

PayNow Operational Checklist

Use this checklist to run execution consistently across markets. Each section is designed to be completed in sequence. Maintain an exception log for items that cannot be completed immediately.

Section 1: Platform and System Setup

Purpose: Confirm all technical foundations are in place before any staff training or advertiser outreach begins.

Task	Owner	Target Date	Completed Date	Notes
Confirm new advertiser defaults to be billed electronically				
Confirm appropriate staff have Traffic Portal and Collections Tool access				
Enable Condensed Invoice format as default printing option to activate QR codes				
Configure payment reminders				
Set up pre-payment requests				

Business Manager signoff: _____

Date: _____

General Manager signoff: _____

Date: _____

Section 2: Internal Team Training

Ensure every staff member who touches invoicing, billing, or advertiser relationships is trained before any external outreach begins.

Task	Owner	Target Date	Completed Date	Notes
Business Manager understands portals, reporting, payment application				
Billing team understands workflow and exception handling				
Sales team knows how to use collections tools and share payment options				
Team understands how to explain electronic invoicing, Advertising Portal, guest checkout, QR codes and scheduled payments				

Business Manager signoff: _____

Date: _____

General Manager signoff: _____

Date: _____

Section 3: Advertiser Outreach and Onboarding

Ensure all active advertisers receive communication, have access to resources, and are personally contacted in order of priority.

Task	Owner	Target Date	Completed Date	Notes
Prepare station-branded advertiser education resources				
Send an email from station introducing electronic invoicing and payments as the new standard/preferred method				

Identify top check-paying accounts for personal outreach				
Provide education on payment options including guest checkout and ACH				
Document exceptions and escalation path for holdouts				

Business Manager signoff: _____ **Date:** _____

General Manager signoff: _____ **Date:** _____

Section 4: Reporting and Cadence

Lock in measurement so adoption does not slip after the campaign ends.

Task	Owner	Target Date	Completed Date	Notes
Monthly scorecard produced and reviewed with corporate sponsor				
Markets off track have defined next actions and owners				

Business Manager signoff: _____ **Date:** _____

General Manager signoff: _____ **Date:** _____