

# INDUCTION KIT

Aimed to assist your transition into your new role  
within the media communications industry

**NGEN**  
CONNECTED

## Welcome

Congratulations on joining an MFA member Media Agency! You're about to embark on an exciting path which could result in a great career in media. The MFA is an industry body that represents the majority of media agencies in Australia, including your agency. This means that your company has a real passion and commitment to the industry and through its recently launched youth program called NGen, you'll gain exposure to some great opportunities.

While this is very exciting, starting a new job with any company can be daunting. You'll generally have lots of questions and we've tried to assist you in being prepared for this by compiling the information in this kit. Our aim is that by assisting you to be prepared as to what you should expect and what you should ask in your first few months with the company will greatly assist you in settling in and becoming a valued member of the team quickly.

It is important to recognise that the information we have provided in this kit is to be taken as a guide only. While most media agencies are completing similar tasks for clients, every media agency is different by way of its culture, values, people, size, systems & processes. Not all agencies will be able to provide you with all the information below, while some agencies will be able to provide you with more. Also, you can reference [www.ngen.org.au](http://www.ngen.org.au) and [www.mediafederation.org.au](http://www.mediafederation.org.au) both of which have useful industry information.

We have also included some useful information which you may wish to read during your first week or so of employment. This includes 15 commonly used media terms and their meanings plus a short description of the key media software which most agencies use.

We hope you enjoy your employment at your chosen agency. Most employees love being part of their media agency so enjoy it, learn as much as you can and we wish you the best of luck for a long and rewarding career in media!

### **Week One – What to Expect and Information to Obtain**

The first few days in your new job will involve meeting your immediate manager and immediate team members. You should also have an opportunity to sit down with your manager and talk specifically about your role and learn how it fits into the agency 'big picture'. This is crucial as it will help you to understand why your role is important and how your duties will contribute to the success of your team and the wider agency.

Soon after commencing, you should also be provided with some basic training on how to use your PC, where necessary information can be found on your system and how to use the office equipment such as your phone (including voicemail protocol, if necessary), photocopier, fax etc. If you are not familiar with email, you should get someone to show you the ins and outs on your first day – most importantly diary management.

As media agencies, we are all about communication. Our external communication to clients, media reps, other agencies etc, define who we are. Make sure you ask your Manager prior to answering the phone,

setting your voice mail, responding to emails etc if the communication has any standards or protocols around how to communicate via these methods. It may also be worth running your first few client or media rep emails via your manager to ensure your communication style is in line with the agency expectations.

Most of your initial training in your role will hands on learning, taught to you by someone who is currently in a similar role or who has done the role before. Take lots of notes during these training times so you can revert to them as you need in the following weeks.

In terms of agency specific information, some 'basic survival' info that would be good for you to obtain on your first few days includes:

- A phone list of all employees, their titles and the departments they work in
- A floor plan so you can see where everyone sits
- A walk of the premises, your work area, toilets, kitchen etc
- Building opening and closing procedures
- Stationary and supplies cupboard
- Ingoing/outgoing mail procedures
- Payroll information – who is the Payroll contact person and when salaries are paid
- Transport – where are the closest stations and/or ferry terminals
- Lunch – what time lunch breaks are & where is good to eat/get takeaway
- Local facilities – shopping centre, post office, ATMs, parks, gyms
- OH&S information – such as the OHS officer; First Aid officer, Fire Warden, Fire Evacuation Procedure & Meeting Point, First Aid information & location of first aid kits.
- List of your clients and their products
- List of contacts for media reps
- Instructions on how to use some of the basic systems like the phone, the printer and photocopier
- Confirm who your immediate supervisors/buddies are
- A credentials document about your company so you can learn more about it (or at least refer to)
- Register to become an Ngen member at [www.ngen.org.au](http://www.ngen.org.au)

You may participate in other programs, such as a formal induction program where you are introduced to all areas of the business, or your induction may be more informal involving a walk around of the premises and introduction to the wider team. Neither process is right or wrong; it's more about the quality of your induction than the quantity of information shared.

It's important to remember that the key goal of your first few days should be for you to meet your team, understand your role and responsibility within the team, be provided with some basic agency information to assist you in settling in and be shown some of the key tasks that you will be required to complete in your role. If you've achieved these things, you're doing well and should have had an enjoyable first week!

## Tips for the First Month

Once you have a couple of days/weeks under your belt, you'll start to have a better feel of the agency, the people and the way it operates. During this first month you have a good opportunity to spend some time getting to know the agency and what it can offer you before your time is fully absorbed by your role. Some good things to investigate in your first month include:

**Agency Background** – You may have done some research prior to commencing, but now, as an 'insider', you have the opportunity to really learn about your agency. Have another look at the company website, read some of the documents/presentations that are readily available on the share drives, visit the company intranet (if they have one), read key employees profiles. You could also look into other offices your agency has around the world and what clients they have. It is always interesting to see where your office sits in the global sense.

You should also take this time to familiarise yourself with the company values. These often shape an agency and will assist you in understanding what the agency places a strong importance on.

Finally, try to learn about the different teams that operate within the agency and what services, in addition to media planning & buying, that your agency can offer to clients. This information can often be found by reading past pitch documents or client presentations which will usually contain the agency credentials.

**Clients** – Take the time to learn who the key clients are within the agency. Talk to people who occupy your position in other teams so you understand how different clients & teams operate. Also make sure you learn about the client(s) that you're working on. Look at their website so you understand their products and be sure you know who are the key contacts that you will liaise with and what role do they occupy. You could take a look at some recent campaigns your client has run to familiarise yourself.

**Industry Awareness** – Most agencies will have industry magazines and trade publications delivered to them with copies available for the staff to read. This is a great source of information regarding the marketplace and to understand competitor activity. Developing an awareness of industry movements and competitor activity will demonstrate your interest in a longer term career in media.

Check out the MFA website as it will contain some helpful information and also the NGen website to see what the industry body is offering.

**Human Resources** – If your agency has an HR function, you are likely to have met this person, or people, when you were interviewed for the position. If not, make sure you have a session with them so they can talk you through the company policies and procedures. Policies that are important that you are made aware of include, IT policies, Leave policies (annual, personal/carer's leave, compassionate, parental leave) and standard HR policies such as the company's Equal Employment Opportunities, Anti Discrimination and Anti Harassment policies.

There may also be a handbook that they can provide you that will contain these policies and procedures plus some key agency information.

**Fun Stuff!** – Being part of a media agency is also about having a bit of fun every now and then! Agency and media parties are quite common – though it is important you are aware what behaviour is expected of you at these functions. Agencies also often participate in team sports or offer corporate gym rates etc. It is good to ask HR or your Manager about the perks of being part of the agency.

**Your Role & Performance** - In regards to your role, you are probably learning a lot of information very quickly during your first month. It is a good idea to ask your Manager for a 'catch up' near the completion of your first month. This is a great opportunity to revisit your job description and see how much of your role you have already learned and what tasks need to be explained to you over the coming weeks/months. It's also a good opportunity for you to request some feedback as to how they think you are performing. Be prepared to go into this meeting with your own views as to where you think you are performing well and where you need to improve – you are bound to be asked these questions! You may be provided with a copy of a performance appraisal which can be used as a guide to how you will be appraised after 3, 6 or 12 months.

**Give it Time** - Like with any new job, it is not uncommon to have sleepless nights in the first three months trying to remember all the information that you are being exposed to. This is normal and time will help so just be patient, take plenty of notes and feel assured your Manager will be happy for you to ask for help when you need it.

### **Training and Development**

Most media agencies are very dedicated to ensuring the development of new team members. As mentioned above, most of your initial training will be 'on the job' training, but following the completion of this, it's important to be aware of the training opportunities offered by the agency.

When discussing training, your Manager will be able to guide you as to which courses (internal or external) are the most relevant for you to complete. Make sure, however, if you feel you really need training in a particular part of your job, or on a particular computer program (for example) that you inform them. Everyone learns at a different pace so the training program agreed between you and your manager has to be right for you.

Some agencies also run formal Performance Review Programs. These allow you to set objectives with your Manager around tasks and key learnings that you will strive to achieve over the coming months/year. If the agency you work for doesn't have a formal objective setting process in place, setting some informal objectives with your Manager may be something you wish to consider. Measuring these objectives is then another way to assess how you are performing in your role and where your development needs/opportunities are.

Finally, joining NGen is a fantastic development opportunity for you in itself. NGen run courses, social events and competitions all designed around developing you as a member of the media industry. Again, don't forget to join NGen by registering at [www.ngen.org.au](http://www.ngen.org.au) and then find out what great development opportunities or parties are on offer.

## What Is NGen and How to Register

NGen is a totally unique community that connects people who work in the field of media communications. It's about giving young upcoming media specialists a voice in the industry, showcasing their fresh ideas, offering development opportunities and importantly it's about getting together and having fun.

NGen is specifically targeted to those with less than five years experience and are looking to make an impact, not only in their day-to-day job but also on the future of the media industry.

Through a range of activities and events, NGen will provide you with an opportunity to meet like minded people, share your ideas, as well as be inspired by outstanding and experienced mentors and role models from within the media industry.

To register, just go to the NGen website [www.ngen.org.au](http://www.ngen.org.au) and click on the 'Join NGen' icon. Once you join you will be able to access other parts of the website such as the discussion forum and helpful tips, as well as get a years subscription to AdNews, the industry magazine.

NGen is an MFA initiative and proudly supported by our valued sponsors. Keep checking this site for upcoming events, discussion forums and professional development opportunities.

## Top 15 Media Terms

Here are just some of the key terms you will hear frequently but for a more comprehensive listing of terms go to the MFA website at [www.mediafederation.org.au](http://www.mediafederation.org.au)

**Target Audience** - Is the term used to describe groups in the community selected as being the most appropriate (e.g. Primary purchasers, users, or influencers) for a particular advertising campaign. The target audience may be defined in demographic or psychographic terms, or a combination of both

**Potential** – The total target audience i.e. the maximum number of people in a demographic

**TARPs** – Target Audience Rating Points. Measures a demographic audience who have viewed a given program at a specific time. Expressed as a percentage of the potential audience.

**Reach & Frequency** – The amount of the target demographic who have seen an ad at least once, and the number of times they have seen it.

**Tearsheet** - A copy of a print advertisement torn directly from the publication in which it appeared (for verification purposes)

**Billboard** - In television, refers to the short (usually ten second) sponsor identification announcements scheduled immediately before and after a sponsored program. Opening billboard: "This program is brought to you by..." Closing billboard: "This program was brought to you by..."

**Circulation** - The total net paid sales of a specific publication. Most publications in Australia have their circulations independently audited by either the Audit Bureau of Circulation (ABC) or the Circulation Audit Bureau (CAB).

**Cost Efficiency** - The relationship between a medium's (or a media schedule's) audience and the cost of using that medium (or media schedule) to reach a specific audience.

**CPM** - Cost Per Thousand. The cost of advertising to reach 1,000 people within the target audience. The 'M' is the Roman numeral for one thousand. Using print as an example, CPM is calculated by dividing the advertising cost (cost per insertion) by a publication's circulation or readership (in thousands),

**CPT** - Cost Per TARP. The cost of advertising to reach 1% of the target audience. CPT is calculated by dividing the advertising cost (cost per spot) by the number of TARPs generated by that spot.

**Index** - A percentage which relates numbers to a given base. It is used to demonstrate quickly what is average, above average, or below average in terms of concentrations of people, ratings, sales data etc, etc, within predefined categories. Indices are usually rounded up or down to the nearest whole number.

**Clicks or click throughs** - The number of times a specific ad is physically "clicked on" by users as they browse a particular web page.

**Live Read** - Usually occurs on radio. An announcer either reads or ad-libs a piece of information about your product. Generally a live read is based on a script provided by the creative agency.

**Readership** - The total number of people who read a particular publication. It is made up of those who purchase (and read) the publication, plus those that they pass their copy onto.

**Keynumber** - The number an ad is given to enable a reference - usually supplied by the creative agency.

### Important Media Software Tools

There are a number of different software tools which we use in media. These tools help us to plan and buy as efficiently and effectively as possible, as well as analyze post campaign results and the majority of these systems are used widely by the industry. There are likely to be other tools your agency uses which are proprietary to them. The list below covers some of the core industry wide tools you will be exposed to. Please ensure you manager sets up training for you on all the below programs as it is important for you to learn how to use them.

**BCC** – BCC provides software to the advertising industry and their media product is called BMD (which stands for BCC media desktop). BMD is a TV planning and buying tool which provides agencies with a comprehensive and integrated set of modules covering all aspects of the media process – from planning your campaign, to buying the schedule, reporting on it to your client, post analysing the results, running expenditure reports, invoicing your client and paying the media. It's used every day at all stages of the planning and buying process by media users of all levels. As this system will be used most frequently, we have attached a fact sheet at end of this document to help explain what it can offer and where to go for help.

**eTAM** – Etam is a TV audience measurement tool. It allows us to see how programs are rating, analyze post campaign results, calculate CPT's and monitor audience movements across networks amongst other things.

**Asteroid (Roy Morgan)** – Asteroid was originally conceived as a tool for the analysis of sample survey data, it is now used for the interactive analysis of data sets from a wide range of other diverse sources. Asteroid houses a plethora of consumer information ranging from general likes/dislikes, attitudes/behaviors to product data, media consumption and media habits. It allows us to cross analyze data, analyze readership and reach of a given medium, and create media schedules across TV, press, magazines and cinema to calculate reach and frequency.

**Radio Advisor** – Radio advisor is the radio audience measurement tool. It allows us to see how radio stations are rating, optimize station selection against a demographic, track audience movement across the day, look at station loyalty and create radio schedule to measure your reach & frequency.

**AdQuest Millennium** – AdQuest is a program which allows us to create a wide range of advertising expenditure and spot reports across TV, print, radio, magazines, cinema and outdoor. It allows us to see how our competitors are advertising and how much they're spending.

**Nielsen Netview/Market Intelligence** – Nielsen Netview and Nielsen Market Intelligence are programs which provide us with online specific information. It allows us to analyse how well websites are performing and the people using them. We can pull data on site statistics, audience duplication across websites, time spent online and demographic information.

**Nielsen AdRelevance** – AdRelevance is a program which reports on online advertising activity. It allows us to see estimated advertiser spends, which websites campaigns are running on, campaign date ranges and the creative used. An advantage of AdRelevance is that data is captured daily so that we can see up to date competitive behavior.

**DecideDNA Search Technology** - Decide DNA is a world leading Search Engine Marketing and Search Engine Optimisation technology platform that can aggregate traffic and ROI data from search engines and customer web sites from around the globe. Decide DNA generates keyword lists, manages and optimises your bids across multiple engines, and provides true global views that make reporting easy. Unlike other technologies, DecideDNA support's multiple languages and currencies.

**DoubleClick (DART Search)** - DART Search is an integrated worldwide search marketing solution that lets search engine marketers manage and optimize all of their pay-per-click advertisements and keywords across all major search engines.

**ATLAS** - Atlas Search is a search campaign management tool used for trafficking paid search campaigns across search engines, for keywords and bids optimisation.

Further information on the above tools can be found in the MFA Media Guideline, as well as a comprehensive set of terms and definitions. Please go to: [www.mediafederation.org.au](http://www.mediafederation.org.au)

## Enjoy

You will soon come to discover the unexpected when you work in a media communications industry. Just take a look at some of the comments on our ngen site and on the MFA site and you will soon realize that the opportunities will vary radically and the challenges will ensure your days are always filled with new and different learning experiences.

## Fact Sheet BCC media desktop

Date March, 2008

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### Who are BCC?

BCC AdSystems is a privately owned Australian company and the longest serving supplier in the industry (we're celebrating our 30th year this year). BCC provides a suite of software products to the advertising and media industries throughout Australia and Asia. Our client base ranges from single user sites to the large multinationals with thousands of users using our products every day. Our experienced team (of 51 people across 4 offices) comprises people with real advertising, finance, marketing and media industry experience.

### What is BCC media desktop and what does it do?

**BCC media desktop** is a fully integrated solution tailored to your industry. It provides agencies and media buying houses with a comprehensive and integrated set of modules covering all aspects of the media process – from planning your campaign, to buying the schedule, reporting on it to your client, post analysing the results, invoicing your client and paying the media.

All media types can be planned or bought in one schedule and you can report on a part of your schedule only, such as a single medium or media type, or a selection of criteria across a range of schedules. Reports can be output in a wide range of formats, and can be viewed on the screen, output to any printer or be output to PDF. In addition, users can define, store and reuse their own reports and exports using functionality built into the **BCC media desktop** application.

**BCC media desktop** allows you to import/export bookings and holdings (the bookings held by a TV station for your clients) via Holdings loading, Proposal imports and Booking Request Exports. **BCC media desktop** also imports programs and for some stations, avails information directly from the station into your schedule allowing you to maximise your use of the most up to date information with a minimum of effort.

**BCC media desktop** has links to many third party data suppliers, such as AGB Nielsen and OzTam (for television survey data), Nielsen AdEx, MRI and AudioNet (for post analysis data), and other software and data suppliers such as Landsberry & James (eTAM), AGB Nielsen (Arianna), Day 8 (Mediawise), and Audience Development Australia (Q Scores), and others.

Comprehensive online Help documentation provides users easy to use information about all parts of the system, and this documentation is updated with each upgrade so it's always up to date when new functionality is released.

All of this makes **BCC media desktop** the hub for your day to day media needs, and an invaluable tool designed specifically for your business. For more information about **BCC media desktop**, contact your BCC support representative, or see our website, [www.bcc.com.au](http://www.bcc.com.au).