



# October 2009 Training Schedule

## Class Descriptions

### Intro to Media

If you are new to the media business and need to get a handle on the terms that are thrown around the station, INTRO TO MEDIA is the class. We recommend this class to those new to media before they take Beginner Flight Plan or other classes. It's an introduction of terms and uses of our system.

### Beginner Flight Plan

Designed for AE's new to our software. This class covers the basics of building simple Avails, Plans and Orders.

### Advanced Flight Plan

Learn to create an annual proposal, then work through the short cuts that will make you an expert user of TvSCAN

### Trender – Ranker

Packaging with ads on a station website has become standard place. Learn how to use the Internet Module within TvSCAN.

### Inventory 101

Learn the basics of creating and maintaining station inventory. Load PAV books, define PAV's, create new inventory, assign Dayparts and create estimates.

Date	Classes Week 1	
Thur, Oct 1 <sup>st</sup>	9:00am MST Trender & Ranker	<a href="#">Register</a>
	2:00pm MST Auto Posting	<a href="#">Register</a>
Date	Classes Week 2	
Tues, Oct 6 <sup>th</sup>	9:00am MST Intro to Media	<a href="#">Register</a>
Wed, Oct 7 <sup>th</sup>	9:00am MST – Beginner Flight Plan	<a href="#">Register</a>
Thur, Oct 8 <sup>th</sup>	9:00am MST – Advanced Flight Plan	<a href="#">Register</a>
Date	Classes Week 3	
Tues, Oct 13 <sup>th</sup>	2:00pm MST – Trender Ranker	<a href="#">Register</a>
Wed, Oct 14 <sup>th</sup>	2:00pm MST – Qualitap	<a href="#">Register</a>
Thur, Oct 15 <sup>th</sup>	2:00pm MST – Inventory 101	<a href="#">Register</a>
Date	Classes Week 4	
Tues, Oct 20 <sup>th</sup>	9:00am MST – Selling Against Cable	<a href="#">Register</a>
Wed, Oct 21 <sup>st</sup>	9:00am MST – Newspaper Module	<a href="#">Register</a>
Thur, Oct 22 <sup>nd</sup>	9:00am MST – Internet Module	<a href="#">Register</a>
Date	Classes Week 5	
Tues, Oct 27 <sup>th</sup>	9:00am MST Intro to Media	<a href="#">Register</a>
	2:00pm MST Beginner Flight Plan	<a href="#">Register</a>
Thur, Oct 29 <sup>th</sup>	9:00am MST Beginner Flight Plan	<a href="#">Register</a>
	2:00pm MST Advanced Flight Plan	<a href="#">Register</a>

## Individual Inventory Training

Inventory training is offered on an individual basis. For instruction creating or maintaining inventory email: [fbenton@marketron.com](mailto:fbenton@marketron.com)

**CLASSES ARE FREE**  
**CLICK HERE TO**  
**REGISTER**