00
		QUOTA: 7,500.00	1,000.00	1,500.00	2,000.00	1,000.00	1,000.00	1,000.00
		% 30%	63%	32%	35%	10%	10%	10%
0124-001	BOOKS & MORE	125.00	90.00	250.00	0.00	0.00	0.00	
0020-008	FIESTA AUTO CTR	490.00	245.00	400.00	100.00	0.00	0.00	
0126-002	FURS FOR YOU	85.00	0.00	100.00	425.00	90.00	90.00	
0123-005	PERRY'S HUNTING	250.00	145.50	100.00	125.00	100.00	100.00	
0356-005	ROBERTS DRUG STORE	150.00	150.00	100.00	100.00	100.00	100.00	
01 JOE SELLSALOT		TOTAL: 4,060.50	1,100.00	630.50	1,000.00	750.00	290.00	290.00
		QUOTA: 11,500.00	2,000.00	2,500.00	2,500.00	1,500.00	1,500.00	1,500.00
		% 35%	55%	25%	40%	50%	19%	19%
0213-071	KWICK STOP	25.00	90.00	50.00	0.00	0.00	0.00	
0780-001	MARIA'S CANDIES	90.00	45.00	50.00	40.00	0.00	0.00	
0333-002	NATURAL FOODS	85.00	0.00	90.00	90.00	90.00	90.00	
0231-002	ZEBRA NITE CLUB	50.00	45.00	80.00	80.00	80.00	80.00	
02 ALBERT DOORKNOB		TOTAL: 1,250.00	250.00	180.00	270.00	210.00	170.00	170.00
		QUOTA: 6,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
		% 21%	25%	18%	27%	21%	17%	17%

The **Summary** Report lists only salesman and station totals for next 6 months along with quotas.

SALES PROJECTION REPORT								
DEMO-FM ** NET ** SALES								
Revenue Type(s) Included: ALL								
SALESMAN NAME		OCT-91	NOV-91	DEC-91	JAN-92	FEB-92	MAR-92	
00 HOUSE ACCOUNTS	TOTAL:	2,098.50	625.00	473.50	700.00	100.00	100.00	100.00
	QUOTA:	7,500.00	1,000.00	1,500.00	2,000.00	1,000.00	1,000.00	1,000.00
	%	30%	63%	32%	35%	10%	10%	10%
01 JOE SELLSALOT	TOTAL:	4,060.50	1,100.00	630.50	1,000.00	750.00	290.00	290.00
	QUOTA:	11,500.00	2,000.00	2,500.00	2,500.00	1,500.00	1,500.00	1,500.00
	%	35%	55%	25%	40%	50%	19%	19%
02 ALBERT DOORKNOB	TOTAL:	1,250.00	250.00	180.00	270.00	210.00	170.00	170.00
	QUOTA:	6,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
	%	21%	25%	18%	27%	21%	17%	17%
DEMO-FM	TOTAL:	7,409.00	1,975.00	1,284.00	1,970.00	1,060.00	560.00	560.00
	QUOTA:	25,000.00	4,000.00	5,000.00	5,500.00	3,500.00	3,500.00	3,500.00
	%	30%	49%	26%	36%	30%	16%	16%

7.6 - Inventory [Avails] Report

The Inventory Management Report lists commercial avails (sold or unsold in % or number) for up to 12 weeks in the future. This is a concise report listing avails for dayparts you select. The % report gives you a quick reading of the load factor for your station or any particular daypart which is particularly useful when selling on a "grid" type rate card.

EXPLANATION OF AVAILS REPORT This report is sometimes difficult to understand. Therefore, please read the next few sections to understand what this report can and cannot do.

AVAILS REPORTED IN DAYPARTS When running this report, you will see a table of Daypart start and end times which may be edited. The report will study avails within the time periods or classes you enter for each column. You need not use all columns. Each column is treated separately. To be included in a daypart column, the required schedule time of a spot must fall **on or after** the column start time and **before** the column end time.

SPOTS MOVABLE BETWEEN DAYPARTS Spots which may be moved between dayparts (having wide time spans in which they are scheduled) may be distributed into the daypart columns (using the **Distribute** option under Avails Usage) to get a good picture of your overall inventory. These may instead be ignored unless they fall completely in one daypart column (using the **Fixed** option under Avail Usage) which gives a better picture of how sold out a particular daypart is with spots that can't be moved into another daypart. (See the discussion under Avail Usage below).

Example: Suppose you have columns set up for 6-10AM, 6AM-7PM, and 0001-2359 (all day). A spot scheduled for 6-9AM would be counted against avails for 6-10AM and against avails for the 6AM-7PM column and against avails for the 0001-2359 column because it would satisfy the requirements of each column.

Example: With the same daypart columns, you have a spot scheduled for 6AM-7PM. If you used the **Distribute** Avail Usage option, this spot would be randomly assigned to an hour 6AM-7PM. Assume it was assigned to 7AM. It would then be counted in the 6-10AM column and the 6AM-7PM column and the 0001-2359 column. If you used the **Fixed** Avail Usage option, this spot would only show up in the 6AM-7PM and 0001-2359 columns.

7.6 - Inventory [Avails] Report (cont)

When you select **Inventory** at the **REPORTS MENU**, you will see a screen showing the current daypart column setting.

Inventory Report Dayparts							
From	0001	0600	1000	1500	1900	0600	0000
To	0600	1000	1500	1900	2359	1900	2359

[F10] to CHANGE Report Dayparts
[PgUp] **[PgDn]** Select ANOTHER saved daypart configuration.

[F10] You can enter appropriate start and end times for each column. An alternative is to enter a letter **A-Z** which corresponds to the TIME definitions you established in the **Setup** section (See Section 2.4). If you don't want to edit the times, or they are acceptable, then you should enter the **##** of weeks for which the study is to be run (1-12 weeks). Fewer weeks results in less time to generate the report.

[PgUp] or **[PgDn]** If you want to save multiple "Daypart" configurations, just hit **[PgUp]** or **[PgDn]** and another configuration will appear. You can change each configuration without affecting the others. In this way, you can have several daypart configurations saved and select the one you want by hitting **[PgUp]** or **[PgDn]**.

Natural Log then will offer a series of options:

STARTING DATE The system needs to know the starting date of the period you want studied. This **must** be a Monday.

STUDY AVAIL TYPE(S) The system will perform a study on all or certain avail types:

All The report includes the effects of all avails and orders, whether restricted or not.

Unrestricted This will study **only** avails which don't have any restrictions. That is, these avails may not have any avail type specified on the log format and therefore are not saved for a particular type of commercial (e.g. sponsorship).

Specified This will allow you to study **ONLY** a certain type of avail. For example, you may want to find all avails with a **WS** restriction. You would enter this requirement here. This is useful in searching for program or weather sponsorships, etc.

7.6 - Inventory [Avails] Report (cont)

AVAIL USAGE This allows you to instruct the system how to report spots which may be moved from daypart to daypart. That is, they are not restricted to only one daypart. Your choices are:

Distribute Movable Spots Any spots which may be moved between dayparts are allocated to an "assumed" daypart. Your report will include them in that daypart only.

Fixed (NonMovable Spots Only) This allows you to get a report which shows **only** unmovable spots. That is, they cannot be moved to another daypart column. This gives the best report for determining how full a particular daypart is.

Distribute Example: A spot scheduled from 6AM to 10PM would be allocated to certain hour, and it would be reported in the daypart column in which that hour falls. This gives the best report for determining how sold out you are overall.

Fixed Example: You have a customer which wants 6-10AM. You run this report using the **Fixed** option, and only those spots which cannot be moved out of the 6-10AM daypart are included in the 6-10AM daypart column. In this way, you can determine if you can sell then new customer time in 6-10AM by moving some 6AM-7PM spots out of the 6-10AM slot.

REPORT SOLD or UNSOLD AVAILS Your choices are:

- Sold** Reports the ## or %% of commercial units or minutes sold.
- Unsold** This will report the ## or %% of commercial units or minutes unsold and available to be sold.
- Both** This prints a single report column as ####/#### (Sold vs Unsold).
- Total** Scans the log formats for total of avails on the format. This includes SOLD avails and UNSOLD avails.

7.6 - Inventory [Avails] Report (cont)

REPORT BASIS You will then be able to specify the basis to be used. You can print the report based on:

Minutes or Units

(If you don't restrict the ## of minutes on the log format by entering a maximum ## minutes for each commercial set, then the minutes choice will give erroneous results...select Units which will report on the number of slots available for commercials).

REPORT FORMAT You need to specify how you want the numbers reported:

Percentages This reports avail usage in % sold or % unsold of the total
total

Numbers This reports the actual numbers of avails sold or unsold.

The specified Inventory Management Report will then be generated. You can rerun this report as often as desired with any of the combinations listed above. **A sample is shown on the next page.**

7.61 - Sample Inventory [Avails] Report

This report shows the % of avail Units Sold for a specified period of time. You can also get a report based on Minutes. You can also print Unsold or Total avails. You can report up to 12 weeks per report.

INVENTORY MANAGEMENT REPORT

%% UNITS SOLD (Spots Distributed Among Dayparts)

DEMO-FM 16:55 10/01/91		-- ALL AVAIL TYPES INCLUDED--							
DAY	DATE	FROM TO	1201a 600a	600a 1000a	1000a 300p	300p 700p	700p 1159p	600a 700p	1201a 1159p
MON	11/11/91		0%	45%	21%	23%	10%	12%	13%
TUE	11/12/91		0%	31%	23%	26%	12%	14%	21%
WED	11/13/91		0%	39%	26%	21%	9%	18%	26%
THU	11/14/91		0%	36%	30%	30%	9%	21%	23%
FRI	11/15/91		0%	40%	35%	41%	15%	22%	30%
SAT	11/16/91		0%	30%	40%	24%	7%	15%	22%
SUN	11/17/91		0%	0%	12%	10%	3%	8%	9%
TOTAL WEEK 1			0%	32%	22%	29%	13%	21%	19%
MON	11/18/91		0%	44%	20%	21%	15%	12%	10%
TUE	11/19/91		0%	33%	20%	22%	10%	12%	19%
WED	11/20/91		0%	41%	29%	20%	4%	16%	21%
THU	11/21/91		0%	31%	31%	32%	4%	23%	22%
FRI	11/22/91		0%	30%	30%	39%	10%	21%	29%
SAT	11/23/91		0%	24%	36%	21%	2%	17%	21%
SUN	11/24/91		0%	0%	12%	9%	2%	3%	10%
TOTAL WEEK 2			0%	31%	20%	32%	15%	20%	17%
MON	11/25/91		0%	45%	21%	23%	2%	8%	12%
TUE	11/26/91		0%	29%	22%	29%	2%	9%	23%
WED	11/27/91		0%	39%	26%	21%	2%	9%	21%
THU	11/28/91		0%	31%	30%	31%	8%	11%	18%
FRI	11/29/91		0%	41%	36%	41%	12%	18%	18%
SAT	11/30/91		0%	23%	40%	23%	10%	11%	21%
SUN	11/31/91		0%	0%	12%	10%	3%	7%	12%
TOTAL WEEK 3			0%	32%	22%	33%	10%	15%	18%