



# Radio Web Network

*Leading the Industry in Customer Revenue Enhancement*



## **Radio Station Need**

I have several different people in my organization that manage some or all of my web-based activities. How can I keep track of what tool licenses I need; Who can access which tools; Who can change what parts of my web site; ... and so on?

## **RWN Solution**

P1Admin is a "Control Center" that can organize and manage all of your RWN tools. It provides for secure user access, authorization to use various RWN tools, authorization to access certain areas of your web site. P1Admin also provides extensive listener, advertiser, promotion and web site reporting capabilities

## **P1Admin**

P1Admin is a web-based application that is readily accessible over the Internet, using Internet Explorer version 5.5 or higher. A secure login process requires entry of an Account ID, User ID and Password before someone can enter the P1Admin environment. And all data sent between your browser and P1Admin is encrypted for security and safety.

With P1Admin, the station can easily manage their suite of Radio Web Network tools, without having to worry about licensing issues, installing special software on user's computers or deploying tool upgrades. Your P1Admin users can work anywhere they have an Internet connection. And they always have access to the latest versions of your Radio Web Network tools.

Once logged in, the P1Admin user is presented with the set of Radio Web Network tools that are available and that they are authorized to use. Different users may be authorized for different sets of tools. Within the Content tools it is possible to further restrict users to working on a one or more "groups" of content if desired.

The Radio Web Network tools are grouped into common areas and accessed via a tabbed menu system:

- Admin Home – contains tools that are used for general administration and reporting
- P1 Elements – contains "specialty" tools, like Calendar, Classifieds, Polls and Surveys
- P1 Content – contains content editing and delivery tools
- P1 Billboards – contains banner advertising tools
- P1 Points – contains contesting and promotions tools
- P1 Mail – contains mass mailing tools

