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*Belo Broadcast Group announces its completion of OSI-Traffic  
Belo builds for the future*

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For years, Belo set out to find a traffic system that would satisfy its future goals and a company that would stay on the cutting edge of technology. Belo's mission statement was to streamline operations across its 25 broadcast stations. With no common network affiliation, Belo implemented the OSI-Traffic system to make more efficient its operations throughout the company.

Belo is building for the future as the company continues to implement best practices throughout its broadcast properties. By creating a customer service center to support its stations, Belo is now able to standardize and customize its reporting requirements, and by doing so, add policies and procedures throughout the company.

The following features highlight Belo success and future goals for its consolidated business model.

- More responsibility to the sales staff as they become accountable for order entry and service to their clients schedules.
- Easier implementation of Electronic Contracts for National orders on a common database.
- Building common accounting practices with independent audits.
- Customer Service Center is able to exploit its resources as a team remotely and can manage inventory, run reports, lock logs, apply copy, and reconcile station logs anywhere in the country.

On November 25, 2003, OSI was successful in implementing all of Belo Broadcast television station in nine months time.