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RadioTraffic.com's Great at Great Eastern Radio

New features, ease of use please Northeastern broadcaster

USERREPORT

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WEST LEBANON, N.H. — We went with RadioTraffic.com in 2012. It's definitely more user-friendly than other traffic software. It was easy to learn and quick to pick up. I love that it's not cumbersome like a lot of conventional software.

I've been in radio since 2002 and love this business. I'm traffic director for three companies, 17 stations in all. Great Eastern Radio has stations in New Hampshire and Vermont, but we also have Nantucket Radio and Nantucket Public Radio in Massachusetts.

I handle all billing, payments and everything related to bookkeeping myself, but I have another traffic manager who helps, plus others assign rotations. One of the best things I love about RadioTraffic.com is that it doesn't require a hard close for the end of



the month. That's convenient for me.

Our sales managers and sales people also appreciate RadioTraffic.com. They pull their own reports, contracts and invoices. They like how RadioTraffic.com lets them quickly grab up-to-the-minute information themselves day or night, in the office or out. They don't have to come through the traffic department or wait for us to get back to them. The sales managers and sales people have done well setting up their reports that show them exactly what they want.

We recently upgraded to RadioTraffic.com's newest product, Premier. Where I have found RadioTraffic.com to save me the most time is billing. Other vendors' software took two or three days to do billing. Most other work had to shut down. With RadioTraffic.com, we are typically done with billing the first day by noon. One timesaver is that we email invoices to a lot of our clients. In the past, we had to print everything, stuff envelopes and mail. No more. RadioTraffic.com even automatically collates invoices and statements for us. Now I can review them, then send them out with one click of a button. That has saved us a lot of time and we always get billing done in a timely manner.

For the most part, I find RadioTraffic.com's Premier order entry is very easy to do.

We also use another RadioTraffic.com Premier feature called EZ-Net on some of our stations for network advertising. One button downloads everything — the network schedules, the orders — into RadioTraffic.com's logs automatically. It's great.

The support team is fabulous about listening to our ideas about what helps my stations. Their software people have been great at making new ideas happen.

For information, contact RadioTraffic.com in Texas at (866) 500-0500 or visit www.radiotraffic.com.