WIDEORBIT

WO AUTOMATION FOR RADIO

Holiday Checklist

Preparing your station for the holidays requires multiple steps, and remembering to complete all of them can be stressful.

This holiday checklist includes often-forgotten tasks for WO Automation for Radio and will help ensure you and your team can relax and enjoy the holidays.

Pre-Holiday Checklist

Create or update a Default Playlist for each station using a non-holiday music log.

Create or update holiday format(s) and schedule them for the holidays, through the end of the year (or longer).

Make sure hotkeys are configured correctly to honor end dates (applicable in v4 or newer).

Check holiday content end dates in Audio Finder. Bulk edit media asset end dates, if needed.

Set up AFR Mobile and/or Universal Radio Client to monitor WO Automation for Radio from home during the holidays, via iPhone, iPad, PC, Mac, or Linux devices.

Post-Holiday Checklist

Check holiday music last play in Audio Finder to confirm holiday category content has not played and will not continue to play after the holidays. Bulk edit media asset end dates if needed.

Repeat these Audio Finder checks on holiday promos and other content mentioning specific holiday(s) in the metadata fields.

Hide holiday music categories by adjusting category visibility in user profiles.

Additional Resources

For more information or assistance with these processes, please contact the WO Automation for Radio Support Team by emailing ras@wideorbit.com, or by calling 415.675.6775, press 4 for Radio Automation.