



User Guide for Script Submitters

Online Script Exchange System

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1. Introduction

The Script Exchange System allows RACC's customers to submit campaigns online for rapid copy clearance. Users are able to browse their network to attach scripts and substantiation, which can then be loaded into RACC's database at the click of a button. The System allows registered users to authorise other registered users from their organisation to view and work on their campaigns, and to suspend users who no longer work for their organisation.

Secure entry to the system is via email address and password. Passwords are issued by email to unregistered bona fide RACC customers who submit a script to the adclear@racc.co.uk address.

Once a campaign has been created, additional or revised scripts, substantiation or comments for an RACC response can be added at any time. When a campaign is loaded, the user will receive an email indicating which RACC executive is dealing with the scripts, and an email will be sent out whenever the executive updates the campaign; e.g. when further information is requested. All communication with the RACC can take place via the System.

Users will receive an email when the scripts have been cleared, containing the clearance document detailing any advice or conditions (e.g. scheduling care) and scripts that have been electronically stamped with the clearance number.

The System acts as a searchable database of all contacts with RACC. Users will be able to view all scripts, substantiation, clearance documents and comments that have been exchanged with the user and RACC.

If you experience any difficulty using the System please contact RACC on **020 7306 2620** or adclear@racc.co.uk.

2. Definition of terms

Campaign: A collection of scripts, substantiation and comments relating to a product or service submitted to RACC for clearance.

Submitter: Any organisation (radio station, advertising agency, radio specialist etc) registered to use the system by RACC. Registration takes place, at RACC's discretion, when an employee of the organisation submits a script to adclear@racc.co.uk for clearance.

User: Any individual employed by a registered submitter. Users will be registered, at RACC's discretion, if the domain name in their email address corresponds with the domain name of the registered submitter.

Client/Product: 'Client' indicates the name of the advertiser (e.g. Ford). 'Product' indicates the name of an advertiser's brand (e.g. Mondeo). In many cases the Client and Product name will and should be the same.

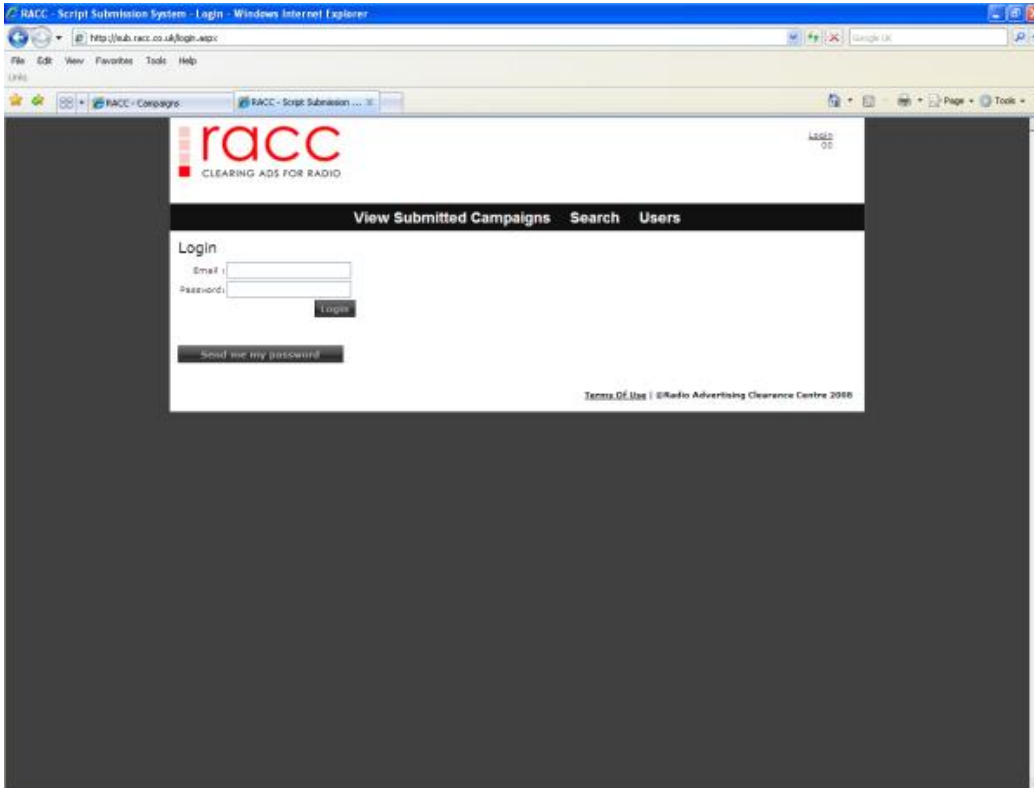
3. System Requirements

We have tried hard to make the system as simple and user-friendly as possible. There are, however, just a few procedures that must be followed:

- Scripts must be Word documents (though the System will accept Word, .pdf, Powerpoint, Excel, .tif and .jpeg files as substantiation).
- Each script should be on a separate document. *(RadioCentre, on behalf of the industry, has requested that RACC issue a clearance number for each distinct creative execution in a campaign. RACC unique numbers help the industry to produce reliable accountability data that, in turn, can help to demonstrate to clients the benefits of advertising on radio.)*

4. How to use the system

Log in

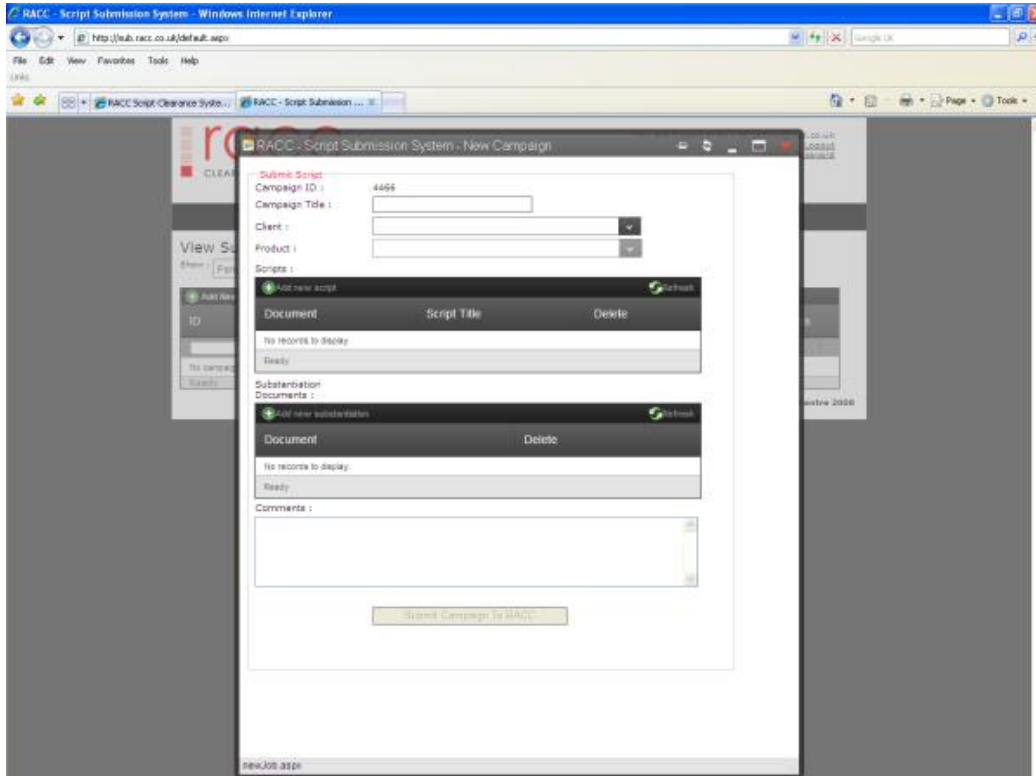


Go to sub.racc.co.uk (don't enter 'www' in the address bar) or use the shortcut at racc.co.uk. Enter your email address and password.

To change your password, go to the top right hand of the page when you have logged in.

Creating a new campaign

Once you have logged in, click on Add New Campaign.



Enter a Campaign Title if you wish. *This feature is optional.*

Input a client and a product name (e.g. Ford/Ford Mondeo or Miller Homes/Miller Homes). Alternatively, if you have previously submitted a campaign for this advertiser the client and product name can be selected from the drop-downs (N.B. client/product names in the drop-downs reflect the names allocated by RACC, not necessarily those designated by the user).

Click on Add New Script, Select the script you wish to submit, enter the title of the script and click on Attach Script.

N.B. Scripts must be Word documents.

If you wish to add further scripts, click again on Add New Script and repeat the process.

If you wish to add substantiation click on Add New Substantiation, Select the document you wish to submit and click on Attach Substantiation. *Substantiation can be Word, Excel, PowerPoint, .pdf, .tif, or .jpeg documents.*

If you wish to add further substantiation, click again on Add New Substantiation and repeat the process.

When you have selected all the scripts and substantiation you wish to submit, additional comments can be made in the Comments box. You can use this to add important information you wish to communicate to RACC (e.g. that the scripts need clearing by a certain time) or you can copy and paste information into the Comments box from elsewhere (e.g. information from a client's email that you think will support clearance of the scripts).

When you have attached all the scripts and substantiation, click on Submit Campaign to RACC.

The campaign will now be shown on the Pending screen. Once it has been allocated by an RACC executive, you will receive an email telling you which executive is dealing with the campaign. The campaign can now be viewed in the drop-down 'Allocated/Updated' under View Submitted Campaigns.

Adding scripts, substantiation or comments to a campaign

You can submit additional or amended scripts to a campaign at any time. You can also add substantiation or comments to a campaign, in response to a request for further information from the RACC executive handling the campaign, for review. Comments can be typed into the Comments box or information can be copy and pasted into it.

When you add anything to a campaign the relevant RACC executive is immediately notified.

Once you have received the clearance document relating to a campaign or the campaign has been closed by the RACC, no further scripts or information can be added to the campaign. If you wish to submit additional or revised scripts, you must create a new campaign. If you believe that amendments to an approved script are minor and unlikely to affect clearance, you can email RACC to determine if existing clearance numbers can be used.

To add to an existing campaign, go to the drop-down 'Allocated/Updated' under View Submitted Campaigns. Click on the

View button next to the campaign you are interested in. If you can't find the campaign, use the Search button (see 4.4), and then click on the View button.

- To add a script click on Add New Script, Select the script you wish to submit, enter the title of the script and click on Attach Script.

If you wish to add further scripts, click again on Add New Script and repeat the process.

- To add substantiation, click on the Substantiation tab, click on Add New Substantiation, Select the document you wish to submit and click on Attach Substantiation.

If you wish to add further substantiation, click again on Add New Substantiation and repeat the process.

- To add comments, click on the Submitter Comment tab, click on Add New Comment, type or copy and paste text into the Comment box, then click on Send.

Viewing and Searching for campaigns

To view a campaign use the drop-down box below View Submitted Campaigns to select either Allocated/Updated (for ongoing campaigns) or Closed. Click on the View button next to the campaign you are interested in.

To search for an ongoing or closed campaign, click on the Search tab and use one of the search criteria shown.

Users

RACC takes the security of the system very seriously. There are three levels of security:

- The default position is that only the registered user can see their own work via their password.

- The next level of security 'Allows' a registered user to allow other users registered to the same submitter to view and update their campaigns.
- Registered users can 'Suspend' other users registered to the same submitter from using the system. This feature prevents someone who is no longer employed by a submitter from using the Script Exchange System.