

Who plays role of 'Digital GM' (general mix of content/sales/tech experience) at each station?

They have basic experience in....

- Content / Editing / SEO
- Web Strategy
- Photo & Video Editing
- Online Advertising / Marketing
- Ad Design & Layout
- Competitive Environment
- WorldNOW features & functionality

Ad Units

- Ad units actively being sold... locally
- Ad units that station has decided to..... NOT sell

Pricing Models

- CPM
- Flat Fee
- Sponsorship
 - Avg Effect CPM
 - Current Rate card cpms
 - How is CPM determined?
 - How / when is CPM discounted?

Video

- Pre-roll? :05, :10, :15, :30
- Lower third?
- Frequency Cap? Y / N How many before next commercial? _____

Inventory Management

- % of LOCAL Inventory (Non-WorldNOW) not being sold per month (dumped to agy remnant)
- Ad unit placement
 - Section fronts
 - Above & Below Scroll
- Day-parts
 - Per Day
 - Early, Mid & Late Week. Weekend.
 - 5a-10a
 - 10a-4p
 - 4p-12mid
 - 12mid-5a

- **Comp Plans & Goals**
 - Managers
 - Bonus
 - Penalty
 - MBO
 - Sales Reps
 - Bonus
 - Penalty
 - MBO
 - Web Master
 - Bonus
 - Penalty
 - MBO
 - Newsroom
 - Bonus
 - Penalty
 - MBO

Web 101 & Computer/Smart Phone Savvy

- Basic Web 101 & Online Marketing Terminology
- Can use Google / Search
- Can do a digital CNA; client needs analysis for Pre-sales call prep
- Social Media
- Smart Phones
- Attach, download & open documents (PDF, images, word docs, ppt
- Microsoft Office
- Email signature file

Advertiser Info.

What % of current TV advertiser base

- Buys a digital product from WOWK _____
- Buys a digital product from anywhere else _____
- Central advertiser database controlled by sales manager (ex: using MailChimp.com)

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|--|--|
| Email Address | |
| Website address | |
| Facebook | |
| Twitter | |
| Linked in | |
| Other social media | |
| Currently using these digital marketing programs: | |
| Shows interest in these digital programs: | |