



Advocate for Innovation and Change

Helena Stylianou,
National Sales Coordinator
WDIV Local4 (Detroit), Graham Media



Helena Stylianou is serious about giving everything she's got to clear hurdles. And while they may be a bit higher than in the past, she found that an openness to change helped her clear those hurdles in new ways.

She began her career working at a rep firm, selling media in the late 90s. For the past 10 years, she worked as a national sales coordinator for Graham Media in Detroit.

"There were no processing changes for 50 years," she said. "But then in the last 5 years or so, it's insane how quick things have evolved."

A new technology she began using recently gave her a new outlook. She visualizes a world where delayed information and the endless days of back-and-forth over faxes, phone calls and emails will soon be a thing of the past. All it takes, she said, is for more agencies, stations and reps to adopt technology.

An Olympic victory

It wasn't her choice, but Helena recently began using a new technology to automate the process in January. She boldly tested it on a sizable campaign for a global telecommunications company during the 2018 Olympic Games.

"I had just started figuring out Videa," she remembered. "I thought, 'This could be a debacle.' But it worked out beautifully. We were able to look at it constantly throughout the Olympics and say, 'Hey, we've got to add some more in.' The media agency rep worked really closely with us."

The buy was big and left a lot of room to fall short: a month-long flight with daily buys on all dayparts including :05s, :15s and :30s.

But Videa's Campaign Performance Reporting helped them all monitor as a team with straightforward benefits like seeing the order and the posting all in one place.

"It's something I've not had so easily accessible in any other system," the 20-year veteran said.

It also saves a lot of back and forth.

"Before, we had to ask the rep to post the order," she explained. "Maybe our reconciliation hasn't caught up with his yet. In the interim I would send them spot times. I'd say, 'can you run a post and tell me where you're at?'"

But the new software cut all of that out.

"The spots that have run are already in there," she said. "They can pull up what I've put in for the future. They can see that one is sitting preempt. Five are ordered but only four are hitting the logs. And we can address that quickly."

The campaign posted at 100 percent.

Training for change

When she first found out Graham Media adopted Videa, Helena was less than thrilled. It would be the fourth system she would use to manage her day-to-day. Not to mention the time it would take to get trained.

But after her Olympic buy success, her mindset shifted.

"I didn't need to go through training; I literally figured it out," she said, noting that if she has a question, she just called Janna — a senior solutions manager who trains Videa customers. "Realistically you can pick it up and do it — it's very intuitive."

She said Videa opened the doors to better customer service and a faster fix for preempts.

"I like that when I'm sending a makegood offer, I can write a comment, like, 'NA due to length, makegood — doing on station side to secure inventory.' That way my client knows I have already worked ahead for her; that I'm getting it back into prime where that spot will have the best chance of clearing."

At the end of the day, the more automated process saves her time, gives her better insights into campaigns and elevates her ability to provide winning customer service.

"We really wish that every agency would just flip over to this, so we could have everything in one system," she said.