



JIM MANNING SOCIETY APPLICATION

JIM MANNING SOCIETY FREQUENTLY ASKED QUESTIONS

1. Are trade billings and/or production sales included in net billing amounts?

No.

2. Are billings to accounts that are acquired from another salesperson, who is no longer working at the station, included in sales figures?

Perhaps. Inherited billings should not be included; however, new business in an inherited account can be included.

3. Are accounts that are merely reallocated among salespersons included in sales figures?

Yes, if accounts are equally reallocated. As with question 2, only new business may be included.

4. Define "net billing."

Net billing is less agency commission.

5. Does "in-state advertising agency" mean that the agency must have a physical office in state?

Are agency sales included if the agency has offices in several different states?

Yes. But the "placing" agency must have a Montana office.

6. Some larger stations that are owned by an entity that has stations all over the country can sell advertising to out-of-state companies that have branches or divisions in state. Are these sales included?

No. Only sales placed in the "home market" for a station may be counted toward the Manning and SPOY awards. Out-of-state and out-of-market sales may not be counted.

7. Does a salesperson have to be employed as a salesperson at the time the awards are given?

No. As long as the candidate was a full-time salesperson in the qualifying year(s) and is employed full-time in broadcasting in Montana, they will qualify.

8. If a station changes its call letters, is that considered an addition of a new station?

No. A simple change of call letters does not constitute a new station.

9. If a station changes from AM to FM or from country to rock, is this a change in like situations?

Yes. A change in format, a move of location or a change from AM to FM or vice versa does constitute a new station and requires that a salesperson re-qualify for both the Manning and SPOY awards.

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10. Define “local account listings.”

Anything that is neither regional nor national and is in the home-market is considered local.

11. Define “same account listings.”

All new accounts generated by the salesperson qualify under this heading as does new business written on reallocated accounts (see question 2) provided that accounts have been reallocated proportionately among the sales staff.

12. If a new station comes on-line during the year, may an applicant submit two applications, one excluding the new station for comparison purposes for the salesperson of the year award and one to establish a new base year?

*Yes. In fact, they **should** submit two applications to establish a new base for the SPOY award.*

13. Should “bad debts” be subtracted?

Yes.

14. Are Interactive/Internet sales included?

Only Television Digital sales may be included this year and will be included for Manning Society induction and for Television Salesperson of the year. Radio will not include Digital.

15. Do the sales of commercial announcements have to be broadcast during the year?

Yes. Sales are counted in the year in which the spots air.

16. Can we count political and issue advertising?

No. Political and Issue Ads are excluded. Issue ads are defined as any advertisement involving a controversial issue of public importance. Such announcements generally apply to ballot issues, but not in all cases. The controversial issue can be of local, state, or national importance and may include ads about elections that are not sponsored by candidate's official committees. Issue ads are not subject to the FCC's political broadcasting rules, but stations are liable for false and/or slanderous material. The fact that a station aired ads about an issue requires the station to place a list of the chief executive officers, executive committee, or board of directors of the sponsoring group into the public file for a period of two years.

17. Does NTR count as billing?

No. Only broadcast sales count toward the Manning and SPOY awards.