

WUSF Public Media Returns to Marketron Visual Traffic After Lackluster Capabilities from Previous Traffic System

Background



[WUSF Public Media](#) is the public radio station for central and western Florida, located in Tampa and

licensed by the University of South Florida. The organization's programming includes WUSF 89.7, the west-central Florida NPR station. It also operates Classical WSMR 89.1 and 103.9.

WUSF was a longtime user of Visual Traffic. As part of the company's technology assessment, they decided to evaluate other solutions. They changed to an international company's product, which was primarily known for its radio automation systems. The organization's traffic manager, Marilu Hernandez, shared her story of leaving and returning.

The Challenge:

New Traffic Platform Creates More Challenges Than Solutions

As a public media organization, WUSF has different needs than regular for-profit stations have. However, they still require a traffic software system to negotiate and schedule linear ad spots as well as manage revenue with billing and reporting. WUSF wanted to pursue a new traffic solution. After reviewing three options, they decided to move forward with a newer option from a well-respected company that mostly played in the automation and scheduling areas.

After a quick demo, Hernandez felt like the traffic platform could improve workflows. Challenges began to arise at deployment. "We did a conversion with no on-site due to COVID, and that was uncomfortable and intense," she said.



As soon as Hernandez began to use the platform, the issues became more urgent and compounding. "There was a lot of duplication, and I had to spend a lot of time going up and down avails. Many workarounds were necessary for needed features," she added.



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Marilu Hernandez
Traffic manager
WUSF Public Media

One problem that was a red flag was that users couldn't change future end dates without it affecting spots on a closed log. There were more "foundational issues," according to Hernandez, who called the product a "hybrid traffic system for automation."

Reporting was another pain point. Fields weren't populating correctly, and the numbers weren't correct, leading to many investigations on the sales manager's and Hernandez's part. While she described their software team as helpful, they couldn't repair the gap between expectations and actuality.

Instead of simplifying and streamlining traffic activities, the software created more problems, leading WUSF to a state of urgency about replacing the system with something reliable.

The Solution:

A Return to Reliable

After several internal discussions, Scot Kaufman, director of sales, reached out to Marketron with the decision they made to migrate back to Visual Traffic. "We needed something reliable with accurate reporting," Hernandez explained.



Hernandez noted that the best things about Visual Traffic are the robust report writer, the ability to do almost everything, and easy logging of activities. The reporting features of Visual Traffic were correct and flexible, as opposed to the former system, which required reporting template creation and manipulation.

After converting back to Visual Traffic, Hernandez was relieved to be back in a system that she knew and trusted. They also began to use e-invoicing services to continue with invoicing workflows. Coming back on board with Marketron, she's also been actively providing feedback on what's next. "The Visual Traffic support staff is a great group of people that always has answers. The training was great, and I appreciate the dialogue with Marketron about improving traffic solutions," she shared.

The Results:

Visual Traffic Supports Traffic Managers

With Visual Traffic, traffic managers have an ecosystem of solutions that supports all activities. Hernandez discussed how Visual Traffic has much more functionality than the previous system.

- Rate visibility at the spot level
- Easy copy insertion for bulk orders and the ability to insert a stop date
- Opening and viewing log editor and order windows simultaneously
- Break prioritization with no need for log manipulation
- Ability to print complete logs with all display notes, program names and unsold breaks

Hernandez looks forward to continuing to use Visual Traffic and its innovative features and integrations on the horizon, which will ensure WUSF can best use the traffic platform to its advantage well into the future.