

USER GUIDE

NewsTicker

User Guide v4



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01: Introduction

Version 4

Congratulations on purchasing NewsTicker, the most used local ticker system in the industry, as well as the most feature-rich. NewsTicker's introduction more than a decade ago represented an innovation in lower-fifth displays. Foreseeing a future with increased automation, reduced local TV personnel, and a need for clearer delegation between editorial and technical staffs, NewsTicker was "there" before the demand.

It was the first broadcast product to exclusively use a web-based interface for data entry, at a time when most television stations didn't even have a website. And it has continued to lead the pack with many industry firsts that competitors are always racing to copy.

This documentation will take you through the core product, but it's a work in progress as is all of NewsTicker. That's because we continue to evolve it with enhancements and new functionality requested by trusted clients and thought-up by our Research and Development staff. As a new client, we encourage you to learn how to use the product the way it exists today – the way hundreds of stations across the country are using it. Once you've learned "the NewsTicker way," we encourage suggestions for future upgrades.

Feature Summary

There are a tremendous number of features within NewsTicker – far too many to mention in a list. This summary gives you a brief overview of the basic features of the various parts of NewsTicker.

Headlines and Breaking News

- Category-based organization allows you to enter content centrally but isolate on-air displays
- Intuitive drag-and-drop interface allows you to quickly re-order your content, or move items to different categories

- Configurable for one to three line crawl or hot-change displays content can be pre-loaded, then “approved for air” when ready
- Integrated spell-checker
- National and major international headlines fed automatically via TickerWire

Weather

- Current conditions, forecasts and severe weather (see Severe Weather, below)
- Forecasts may be entered for multiple cities for hyphenated markets or hyper-local forecasting, and broken down by custom-defined dayparts
- Hourly current conditions from National Weather Service reporting stations fed automatically via TickerWire, including temperature, sky conditions, barometric pressure, relative humidity, and more
- Can be configured to read from in-house temperature probe or an AWS WeatherBug network (from participating affiliates)
- Supports weather icons and free-flow text data

Sports

- Flexibility to limit the display to certain teams within a league, allowing you to only display the most relevant games to your audience
- Talent can enter optional free-flow comments about games that can appear along with the score
- Local leagues can be created and schedules loaded months in advance
- NCAA and professional schedules and real-time scores fed automatically via TickerWire

Finance

- Station can add or delete stocks of local interest, including major indices, on the spot Information updated via TickerWire, requiring no manual updating
- Display names of stocks can be changed by the station to improve presentation (e.g. “Penney J C Co Holding” to “JC Penney”)
- Supports expanded stock data, such as 52-week high/low, today’s high/low, and volume

Other specialty content modules

- Lowest price for gas in your market, updated automatically

- Emergency messages from your EAS endec can be passed through NewsTicker, permitting you to use the CGs assigned to NewsTicker for EAS
- State lottery results fed automatically via TickerWire
- Election reporting module for receiving results from the wire, web and manually throughout your market, with support for feeding to lower-thirds, your fullscreen CG, and the web
- Closings and delays module takes in automated data via a telephony and secure web interface, and integrates active records with other NewsTicker content
- Traffic data from Metro Traffic and Traffic.com (if licensed), or manually from station personnel
- Ski conditions from area resorts, updated automatically, is unique and highly sponsorable
- National Terrorism Threat Level, updated automatically

Installation

A dedicated installation coordinator at Newsroom Solutions will work with you on the installation of NewsTicker and its related components. This documentation is about using NewsTicker once it is installed.

Please refer to the Equipment Install Guide for specific installation procedures.

Tip: As major improvements are made in NewsTicker, documentation is updated. Periodically request the newest User Guides available and review them. Not only might you discover new features, but some old ones you may have forgotten about.

Additional Documentation

This guide provides fundamental instruction for how to use the base NewsTicker software, including user configurations and the daily operation of updating content. It addresses all included data modules, the optional Gas Prices module, and the powerful broadcast engine.

While there may be references to the optional Closings, Elections, and SevereWx modules, as well as the Freedom graphics platform, those are covered in dedicated documentation due to their extensive features and specialized operation.

Additional documentation, available from Newsroom Solutions support, include:

- *Closings User Guide*
 - Primary documentation for the optional school and business closings and delays module
- *Elections User Guide*
 - Primary documentation for the optional election reporting module
- *SevereWx User Guide*
 - Primary documentation for the optional severe weather reporting module
- *FreedomSD/FreedomHD User Guide*
 - Primary documentation for the Freedom graphics platform
- *LOGIC Programmer's Guide*
 - Developer's guide to working with LOGIC, the NewsTicker broadcast automation language

Support

All NewsTicker clients receive the same high standard of support. Our support desk is officially open from 9 AM – 5 PM, Eastern time, Monday through Friday. It can be reached by calling (336) 784-0686, and following the voice prompts for support. The desk is also staffed before and after business hours, so your particular request may continue to be worked on, even though the switchboard is closed.

Most clients find it more convenient to send an email with details of their request, including supporting information like screenshots. The address support@newsroomsolutions.com should be used at all times, versus emailing a support engineer directly. This benefits you in three ways: it takes into account when the engineer is out of the office, makes sure your request is routed to the next available qualified engineer, and is tracked by our ticketing system overseen by a manager.

When the email is received, a ticket is automatically generated and a tracking number sent back to you. Future replies to the tracking email which include the ticket number in the subject line get automatically appended to the support ticket.

Emergency (After-Hours) Support

Emergency support is available 24x7x365 for rectifying things that have stopped working. It is not for creating new looks or functionality, which would normally be handled during regular business hours.

For your convenience, use the same phone number and simply follow the prompts to reach the emergency dispatcher.

For emergencies, do not use email. Call the Support team instead. You may send an email in addition to calling the dispatcher, but calling is the only guaranteed method for getting a timely callback.

Note: Non-emergency usage of after-hours support results in extra support charges.

02: Interface Basics

Overview

NewsTicker, at its core, is a specialized content management system (CMS) used to create, manage, and publish content in a consistently organized fashion. It's designed for efficiency by recognizing the roles of news, production and engineering, and segmenting those areas of the software out. Thus, news never accesses anything design related.

Designers don't have to type in any content. And, engineers have all of their broadcast controls in a single rack-unit device. Best of all, NewsTicker integrates all of your edge graphics needs in a single platform, preventing you from having to deal with multiple vendors, servers and CGs. In the most optimized of cases, NewsTicker and the Freedom have replaced nine individual vendors between applications, content and hardware.

The other major benefit of a CMS is the ability to enter data into a single location, yet have it be distributed to many outputs, formatted differently. Content in NewsTicker is entered with little regard for the output design. This is intentional as your news staff should be concerned about content and your design staff should be concerned about design. This doesn't mean you can't have editorial selecting design elements. The best example of this is within forecasts. If your display uses graphical icons, a meteorologist can select a textual description from a dropdown box, such as "Partly Cloudy." Then, on air and on the web, you would match up the appropriate image.

Main Menu

NewsTicker is a web-based application, meaning anywhere on the network you have a PC with Internet Explorer, you can potentially access it. With proper firewall configuration or a VPN, you can even access it remotely. Your IT administrator will provide you with the website address, login name and password to access NewsTicker. Once you have that, use Internet Explorer (version 5.0 or newer) for the PC and open the site.

NewsTicker is made up of a series of "modules". Each module controls a different data set, contributing to the product's ease-of-use. The NewsTicker main menu (homepage) is the launch site for all modules.

Main Menu

<u>Breaking News</u>	Urgents and breaking news.
<u>Closings</u>	School and business closings.
<u>Currents</u>	Current temperatures and conditions.
<u>Elections</u>	Election results and display.
<u>Finance</u>	Quotes, indices and active stocks.
<u>Forecasts</u>	Local weather forecasts.
<u>Gas Prices</u>	Low gas prices by city.
<u>Headlines</u>	News headlines and teases.
<u>Lottery</u>	Winning lottery numbers.
<u>Severe Wx</u>	Severe weather statements and conditions.
<u>Ski</u>	Ski conditions.
<u>Sports</u>	Sports scores and schedules.
<u>Terrorism</u>	Nationwide terrorist threat level.
<u>Traffic</u>	Traffic incidents and notices.
<u>Globals</u>	Global format file variables.
<u>Broadcast</u>	Runlevel and on-air control.
<u>Support</u>	Documentation and account information.

Based on your license, you may have a subset of all available modules.

- **Breaking News:** This link appears once you've configured the "breaking news" category from within the Headlines module. It takes you into the Headlines module, hiding all categories except for breaking news.

- **Closings:** Full-featured school closings package that can take in closings and delays via touchtone or external web interface.
- **Currents:** Current weather conditions updated automatically from National Weather Service reporting stations. Some local temperature probes may also be used.
- **EAS:** Provides ingestion of messages from your EAS endec for displaying alerts through NewsTicker.
- **Elections:** Full-featured package for taking in election results from a wire, websites, and manually from area county clerks and election boards.
- **Finance:** Stocks of local interest, as well as the most popular indices, updated automatically as configured.
- **Forecasts:** Local or hyper-local weather forecast information, as updated by your meteorologist. It can be configured for multiple cities and dayparts.
- **Gas Prices:** Display of the cheapest places to buy gas in your market, automatically updated.
- **Headlines** Module for all headline data, categorized as desired. Automatic updates of national headlines are included.
- **Lottery:** State lottery results, fed automatically.
- **SevereWx:** Full-featured severe weather notification package with automatic updates from the National Weather Service.
- **Ski:** Current status of area ski resorts, including number of lifts open, base and top depth, and 24-hour snowfall. Information is updated automatically.
- **Sports:** Schedules and real-time scores of professional and NCAA teams, fed automatically. Local leagues, such as high school, can also be configured for manual entry.
- **Terrorism:** National Terrorism Threat Level as set by the U.S. Office of Homeland Security, updated automatically.
- **Traffic:** Traffic data from Metro Traffic or Traffic.com, if subscribed to their service. A manual traffic module can be used if an automated data source is not available.
- **Globals:** A centralized data source for entering high-level information used in broadcasts, but not suitable in other modules. For example, it may include a dynamic sponsor logo or snipe information.
- **Broadcast:** Module for building runlevels (playlists), as well as controlling the on-air display.
- **Support:** Link to support resources, documentation, and contact information.

Simply clicking on a module will take you into it. The next chapter provides more detail on each module, however you will likely find them to be intuitive.

Configurations

Setting up each module is consistent across all of NewsTicker. After clicking into the module you wish to set up, click Configure. The resulting configuration screen is generally organized, top to bottom, in the order in which you should configure it.

NewsTicker is designed to run day-in and day-out without ever clicking into the configuration screen. These settings are intentionally hidden behind a link to reduce the chances of somebody accidentally stumbling on them and changing something.

Any changes you make take effect immediately. The next chapter discusses the actual configuration of each module.

03: Content Modules

Overview

Each content “module” available in NewsTicker is listed below. These modules appear on NewsTicker’s main menu, allowing authorized personnel to update content quickly and intuitively. The exact items that appear on your menu may differ slightly as some standard but some are optional.

Currently, Newsroom Solutions is in the midst of provisioning a rolling upgrade from the 2-series of NewsTicker to the 4-series. This is made possible as a result of NewsTicker’s unique modular-based infrastructure. This provides for faster versioning since it allows older version 2 modules to co-exist with newer version 4 modules – you get new features as they are released, versus waiting for all modules to be converted. The version series for which the description applies is provided in the square notation after the module name below.

Content Module	Standard or Optional Module	Series
Breaking News	Standard	4-series module
Closings	Optional	2-series module
Currents	Standard	2-series module
EAS	Standard	2-series module
Elections	Optional	2-series module
Finance	Standard	2-series module
Gas Prices	Optional	2-series module
Headlines	Standard	4-series module
Lottery	Standard	2-series module
SevereWx	Optional	4-series module
Ski	Standard	2-series module
Sports	Standard	4-series module
Terrorism	Standard	2-series module
Globals	Standard	2-series module

Breaking News

(Standard 4-series module)

The Breaking News module is actually a subset of the Headlines module. Within Headlines, you create data categories where you enter your content. You can then designate a “breaking news” category.

Once assigned, Breaking News appears on the main menu as the first module.

Clicking on the name acts as an alias. It takes you into the Headlines module, hiding everything but the designated “breaking news” category. This allows you to get urgent headlines into NewsTicker, quickly.

For information about assigning a “breaking news” category, see Headlines below.

Closings

(Optional 2-series module)

Closings is an optional module for automating the intake of school and business closures via a touchtone telephony and web-based interface. It is integrated with the rest of the NewsTicker platform, allowing you to show Closings data alongside content from other modules.

Due to the complexity of the module, dedicated documentation is available. Consult the Closings User Guide for complete details.

Tip: Currents not only provides weather information, but also sunrise and sunset.

Currents

Currents keeps your viewers up-to-date with the latest weather conditions from around your state, region or the entire country.

Clicking on Currents from the main NewsTicker menu takes you to a summary screen of all the cities you have configured from which to gather current weather conditions.

The module is capable of gathering the current sky condition, temperature, dew point, relative humidity, winds, and barometric pressure from most any city that reports to the National Weather Service.

In addition, if you are an AWS WeatherBug client, or have a local network of temperature probes, they can be ingested into the Currents module too.

Configurations

To customize Currents, click on Configure. You will then be presented with the following options:

- **Edit Cities:** Change or add which cities you want to display current conditions for
- **Edit Display:** Order Customize the order in which NewsTicker displays each city
- **Edit Condition:** Change the text shown for each condition and assign weather icons (if used)
- **Edit Default City:** Change the default city for temperature in time/temp display

First you need to decide what cities you want to display current conditions for, so click Edit Cities.

NEWSTICKER DEMO version 2.2.3

Currents: Edit Cities

Add new cities to display current conditions for by entering a zip code, the name of the city, or the four-letter ICAO.

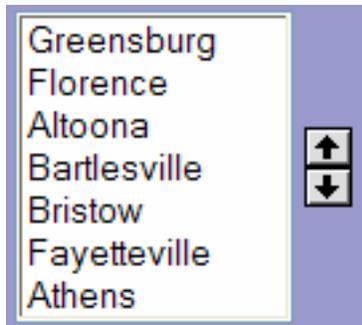
(e.g. 90210; Flint, MI; KBOS)

Enter a zip code, the name of a city (and state), or the four-letter identifier used by the National Weather Service, and click Add.

The Currents module queries the central NewsTicker servers for the city you requested, returning possible matches.

You can also use this same screen to edit the on-air name, or delete cities you no longer want in your display.

Once you have all the cities entered, you can tell NewsTicker what order you want them displayed by going to the Edit Display Order option from the Configure menu.



Choose the order you would like each city to appear on-air by selecting a city and using the arrows on the right to move it up or down in the display order.

Now, you'll need to tell NewsTicker how to translate the default sky conditions fed by the National Weather Service in an abbreviated format to something your viewers can understand, or is in the "vocabulary" of your meteorologists. Click Edit Conditions from the Configure menu.

Currents: Edit Conditions

Edit what gets displayed for each condition below and, optionally, set a keystroke associated with each condition for mapping to weather icons.
Note: You must have configured your CG to display weather icons. Simply adjusting these settings does not produce icons.

Feed Description	Condition Name	Keystroke
BLIZZARD	Blizzard	w
BLWGSNOW	Blowing Snow	w
CLEAR	Clear	S
CLOUDY	Cloudy	C
DRIZZLE	Drizzle	R
DUST	Dust	c

Default condition names are entered for you, but you may edit them by changing the text and clicking Save.

If you will be using graphical icons in your display, you'll need to create a keystroke that associates the condition with an icon on your CG. This should be done in coordination with the person writing your LOGIC files.

If NewsTicker generates your time/temp bug, you need to decide what city you want to use for that temperature. Click Edit Default City from within the Configure menu and choose an entry from the dropdown box. The cities that appear in this option are the same cities that are set in Configure > Edit Cities from earlier.

When using the default National Weather Service information, the data will be updated hourly.

EAS

(Standard 2-series module)

EAS is a standard module designed to pass through emergency messages from your endec to the specified NewsTicker character generator(s). It prevents a station from needing a dedicated EAS CG since it re-purposes those you use daily for NewsTicker. And, it can feed multiple CG streams at the same time. Consistent with FCC regulations, the audio tones must originate from the endec itself.

NewsTicker EAS supports the two major endec manufacturers: TFT and Sage, although the module operation differs between the two.

- **TFT:** Endecs from TFT offer you the greatest flexibility within NewsTicker because NewsTicker is able to control the unit. When an EAS comes down, the TFT unit immediately delivers it to NewsTicker and waits for a reply. If you control EAS's manually, the IntelliCommander will alarm. If automated, a runlevel will start and may, if configured, wait for a local commercial break to end before proceeding. Once ready, NewsTicker will begin airing the EAS message and tell the TFT unit it is on air. At that point, the TFT plays the audio tones and prints the verification.
- **Sage:** Endecs from Sage treat NewsTicker like a CG, so all of the control and automation is in the Sage unit itself. When an EAS comes down, the Sage will do whatever you have configured (e.g. alarm if manual, or trigger if automated). It will then play its audio tones and send the message to NewsTicker at the same time. You cannot take advantage of NewsTicker automation to delay the start until after the local break because NewsTicker can't control the playing of the audio tones within the Sage unit. The tones play at the same time the module receives the message.

In both cases, the physical text of the message is formatted in the endec.

Configurations

From within the EAS module, click Configure > General Configurations. Enter the port and baud settings for your endec. Typically, 9,600 baud is used. Be sure that the port on your endec is set for "generic" or "standard".

The runlevel used to display EAS messages is set in the configurations of the Broadcast module.

If you are using a Sage, then there are no other configurations. If using a TFT, proceed to Edit Event Codes. Here, are the various codes fed from the endec. Clicking on an event name will allow you to configure it.

- **Event Code:** Three-character event abbreviation. This must match what is fed from the endec.
- **Event Name:** Textual name of the event, used for internal reference.
- **Event Type:** Category that the event falls into. Useful if you'll filter by event type in the LOGIC file.
- **Severity:** User-defined severity level of event. Useful if you'll want to react to severity within the LOGIC file, such as using a different background color for the crawl.
- **Action:** Determines what should be done when this event is fed into NewsTicker. Ignore Event will cause the event to be skipped over. Prompt to Air will signal an alarm on the intelliCommander and execute once the operator presses Play. Automatic to Air will immediately launch the runlevel without user intervention.
- **Description:** Details about the event, used as an internal reference.

There is no manual entry into the module. The best way to test the interaction between your endec and NewsTicker is to launch a Required Weekly Test on the endec.

Elections

(Optional 2-series module)

Elections is an optional module for handling the collection of election results from multiple sources, and displaying the results on-air and on the web. It is integrated with the rest of the NewsTicker platform, allowing you to show election results alongside content from other modules.

Due to the complexity of the module, dedicated documentation is available. Consult the Elections User Guide for complete details.

Tip: Most stations don't have publicly traded companies headquartered in their DMA, but that doesn't mean you can't use Finance. Pick public companies that affect your work force, such as large employers in the area or companies that local businesses sell product to.

Finance

(Standard 2-series module)

NewsTicker Finance is a great way to keep your viewers updated with what's happening with the stock market as a whole, individual securities, or both. It doesn't matter

whether it is a bear or bull market, you can use Finance to display a wide variety of data elements for individual stocks. Your display may be as simple as the name of the stock, its closing price and the amount of change from the previous day's close. Or, you may give viewers a more complex business display that includes the PE ratio, volume, 52-week high and low, as well as the day's open, high and low.

The Finance module is designed to be completely self-updating. Thus, after you initially configure it with the securities you are interested in, the data is automatically updated without any intervention from the station. No third-party contracts are required as Newsroom's TickerWire data service provides all of the content you need.

While it is most common to include end-of-day data in morning shows and in hour-long late news formats, you can show 20-minute delayed quotes while the markets are still open, such as during your midday news. By combining local business headlines into a "business" category in the Headlines module with stock quotes from the Finance module, you can provide your audience with a complete picture of business-related news specific to your market.

Configurations

To get started, develop a list of companies that you'd like to track and look up the stock symbol of each security. You'll need the symbol to configure NewsTicker. You can easily get the symbols through a variety of Internet websites, such as:

- quote.com
- moneycentral.msn.com
- finance.yahoo.com

Once you have your list developed and the symbols for each:

1. Launch NewsTicker
2. Click Finance > Configure.
3. Entering stocks is a two step process: you'll enter the symbol, and then give it an on-air display name. Take the first symbol on your list and enter it into the box next to the Add button. For General Motors, you would enter GM and press Add.
4. NewsTicker will next present you with the name of the security which, in our example, would be "General Motors Corporation." To save space on-air, this can be easily shortened to "General Motors" or even "GM".
5. Once you're happy with the name as you want it displayed on-air, click Save.

Tip: Most stock names can be edited down for brevity by removing unnecessary suffixes like “Inc”, “Ltd”, “Co”, “Corp”, as well as the stock’s class designation (“CL A”).

Simply repeat this process for the remaining companies on your list. After you add each symbol, you’ll be taken back to the configuration screen where you will see your entire list. Now, look closely at the underlined List Common Indices link which is directly below the Add button. Clicking on this will take you to a pre-defined list of stock indices such as the Dow Jones Composite, Dow Jones Industrials, NASDAQ Composite, and the S&P 500. Just click-on the index you’re interested in and it will be added to your list for on-air display.

If you need to refine, or delete the names of your stocks or indices you can edit those from the configure screen by clicking on the appropriate choice.

There is one other setting on the configure screen and this controls the way your stocks and indices are sorted for on-air display. Your choice here depends on whether you want your stocks displayed by the symbol or stock name. If you’re displaying by symbol, the default choice of sorting All stocks, alphabetical by symbol, is the most common choice. You could refine that even further by opting to sort first by the exchange and then by the stock symbol, which only makes sense if you are actually displaying the name of the exchange on-air, which most stations don’t. If you are using the stocks full name, then All stocks, alpha by name might be your choice. Sorting alphabetically by exchange and then stock name is also an option. If none of these choices work, you can further refine your on-air display in the LOGIC broadcast automation file, such as ordering from biggest gainers to biggest losers.

Entering finance data

The main Finance screen conveniently lists all of your stocks and indices with a timestamp indicating the last time each entry was updated.

By default, updates occur at market close. But, updates can be done more frequently to accommodate midday newscasts. Contact NewsTicker Support if you need updates during newscasts that happen when active trading is underway.

The overwhelming majority of time, stock data is updated via Newsroom’s TickerWire service. In the unlikely event your data isn’t updated due to a network outage or other event, you can update the values manually by clicking a stock symbol. A screen will open with the underlying data. Just update the necessary values and click Save.

Obviously, you only have to update the fields you actually display on-air.

Forecasts

(Standard 2-series module)

The Forecast module is designed to give your meteorologists a framework for quickly entering a forecast for distinct weather regions in your coverage area, whether these are cities in a hyphenated market or a hyper-local forecast.

The forecast can be text-only, a combination of text and weather icons, or icons-only. When picking an icon, your met will simply choose from a dropdown box of available options, greatly speeding-up the process of entering a forecast for the morning meteorologist who is constantly on deadline. For example, entering today’s forecast can be as easy as just selecting “Sunny” from the icon dropdown box and entering the high temperature for the day in the temperature box.

Newsroom Solutions doesn’t provide automated weather data for the Forecast module because a “generic” forecast from the National Weather Service will more than likely conflict with the forecast from your meteorologists.

Tip: If you want to show more forecast cities on your digital weather channel or on the web than on your normal display, configure all the cities here and filter the cities from within the LOGIC files.

To get started using the module,

1. First, decide what cities or regions you want to provide a distinct forecast for, and the day parts to be used with those forecasts.
 - The day parts will be the same for each city or region. In NewsTicker, you can be creative with your day parts. You could use the more traditional “this morning,” “today,” and “tonight.” Or, you might choose “wake-up,” “at the bus

- stop,” and “lunchtime.” With NewsTicker Forecasts, you can match the day parts to your weather lexicon.
2. Next, have your meteorologists decide how to use the three available temperature label boxes. Temperature boxes are just short text boxes – you can use them for data items besides temperatures.
 - Maybe you want to use the Air Quality Index, tide information, or the probability of precipitation. It’s up to you. NewsTicker gives you total control in localizing your weather information. Just keep in mind that whatever content you decide to show, your graphic artist needs to make it fit into your on-air template.
 3. Finally, decide if you’re going to use weather icons and, if so, get your design department working on them.
 - Note that it is unlikely that weather icons used by your main weather system will translate well to ticker icons. More often than not, the weather system icons contain too much detail to render nicely in a ticker. As you are making these icons, keep in mind the need for day and night versions when forecasting overnights.

Tip: Many of the icons used in forecasts can also be used for current conditions, in the Currents module

Configurations

Now that you’ve made the basic decisions on what you want the Forecast module to display, let’s get it setup in the software. From the NewsTicker main menu, click on Forecasts and then scroll to the bottom of the page and click-on Configure. You’ll be presented with four options.

Let’s start with the top button: Edit Cities. To enter a city name or forecast region, just type the name in the white box next to the Add button. Once you’re satisfied that the name you have entered is the way you want it to appear on-air, and that it is spelled correctly, click-on the Add button and you’re done. Simply repeat this process for as many cities or regions as you need.

Forecasts: Edit Cities

By adding cities here, you can provide different forecasts for the various cities or regions in your broadcast area. To delete a city, completely erase its name from the box below and click **Save**. Edits will not take effect until you hit **Save** below.

Burgaw
Leland
Shallotte
Hollidaysburg

Save

Add a new city below by typing the city name and clicking the **Add** button.

Add

Cancel **Help**

To delete a city, completely erase its name and click Save. Edits will not take effect until you hit the Save button.

Next you will need to configure your day parts by clicking on the Edit Day Parts button from within the Configure menu. This option allows you to change the number of forecast boxes per city, and how they are labeled. The process is the same as the one you did for entering the city/region names.

Tip: NewsTicker skips displaying day parts that have no data entered. So, if you want to configure a day part that you use less frequently, it won't go to air until you actually use it.

We're halfway through setting up Forecasts. Now click-on Edit Temp Labels from the Configure screen. Again you will fill-in the white box with your description for each of the three Temp Label boxes that are available and hit Save.

Finally, if your on-air NewsTicker forecasts display is going to include the use of weather icons, you can set those up in the Edit Weather Icons section. The concept works like this: When entering a forecast, your meteorologist will select a textual description from a dropdown box.

S	Sunny
C	Cloudy
T	Thunderstorms
t	Thunderstorms (Night)
M	Mostly Cloudy
F	Partly Sun Chance of Storms

Those text-based descriptions are what you enter into Icon Description. When the forecast goes to air, NewsTicker will send a special code to the character generator which displays the icon. The special code is what gets entered into Keystroke.

On the Freedom graphical platform, there are two ways to store weather icons: they can be pre-loaded into the template as logos, with their label matching the keystroke entered here, or a dynamic graphic field can be set and the icon loaded from disk when needed, with the icon's filename matching the keystroke (plus .tga), as in S.tga for "Sunny". We recommend the latter method.

With the flexibility of NewsTicker Forecasts, some stations make changes daily to the names of the cities they provide forecasts for. Others set it up once and forget it. It's up to you!

Once configured, return to the main Forecasts screen. You'll see your cities/regions in a darker purple box with your day parts and temperature labels underneath and the Weather Icons drop down if you entered any icon associations.

If you've entered a large number of cities or day parts, you may have to scroll down the page to see everything. Once you've checked your spelling for typos, your display framework is ready.

Tip: You can still use the time- saving feature of weather icons in NewsTicker, even if you don't use icons!

Simply configure a bunch of textual forecast descriptions, which will appear in the dropdown box, and have your met choose those instead of typing a forecast into the text field.

Entering forecast data

Day-to-day operation of the Forecast module works like this.:

1. Open NewsTicker and click-on Forecasts.
2. The module opens and you'll see all of your effort in configuring the module display.
3. Entering data is as easy as clicking-in the white box you want to update and typing your text.
 1. If using weather icons, then select the appropriate option from the dropdown list. Continue this for every city and day part, as appropriate.
4. Once you've finished updating all the necessary fields, scroll down and hit the Save button.
5. Your forecast is now ready for air.

You can continue to update the forecast information throughout a broadcast and your changes will be reflected on-air without having to start and stop the display.

Burgaw

Today

Rain, turning to thunderstorms by the evening drive

Temp	UV Index	Weather Icon
81	6	Thunderstorm/Light Rain ▼

Updated: Sep 28, 2007, 10:11 am

Tonight

Rain ends, giving way to a cold front

Temp	UV Index	Weather Icon
55		Moon Cloudy ▼

Updated: Dec 13, 2007, 7:01 pm

Tomorrow

Cool in the morning, but nice and spring-like by the earl

Temp	UV Index	Weather Icon
74	7	Sunny ▼

Updated: Dec 13, 2007, 7:01 pm

Leland

Today

Mostly sunny, with isolated afternoon storms

Temp	UV Index	Weather Icon
83	6	Sun/Isolated Storms ▼

Updated: Sep 28, 2007, 10:11 am

Tip: Anytime you have a text entry box in NewsTicker, you can cut and paste text in from another application. At this point, the Forecasts module does not have a spell checker like other

NewsTicker modules do, so you may wish to write in Word or some other application that does have a spell checker.

When you see that your text is free of errors, cut and paste it into NewsTicker.

Gas Prices

(Optional 2-series module)

As the price of a gallon of gas continues to set new record highs, viewer interest in saving even a penny-a-gallon grows too. NewsTicker Gas Prices is an optional module designed to keep viewers informed about where they can find the cheapest gas in town.

NewsTicker Gas Prices allows you to configure multiple cities or regions in your DMA in which you are interested in showing gas prices. Our automated data service will then feed you the lowest known places to purchase gas, based on automated processing of credit card data and a nationwide network of volunteer spotters. You can also include a link on your website where viewers and gas station owners can input the price of gas, getting them actively involved in keeping the data fresh.

Typically, a station would show the price for regular unleaded, the name of the gas station, and its address (and cross-street, where available). For example, a station with a channel assignment of "6" may decide to show "6 at the Pump," with a display of the six cheapest places to buy gas:

- \$3.96 Speedway: Johnson St NE at Fuller Ave
- \$3.97 Shell: Leonard St at I-75, x32B
- \$3.97 Amoco: 5781 Wyoming St NW

Tip: You could also create graphical icons for the most common gas brands (Amoco, BP, Shell, etc.) and use those instead of the name.

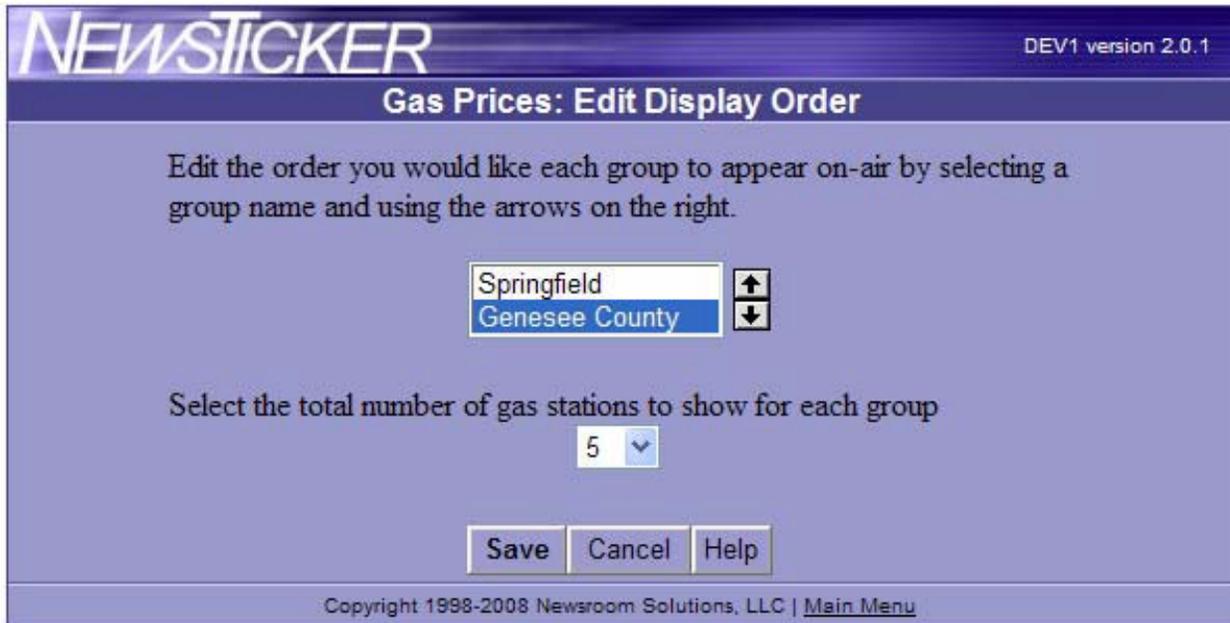
Configurations

To configure NewsTicker Gas Prices,

1. Launch NewsTicker and click Gas Prices,

2. Click Configure at the bottom of the main Gas Prices screen.
3. When the configuration screen appears, click Edit Groups
4. Click Add New Group.
 - A “group” is simply a logical container of one or more cities. Its main benefit is in allowing you to group multiple cities together and find the cheapest place to buy gas in all of those cities combined. You can have several groups, which is useful in a hyphenated market where you have a larger geographic area to cover. For example, in the Flint/Saginaw/Bay City market, you might create three groups, each with various cities surrounding the central city (i.e. Flint and surrounding cities).
5. Begin by entering a display name for the group. Following our example, you might type in “Genesee Co” since Flint is in Genesee County, and click Save.
 - Anytime you are doing initial set-up on a module, be sure to enter everything in Display Name 1. The second field can be used for more advanced displays or as a web link when doing a web export.
6. Now that your group is created, you can add one or more cities into the “Genesee Co” group.
 - Example: We are going to add Flint, as well as two other cities in Genesee County: Clio and Fenton.
7. To the left of the group name, click the Add button (not the Add New Group button at the bottom of the page). Simply enter the city and state abbreviation, such as Flint, MI and click Add. You’ll repeat this process for all three cities within the group, and the overall process for adding more groups.
8. When you’re finished, press Cancel and you’ll go back to the configuration screen.

Next, let’s check to make sure the groups we created are in the order we want them displayed on-air. Click on Edit Display Order from within the Configure screen. You’ll see all of your groups inside a white box that has two arrows next to it. Highlight the group you want to move and use the arrows to move it up or down in the list. Continue this process until the group order is to your liking.



Also on this screen is a drop-down box that allows you to set how many gas stations you want to show for each group. In the above illustration, we have two groups configured with a maximum of five stations per group, for a total of ten stations. Once your configurations have been set, click Save.

Since NewsTicker Gas Prices is automatically updated there is nothing for you to do on a daily basis with this module unless you want to tweak the automated data. From the main Gas Prices screen, click-on the name or location for any gas station. It will open an edit screen that will allow you to modify the station's name and location. As an example, this would allow you to change "S Dort Hwy between Court St and Robert T Longway Blvd" to "Dort Hwy between Court St and Longway Blvd". Once you save your edits, it will become part of your "exceptions" file, and whenever that gas station appears in future listings, it will use your manual edits. Certainly with your initial use of the module, you'll have more exceptions to configure than after you have used it for awhile.

Headlines

(Standard 4-series module)

NewsTicker Headlines, when combined with the functionality provided through filtering in the Broadcast module, gives you unparalleled flexibility to inject any type of text data, quickly and easily, into your runlevels.

Headlines also features an automated feed of national and international headlines. These are written exclusively for ticker displays and are thus designed to stand on their own. The automated headlines feed is prepared around-the-clock by Newsroom Solutions' experienced staff journalists from our newsroom in the metro-Pittsburgh area.

Before we describe how to configure the module, we'll look at an example of how you could use it, which should stimulate your thinking about how you can best use Headlines in your own ticker display.

Within Headlines, you can create any number of categories in addition to the national feed that comes to you as part of NewsTicker's TickerWire service. In this example, we'll add four categories: State News, Local News, Sports, and Medical News.

To fully comprehend why we are breaking these into categories, you need to understand how a "runlevel" is constructed in NewsTicker's Broadcast module. A runlevel, also called a playlist, is simply an ordered list of NewsTicker modules that you want to show at a particular time. While you can create as many runlevels as you need, virtually everybody has one named "Morning Show" which loops all of the content you display during your early morning news. When you build the "Morning Show" runlevel, you might configure NewsTicker to display Headlines, then Currents and Forecasts, followed by Sports.

Once Sports is done, it would loop back up to Headlines. If you didn't take advantage of headline categories, then NewsTicker would simply show all headlines on air before proceeding to Currents.

Through headline categories and broadcast filtering, you have the powerful ability to segment out particular categories, versus all of the headlines at once. With this feature, we can enhance our morning show runlevel to play out like this:

- Headlines - Local News Only Currents
- Headlines - State News Only Forecasts
- Headlines - National News Only Sports
- Headlines - Medical News Only Lottery

After Lottery, the runlevel will start back at the top with Headlines - Local News Only.

To build on this example, we're going to add our "Sports" category of Headlines into the mix, directly after the Sports module:

- Headlines - Local News Only Currents
- Headlines - State News Only Forecasts
- Headlines - National News Only Sports
- Headlines - Sports Only Headlines - Medical News Only Lottery

Tip: Other examples of popular categories include Amber Alerts, breaking news, lake/surf levels, entertainment headlines, and consumer alerts.

In this example, we would display scores from the Sports module, which may also include game-specific comments like, "Jimmy Smith ran for three touchdowns." Then, the display would proceed to sports headlines, which would be used for the major sports stories of the day, like "Tiger Woods Wins the U.S. Open." And, don't forget you can cut and paste this type of data from your sports wire feed.

Configurations

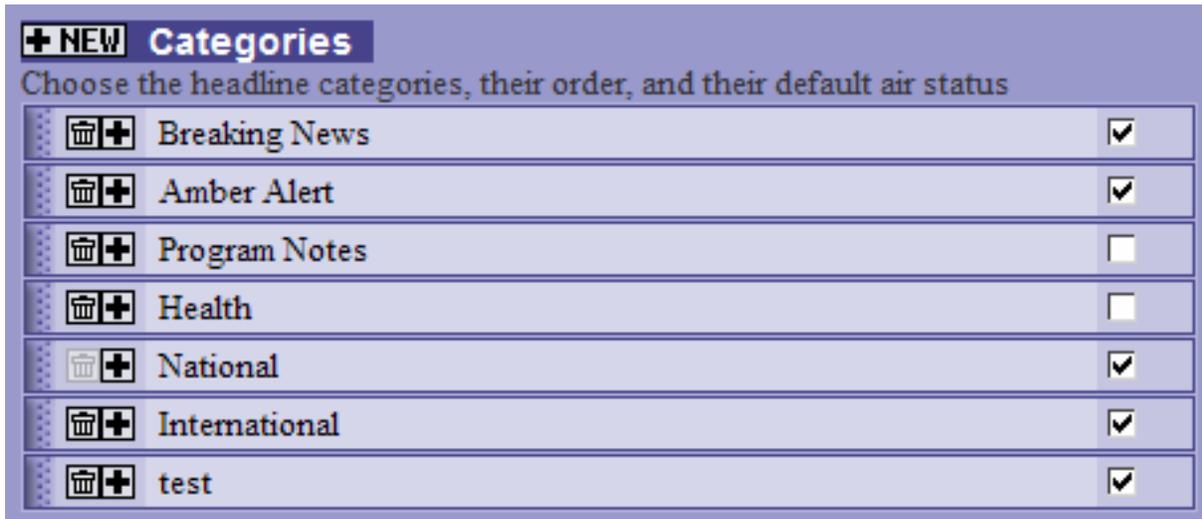
To create a new category:

1. Go to Headlines.
2. Click Configure.
3. Click the New button next to the word "Categories".
4. A popup will appear asking for some information.
 - **Category Name:** This is the label of the category, as you would like it to appear on the main Headlines screen. In some displays, you may wish for it to appear on-air, such as in a tabbed display.
 - **Default Air Status:** When you create a new headline in this category, if you want the information to be immediately available for air, then leave the setting at Set new headlines to air. If you wish for somebody else to approve the headline first, such as an executive producer, then set it for Do not auto-set headlines to air.
 - **Display Lines:** This sets the number of lines that will be presented when entering a headline into this category. If you are using crawls, then you will use a value of 1. If you do a dissolve or page-turn display, you may wish to set this to 2 or 3.

- **Max Characters Per Line:** This determines how many characters are available for a user to type in a headline. If you leave this blank, NewsTicker will default to 999 characters, which is more than suitable for a crawl. If you're using a page turn display, you're going to have to worry about setting this field length too long and subsequently your headline is going to be truncated, or compressed too small by our "scale to fit" feature. You may want to count characters for an approximate "fit."

You will follow this same process for creating all of your categories.

The configuration screen will present each category in order, which is the same order they will appear on the data entry screen. To change the order, such as putting a breaking news category at the top, left-click and hold the dark purple drag handle on the far left of the category, and re-position it by dragging it.



The  icon will delete the category and the plus icon will add a new category below the current one.

Clicking on the name of the category allows you to edit its properties – the same things you set when creating the category. Finally, the checkbox indicates whether headlines in that category are automatically flagged for air, or not.

Breaking News Category Once you've created a category to enter breaking news into, you should select it here. By doing this, a "Breaking News" link will appear on the main menu, at the very top, giving you the fastest access possible for getting breaking news

on the air. Note that clicking on the “Breaking News” link takes you directly into the Headlines module, but only makes the designated breaking news category visible. You could alternatively click on “Headlines” and type your information into the breaking news category.

Tip: You can name the breaking news category anything that matches your brand, such as “Happening Now” or “Developing Story”.

Entering headline data

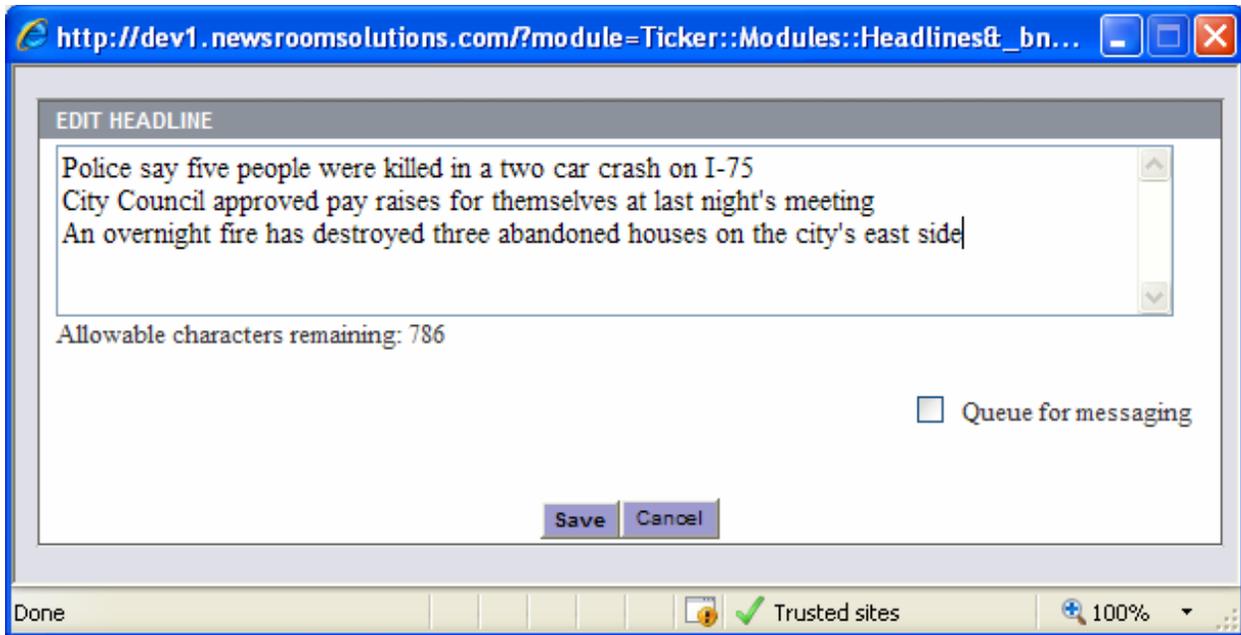
When you open the Headlines module from the main menu, you’ll see the categories you created. To add a headline, click **+ NEW** in the category of your choice and a text box will open. The number of boxes in which to enter your headline will match the Display Lines setting you used when you configured the category.

As you type, you’ll see the number of characters remaining until you reach the margin limit you set. When you’re finished, click Save and the spell checker will launch. Make any necessary corrections and the spell checker will close and save your headline.

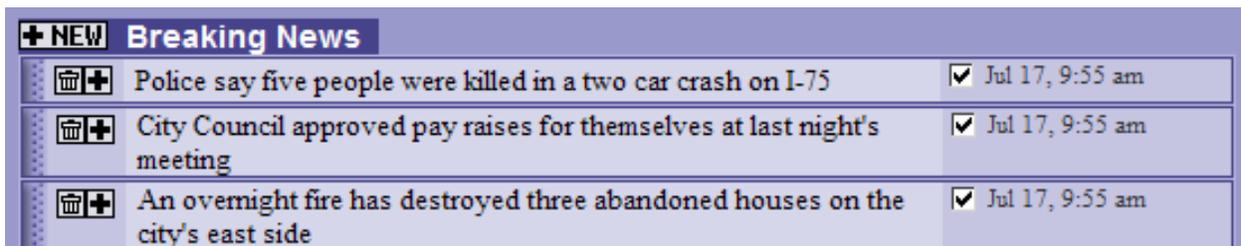
When entering a headline into a category set for only one display line (i.e. a crawl), you can enter more than one headline at a time in a single headline box. You do this by entering each headline on a separate line like this:

Tip: When writing headlines, you don’t want the text to be too short or you risk alienating your audience by not giving them enough context and degrading your on-air look with several crawl separators on screen at once. You also don’t want them too long where viewers have a hard time keeping up.

You are usually best to break a longer headline into a couple, medium- length headlines, that complete a thought when shown together.



When you click Save, the spellchecker will handle all three headlines at once, then NewsTicker will separate them into three boxes with a headline in each one:



When airing a crawl, a graphical separator is typically used between each item within a category.

After you've created a few headlines in each category, you can drag and drop them within a category, or even drop them into another category. Place your cursor on the dark purple grab handle to the left of the trash can. You will get a four-way "move arrow." Simply hold down the left mouse button, drag the headline to where you need it, and let go of the mouse button. Once dropped, the new position is automatically saved. Drag and drop is a great way to prioritize your headlines.

Just like when you created the categories, the icon will delete the headline and the icon will insert a new headline below the current one.

Under each category there is a Delete Headlines link. Clicking on the text will delete all headlines in that category.

The last element of the Headlines module is to the right of each headline. There is a small checkbox that can be toggled. If the box is checked, the item will go to air. If the box is unchecked, it will not be sent to the broadcast engine. This is most used when one person is responsible for entering headlines, and a second person is responsible for approving them prior to air. To use this feature, set the Default Air Status within the category configuration screen to Do not auto-set headlines to air. From that point forward, all new headlines entered into that category will be unchecked, allowing a supervisor to selectively check those they wish to air.

Lottery

(Standard 2-series module)

NewsTicker Lottery is an easy and convenient way to publish lottery results in your ticker. Results are fed automatically via TickerWire so that you don't need to enter them manually.

Tip: In your LOGIC file, you can limit which games get shown to only those with recent results. This prevents games that aren't drawn daily from constantly showing in your display.

Configurations

When your system is installed, it will be configured with the games relevant to your market. At this time, only NewsTicker Support can add or remove games.

From within Lottery, click Configure. The first set of options allow you to change the display name of the lottery game. This is the way in which the game will appear.

The second set of options lets you define the order in which the games will appear on air.

The final option is to set the character used between each number in the results set. By default, this is a hyphen. If the three winning numbers in a particular game are “2”, “5” and “9”, a hyphen delimiter would present the results on-air as 2-5-9.

Entering lottery data

Lottery results are fed regularly from Newsroom’s TickerWire service. Typically, numbers are received within an hour of the game’s drawing. However, you may have a need to display the results more quickly, such as within minutes of the drawing.

To enter results, simply type them into the main Lottery screen and press Save.

SevereWx

(Optional 4-series module)

SevereWx is an optional module for automating the display of severe weather information on-air and on the web. It is integrated with the rest of the NewsTicker platform, allowing you to show severe weather data alongside content from other modules.

Due to the complexity of the module, dedicated documentation is available. Consult the SevereWx User Guide for complete details.

Ski

(Standard 2-series module)

NewsTicker Ski is a unique and highly sponsorable module to provide ski enthusiasts with conditions from area ski resorts. Information is updated automatically taking the work out of maintaining it.

The following data is available for each resort:

- New snow in the last 24-hours (in inches)
- Base depth and top depth (in inches)
- Number and percentage of lifts open, and number of runs open
- Kilometers of cross country trails open

Configurations

From the main Ski page, click Configure, followed by Edit Ski Areas. A dropdown box is presented with each US state and Canadian province. Select the state or province you are interested in, and click View. The resulting screen provides a listing of all resorts in that region for which we feed data. Simply select the resort, edit its on-air display name if desired, and press Save. You will be returned to the Edit Ski Areas screen where you can add another resort, remove it from your list, or re- edit its display name.

Once you have selected all of the resorts you wish to track, click Configure > Edit Display Order. Here, you are presented the familiar NewsTicker interface for determining the order in which the resorts should appear on air. Select the order and click Save.

Entering ski data

As you add new resorts, they will appear on the main Ski page. The most recent data available for the resort will also appear. If you are adding new ski areas during the off season, the updated timestamp will be old.

Ski Area	New Snow	Base Depth	Top Depth	Lifts Open	Runs Open	Updated
<u>Durango Mountain Resort</u>	0"	0"	0"	0 of 10	0	Apr 08, 12:00 am
<u>Jackson Hole</u>	0"	0"	0"	0 of 11	0	Apr 07, 12:00 am
<u>Blue Knob</u>	0"	0"	0"	0 of 5	0	Apr 05, 12:00 am

During the ski season, the data will be updated automatically each morning.

If you wish to manually update the data, simply click on its name from the main Ski screen, update the fields, and press Save.

Sports

Standard 4-series module

NewsTicker Sports is designed to meet the needs of demanding sports departments. You have complete control over which leagues and teams within leagues are shown. In addition to automated game data fed by Newsroom's TickerWire, you can create your

own local leagues, such as high school. You can even pre-load local schedules and enter game notes.

Configurations

Begin by clicking Configure from the main Sports screen. You'll see a list of leagues currently configured. If this is a new installation, then it is likely configured with those leagues fed automatically through TickerWire, Newsroom's data service.

Proceed by clicking CFB. On the next screen are the various options for the league, starting with League Information. Clicking on the league name (CFB) from within the League Information section will open an edit screen.

- **League Name:** There are three text boxes for you to enter the name of the league. Most stations will only need to enter a value into League Name 1, but others are provided if you wish to display an alternate name in different runlevels or on your website (such as College Football on your website, but CFB in your on-air ticker.)
- **Autofill status on game edit:** By default, when you manually enter a score for a scheduled game, such as when a local high school calls with their results on game night, you would enter the score of each team and select a status. If schools only ever calls when the game is over, the status is likely always going to be Final. This feature allows you to pick which status, if any, to set as the default when you edit a game so that you don't have to repeatedly choose Final for every game you enter. It does not apply to game updates fed via TickerWire.
- **Flag newly fed teams as visible:** If the league you are editing is one where schedules and scores are fed by TickerWire, then this option will be present. As new teams are added automatically into the database, this option determines whether or not the visibility flag is checked for the teams. If it's a league where you typically show all teams by default, you'll want this to be Yes. If it's a league where you have hand selected those teams you want to air, then you'll likely want this to be No.
- **Team rankings source:** There are three leagues for which TickerWire can feed team rankings: CFB, CBB, and CBB-W. For those leagues, a dropdown box is presented allowing you to specify if you want to use the rankings fed by TickerWire and, if so, which source.
- **Show or hide this league:** This option allows you to make the entire league invisible. It is different than deleting the league as all of your settings, teams and statuses remain in the system, however no games will appear for the league. At any time, you can show the league again and all of your settings will be re-activated.

Within the Edit League Details screen, the next section is the team listing. Whenever a game is shown from this league, it pulls in display preferences about each team from this listing. This allows you to do things once, like abbreviate longer team names, and have them always appear the same way every time they play.

To edit a team, simply click on its name.

- **Team Name:** Just like with the league name, the team also has up to three text boxes so that you may be selective with what airs. For those teams fed via TickerWire, you'll find Team Name 1 is set as the location portion of the team name (Alabama), Team Name 2 is set as a unique abbreviation (ALA), and Team Name 3 is the conference or division (SEC). This isn't a required use of these fields – they are there as a time-saver for you if you plan on grouping your teams by division or showing abbreviations.
- **Rank:** The rank field is where you would enter the rank for the team. Any numeric (up to 255) is permitted. Uniqueness is not enforced, so two teams tied for third place could have a value of 3.

Tip: In NCAA leagues, there are hundreds of teams. To only show those games relevant to your market, simply toggle the VIS of the teams to limit which games will appear.

- **Visibility:** This checkbox allows you to hide a team. Typically, NewsTicker will only show a game if at least one team has their Visibility checkbox toggled on. If you don't ever wish to show a particular team except for when it plays a team you do care about, then turn the Visibility checkbox off.

The final section is Status Options. This area deals with the periods or statuses for the league.

- **Status Name:** Three options are provided for formatting the status name. Most stations will only use Status Name 1.

Final You are free to enter any text you like for a status option. You might use F, Final, or even a graphic (final.tga) to denote the status of "final". NewsTicker needs to know which statuses represent a final score for the purpose of highlighting the winner in a different color. If the status represents the game is over and a winner is declared, then turn this checkbox on.

When done configuring the league, you can press Cancel to return to the main Configure screen. There, once again, you'll see all of your leagues.

You can change the order of the leagues by holding down the left mouse button on the left drag-handle and moving the league to a new position. The order you choose will affect the order of games on the main Sports screen, as well as represent the default order when airing.

Create a new league

You may wish to create your own leagues for area high school sports or regional college games. From the main Sports screen, click Configure.

As described in the previous section, you will see all of the leagues currently configured in your system.

Tip: To save time, you can copy one high school league, such as boys basketball, to create another, such as girls basketball. To make a copy, click the icon next to the league you wish to duplicate. All of the league, team and status settings will be copied. Then, you may need to edit the statuses to make them league specific.

To create a new league from scratch:

1. Press New at the top of the list.
2. First, you will be prompted to enter a name for the league. We suggest a short abbreviation suitable for air, such as HSFb, HSBB-B, or HSBB-G.
3. Second, you can tell NewsTicker to automatically create statuses for the league to save time. You have the following options:
 - **Finals:** Only This option will only add F (final), F/OT (final after overtime), F/OT2 (final after double overtime), PPD (postponed) and SUS (suspended). These are added by default to all of the other options below (except for baseball which will not include F/OT or F/OT2.)
 - **Baseball (Top/Bot):** This will add 12 innings, separating the top and bottom. For example, Top 1, Bot 1, Top 2, Bot 2, etc. In addition, there is DLYD (delayed), and final after extra innings (F/10, F/11, F/12).
 - **Baseball (No Top/Bot):** This is similar to the previous option, except innings are specified irrespective of top and bottom. For example, 1, 2, 3, etc.

- **Basketball (Qtrs), Football (Qtrs):** Both of these options will add four quarters and a half (1, 2, Half, 3, 4), as well as two overtime periods (OT 1, OT 2).
- **Basketball (Halves), Football (Halves), Soccer:** These three options will add two halves (1, Half, 2) and two overtime periods (OT 1, OT 2).
- **Hockey:** This option adds three periods (1, 2, 3) and two overtime periods (OT 1, OT 2). If you wish to designate shoot-out periods, you will need to add those yourself.

Of course, you can always edit the list once you create the league. This option simply speeds up your setup time so that you don't need to enter as many by hand.

Entering game schedules

Schedules for all leagues fed via TickerWire will be fed each morning into NewsTicker. This usually occurs between 10:00 AM and 11:00 AM Eastern time. These games will appear in the main Sports screen.

Tip: While you can enter team names into the alternate fields instead of selecting them from the dropdown boxes, you'll reduce spelling mistakes and issues with long team names if you pre-configure them in Edit Teams.

Schedules for all non-fed games must be entered manually. While you can wait until the day of the game to enter these match-ups, a powerful feature of NewsTicker Sports is the ability to pre-load schedules. So, a summer intern could enter the match-ups for all high school football games to be played that fall. Then, on the day of the game, the schedule for that night will appear automatically.

From the main Sports screen,

1. Click **Edit Schedules**.
2. Select the league you wish to add games to.
3. Click **Add Games**.
4. The Add New Scheduled Game screen will appear.
5. Enter the date and time of the game and select the teams from the dropdown boxes. These are the teams you configured for the league. If you have not configured either of the teams you are entering, then enter the name into the Alternate Team Name field.
6. When done, click **Save** (or **Save and Add Another**).

To edit previously entered schedules:

1. Go to Edit Schedules > Edit Schedules.
2. Search for the game you wish to change.

Entering scores

On game day, all of the leagues fed by TickerWire will update automatically as the score changes. Scheduled games you entered manually will also appear allowing you to update the score.

To enter a score:

1. Click on the game you wish to update.
2. Enter the score.
3. Set a status.
4. Press **Save**.

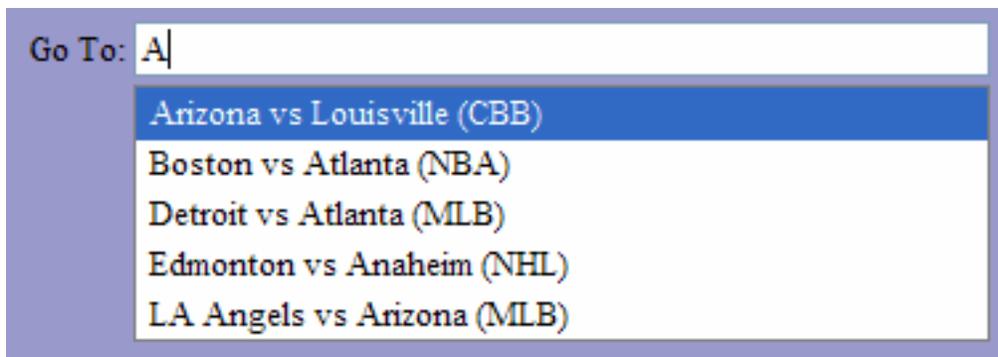
The screenshot shows a dialog box titled "Edit Game" with a close button (X) in the top right corner. The dialog is organized into three sections:

- Visiting Team:** A dropdown menu showing "Arizona" with a downward arrow, followed by an empty text box for "Alternate Team Name" and a small input box for "Score".
- Home Team:** A dropdown menu showing "Louisville" with a downward arrow, followed by an empty text box for "Alternate Team Name" and a small input box for "Score".
- Status:** An empty dropdown menu with a downward arrow, followed by an empty text box for "Alternate Status".

At the bottom right of the dialog are two buttons: a blue "Save" button and a grey "Cancel" button.

Note: If you have configured the league with the Autofill status on game edit feature, then the status will already be defaulted to that selection.

Often, on a busy game night, there may be so many games in the list that it would be difficult to quickly find the game you wish to edit. In this case, you can use the “Go To” feature on the top of the main Sports page. In the text box, simply start typing the name of either the home or visiting team. As you type, a list will be presented of games being played that day. Arrow down to the game you wish to edit. Once it is highlighted, press Enter to edit the game.



Finally, if you want to enter a score for a game that doesn't yet exist, click Add Game from the bottom of the main Sports menu. Or, if the league for which you are adding a game already has games, you can click New next to the league name on the main Sports menu. Note that this should not be used to enter scheduled games – only to create a new game and enter a score at the same time.

Entering game/team notes

You can add comments to any game by clicking the  icon next to the game. A dialog will appear with three text boxes: Game Notes, Visiting Team Notes and Home Team Notes. How (and whether) these appear on air is based on your specific template and LOGIC files, so confirm your configuration with your NewsTicker Super User.

The notes editor allows you to separate your comments into general game notes versus team-specific notes – useful if your on-air look displays the team name next to the notes. Multiple notes in a category are delimited by pressing Enter, as shown below.

Edit Notes ✕

Game Notes

The Pirates outhit the Yankees 14-4
This is Pitt's first win in New York in two seasons

Visiting Team Notes (Pittsburgh)

McCutchen homered and hit three doubles while going 5-5
Snell gave up only one run in six innings and left with a 7-1 lead

Home Team Notes (NY Yankees)

Jeter left after three innings having bruised his left pinkie

Like all of NewsTicker, any information you enter into the Sports module is refreshed automatically on air, allowing you to update a continuous display that may appear on a digital sub-channel, or be exported to your website.

Terrorism

(Standard 2-series module)

The Terrorism module is for reporting the National Terrorism Threat Level in your ticker or bug.

Tip: In your LOGIC file, you can configure the threat level to only appear if it is high or severe, or only for a period of time after it has changed from one level to another.

Configurations

The Homeland Security Advisory System consists of five levels: low, guarded, elevated, high and severe. In the Configure screen, you can assign a textual description to each level. If using the terrorism level in a crawl, the text could be used to provide context for the level.

The broadcast engine already knows the official color mapping for each condition:

- LowGreen
- GuardedBlue
- ElevatedYellow
- HighOrange
- SevereRed

While you can manually change the level, it is also fed automatically via Newsroom's TickerWire service.

Globals

(Standard 2-series module)

Globals are special values that, as the name suggests, can be referred to easily in any LOGIC file. You can use them to create promo lines, set sponsor logos, or to simply choose which background to use. Based on your LOGIC files, you may never have a need for globals, however they are available as another tool to the LOGIC programmer.

Typically, you would set the Description of a global to an internal reference that tells you what the global is. The Value is what you would actually use in your LOGIC file.

global1	<i>Last updated: Sep 11, 11:41 am</i>
Value:	CSI: Miami
Description:	11P snipe "on now"
global2	<i>Last updated: Sep 11, 11:41 am</i>
Value:	Officer killed while responding to emergency
Description:	11P snipe "up next" 1
global3	<i>Last updated: Apr 28, 12:12 pm</i>
Value:	Hurricane Ike builds intensity
Description:	11P snipe "up next" 2

You can set the number of globals and the length of the Value field from within the Configure screen.

04: Broadcast Module

Overview

The Broadcast module brings together all the elements you need to get your ticker on-the-air. It serves three main functions: First, it's where you configure your character generator(s) and intelliCommander(s) for first-time use, as well as other broadcast-specific settings. Second, it's how you create all of the various playlists you'll need, including customizing the content in each and matching up the templates within your CG. Third, it's one of three ways in which a playlist can be started (and paused or stopped) on air, with the other options including the intelliCommander, contact closure, or an automation protocol.

Like much of NewsTicker, the Broadcast module requires careful planning during the initial setup of NewsTicker. Once you've determined how you want to use NewsTicker, and made the appropriate configurations within Broadcast, you will rarely touch this module on a daily basis.

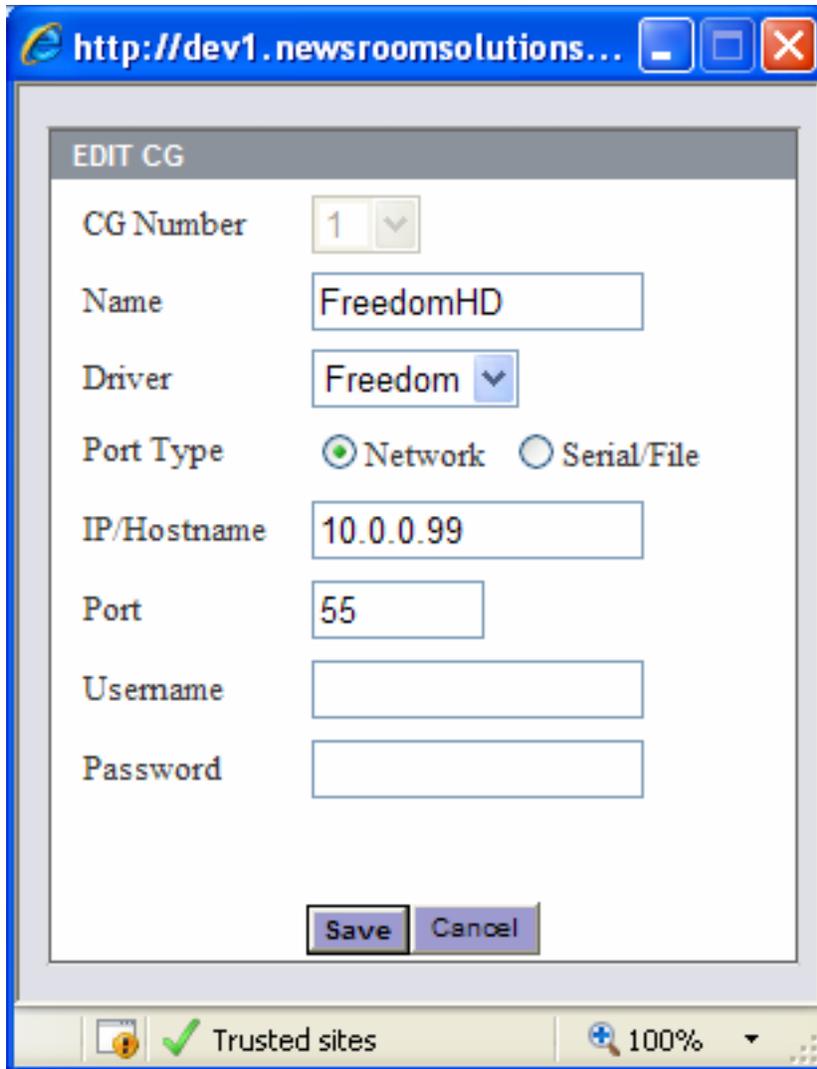
Initial Configurations

Within the Broadcast module, click Configure. Here, you can set up your output devices and intelliCommanders(s).

Output devices

In most cases, the output devices you'll be configuring are character generators. This would include any Freedoms, as well as the CG you will be using for election fullscreens if you purchased the Elections module. You may configure as many as needed to satisfy your license.

Before you configure your devices, you'll need to gather several pieces of information for each device. If the CG is on your network, you'll need the IP address of that machine, and its automation port. If it's controlled by a serial port, you'll need to find out what port it is connected to on the NewsTicker server and what baud rate is being used.



Once you have that information:

1. Next to Output Devices, click **New**.
 - CG Number A unique number assigned to this CG. Multiple devices should appear in sequential order. Typically, primary devices (such as .1 channels) are listed first, with secondary devices (digital subchannels, election fullscreen CGs, secondary affiliations) listed second.
 - Name The logical label for the device. This will appear in dropdown boxes when selecting the device, as well as in the IntelliCommander's LCD display. We recommend a label that is 10 characters or less.
 - Driver The automation driver to use for the device. Any Freedom CG will use Freedom. Most non-Freedom CGs that uses the Intelligent Interface protocol

will use the Infnit driver. Other options include Codi (for a blackbox Chyron Codi), File (for writing to a text file), and LED1 (for driving scrolling LED signs).

- **Port Type** If the device is controllable via a network connection, select Network. If it is connected serially, or you are using the File driver, select Serial/File.
- **Network: IP/Hostname** The IP address or hostname of the device on the network.
- **Network: Port** The TCP port on the device where the automation software is running. For all Freedoms, this is 55. For Chyrons, this is 23.
- **Network: Username/Password** If the device requires automation, you can configure the username and password here. There is no authentication on the Freedom's automation port. For other devices, we recommend disabling authentication to increase performance.
- **Serial/File: Port/Path** If the device is connected serially, enter the port assignment here. Typically, that would be /dev/ttyS0 for COM1 and /dev/ttyS1 for COM2. If it is connected to a serial port expansion card, it may be in the form of /dev/tty1a with a range of a-d. You can click the Help button to see a rear line drawing of a typical NewsTicker server. Simply click on the button where the port is to fill-in the name. (If the device is a file, enter the complete pathname instead, being sure it is writable by the user apache.)
- **Serial/File: Baud** The baud rate of the device, if serial.

intelliCommander settings: Individual units

If you purchased one or more intelliCommanders, you will set them up here. Some initial configuration is required to make it operational.

Then, once you have fully configured NewsTicker, you will want to come back and complete your setup, including assigning operations to the macro buttons and contacts.

- **Name:** A label for this particular intelliCommander. If you have more than one, we recommend you name it based on its location ("MCR" and "PCR") or function ("WFSB" and "WSHM").
- **Port** Enter the port assignment here. Typically, that would be:
 - /dev/ttyS0 for COM1
 - /dev/ttyS1 for COM2
 - If it is connected to a serial port expansion card, it may be in the form of /dev/tty1a with a range of a-d. You can click the Help button to see a rear line drawing of a typical NewsTicker server. Simply click on the button where the port is to fill-in the name.

- **Macro Buttons:** On the front of the intelliCommander are four user- assignable one-touch macro buttons. Common uses include airing breaking news, school closings or severe weather. If you want the macros to trigger a particular runlevel (playlist), you must first create it.
- **Contact Closures** These settings, like the macro buttons, determine what happens when an input contact is closed, and then subsequently re- opened. This allows you to connect to an external button board or your automation system. (You may also connect to your automation system via a vendor-specific driver.)
- **CG Button Assignments:** On the front of the intelliCommander are three CG buttons, letting one intelliCommander control multiple devices. If you only have one intelliCommander, you will likely map CG 1 to button 1 on the intelliCommander, CG 2 to button 2, etc. However, if you have more than one, you may wish to change the assignment. For example, you may want button 1 on intelliCommander 1 to be CG 1, whereas button 1 on intelliCommander 2 might be CG 2.
- **intelliCommander Settings:** Module-Specific Configurations Below the individual intelliCommander configurations, there are additional global settings based on which NewsTicker modules you use. In particular, the intelliCommander can alarm to notify an operator about active school closings, severe weather, or EAS statements.
- **Runlevel:** When the criteria is met to trigger the alarm, one of the options is to play a runlevel. Assign the runlevel you wish to be associated with this particular alarm. If you leave this blank, the alarm will not trigger.
- **IC Assignment:** Select which intelliCommander the alarm should appear on. It should be in a location where there is an operator. Note that if you will be performing a GPO contact closure, the contact must be installed on the intelliCommander you select here.
- **CG Assignment:** Select the CG on which to display the runlevel above. If it will be displaying on more than one CG, a Virtual Runlevel must be configured.
- **On-Alarm Hook:** If a GPO contact closure is used, set which contact to close when the alarm is triggered. These contacts must be on the intelliCommander set in IC Assignment. This allows you to connect a remote alarm, such as in the weather center.
- **On-Reset Hook:** When the intelliCommander operator presses Play or Reset in response to the alarm, another GPO action can occur. Set the desired action here.
- **Trigger Based on the module:** This sets the criteria for when the alarm is triggered. “Audibly” and “silently” refer to the buzzer on the intelliCommander itself. The most common trigger for Closings is On first closure, audibly. For SevereWx, On first condition only is the most common since, once the bug is on the air, it will update itself without the operator having to do anything. Finally, in EAS, the trigger determines whether anything sent from the endec should proceed directly to air automatically (Automatic), or if it should require the operator to press Play to trigger it to air (Manual).

- **SevereWx:** Automation When set to Enabled, NewsTicker will respect the auto-air settings within the SevereWx module which can be set to take a display to air without any operator intervention. When set to Disabled, those settings are temporarily ignored, forcing an operator to either play the display, or reset the alarm.

Runlevels

Runlevels are among the highest levels of order in NewsTicker broadcasts. They are playlists that designate the data you want to show, the order in which you want to show it, and with which character generator templates.

Runlevels are where you match up the content in NewsTicker with a particular look you created on your CG. Since the look is separate from the content, you could have two runlevels, both using the same content, but looking completely different.

Tip: The IntelliCommander will only show the first ten characters of the runlevel name, so be sure it is descriptive enough.

When it comes time to air NewsTicker, you will select a runlevel to play. So, it isn't uncommon to have runlevels with names like: "Morning Show", "Breaking News", "Closings Sponsored", "Late Sports", "4 PM Snipe", "EAS", etc. And, you can build as many runlevels as you need.

Remember, unlike other systems, you aren't tied to a single look for a particular display. If you wanted a sophisticated bug with RADAR for severe weather alerts when not in news, a single-line crawl for when you are in news, and a low-profile design for long-fuse winter weather alerts, you can.

While the notion of a runlevel as a collection of NewsTicker modules that you want to show on air at a given time seems very simple, and it can be, you can also create very complex displays with proper planning. Consult the NewsTicker gallery for some examples of sophisticated, highly articulated looks.

Creating a loop

To begin, click New Runlevel from within the Broadcast module. You will be prompted to name your runlevel. In our example, we'll name it "Late Sports". Once you've selected a name, you will be placed into the Edit Loop screen and prompted to select a module which contains the data you would like to display. For our example, we'll select Sports.



Proceeding with our example, we'll add a second module by clicking the add icon next to "Sports". Again, the Insert Module dialog appears and, again, we'll choose Sports. Finally, we'll click the add button next to the bottom "Sports" label and select Headlines. Your display should look like the following:



Tip: You can re-position the order of modules by dragging and dropping the name of the module to a new location.

Let's analyze the anatomy of this screen. At the top is a section by itself labeled "Initialization" which we'll describe shortly. Below that, there are three modules (Sports, Sports, and Headlines). These three modules represent the display loop. So, if this runlevel were played, it would display Sports twice, followed by Headlines, then show Sports twice again, followed by Headlines again, and continue looping until stopped.

Next to each of the three display modules are dropdown boxes. These dropdown boxes reference LOGIC files on your system. LOGIC files are the middleware between the automated and manual data in NewsTicker and the various destinations you want the data sent.

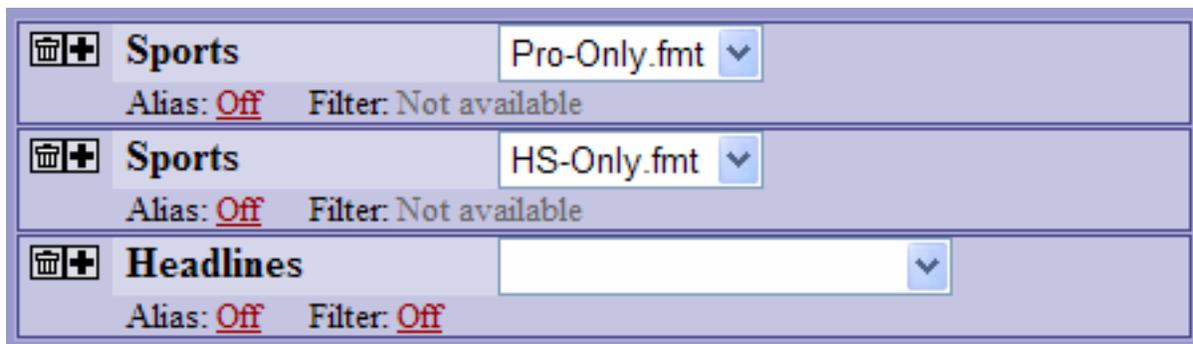
- The most basic LOGIC files bring up a specific template you created on your CG and fills in the placeholders with data from NewsTicker.
- The more complex LOGIC files can do things like rotate sponsors every three sports scores or automatically remove content modules when the number of active school closings reaches a certain threshold.

While all NewsTicker clients are on the same core version of software, each station will have their own LOGIC files and graphical templates to make their on-air look unique.

For more information on writing LOGIC files, see LOGIC Files section.

See the separate manual: *LOGIC Programmer's Guide.pdf*

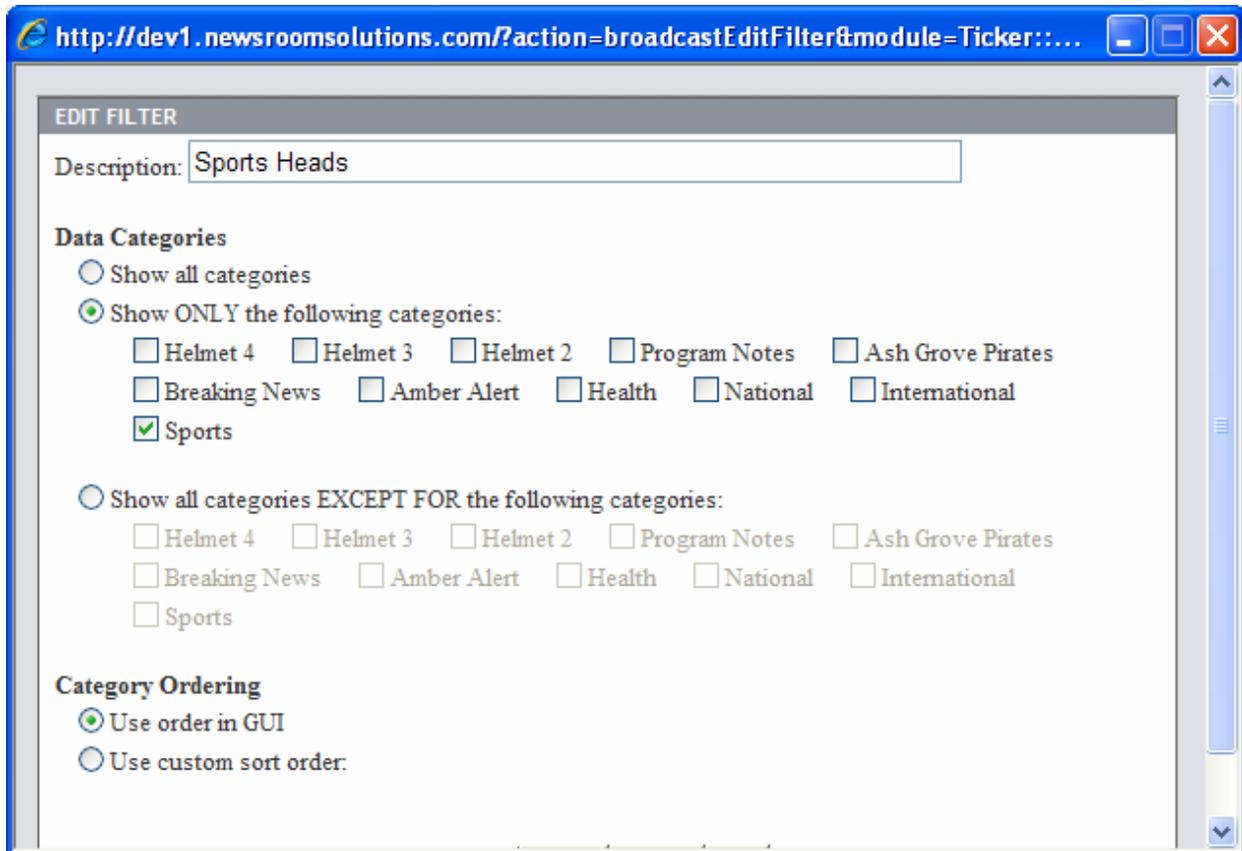
In our example, we will use two LOGIC files: Pro-Only.fmt and HS- Only.fmt. The “Pro-Only” file only shows professional leagues (NFL, NBA, MLB, etc.) and the “HS-Only” file only shows my high school leagues. (You will have different LOGIC files on your system.) I've decided I want to show all of my professional scores first, followed by high school.



For Headlines, in addition to selecting a LOGIC file, there is an option to apply a filter.

Filters are a feature of NewsTicker version 4. They provide a way of altering the data that goes into a LOGIC file through the graphical user interface. Prior to filters, this would be done within the LOGIC file. As of this writing, Newsroom is in the midst of a rolling upgrade of NewsTicker, meaning version 4 modules co-exist with version 2 modules. Only version 4 modules have the filtering ability.

Click Off next to the “Filter” label to open the Headlines filter. It’s a good idea to include a description of what the filter does so, later, when you go to edit the runlevel, you know what your intention was.



Here, it was named “Sports Heads” and we opted to only show headlines from the “Sports” category. The categories displayed here are the ones I configured in the Headlines modules.

Tip: To temporarily skip over a module, set its LOGIC file to an empty field (the first option in the list). It still appears in the Edit Loop screen, but won’t be sent to air.

At this point, I have created my data loop and assigned LOGIC files and a filter to Headlines. It will air my professional games first, then my high school games, and finally show any content in the Sports category within the Headlines module.

The last thing to set is the Initialization file. This is a special LOGIC file that is executed once at the very beginning of the loop. It also typically contains instructions for what to do when the display is paused, resumed, or stopped. For example, it may start by performing a DVE. When paused, it may contain instructions for moving the video back to fullscreen.

Using an Initialization file is optional, although it is rare not to use one.

One final setting is module Alias which is typically used in displays with tabs showing which content categories are coming up next. Without an Alias, the tab would show the module name. By setting an Alias, you can be more specific, such as “Business” or “NFL”.



Within the runlevel loop editor, all changes you make are effective immediately. If the runlevel were on air, any changes would be detected once it loops back around. When you've completed your changes, you may exit out of the editor by pressing Cancel.

Changing module timing

Once a loop is created, you can edit the timing of the modules within it by selecting the runlevel name from the main Broadcast screen, clicking Edit, followed by Edit Timing. If you just exited the loop editor, you can press Edit Timing directly from the menu.

The timing screen presents all of the modules you selected, in the assigned order, letting you enter a time range of when each will appear. If you leave the timing blank for a module, it will have no time restriction (meaning it will air at any time of day).

The example below would air as follows:

- Midnight – 7:11 PM: Sports (Pro-Only)
- Headlines 7:12 PM – 7:59 PM:
- Sports (Pro-Only)
- Sports (HS-Only) Headlines 8:00 PM – Midnight:
- Sports (Pro-Only)
- Headlines

The screenshot shows a timing interface with three rows of module configuration:

- Row 1:** Module: **Sports**. Time range: [] am - [] am. Logic: **LOGIC: Pro-Only.fmt**
- Row 2:** Module: **Sports**. Time range: 7:12 pm - 8:00 pm. Logic: **LOGIC: HS-Only.fmt**
- Row 3:** Module: **Headlines**. Time range: [] am - [] am. Logic: **LOGIC: sample.fmt** Filter: **Filter: Sports Heads**

Never adjust the timing such that no module airs! Always have something in the loop or you may put the NewsTicker server into a race condition, diminishing performance. Where this usually comes into play is when somebody is timing, say, a morning show. They want one thing from 5:00 AM – 6:00 AM, and another from 6:00 AM – 7:00 AM. Thinking that the show airs from 5:00 AM – 7:00 AM, they do something like this:

The screenshot shows two overlapping module configurations:

- Row 1:** Module: **Headlines**. Time range: 5:00 am - 6:00 am. Logic: **LOGIC: 5AM-Heads.fmt**
- Row 2:** Module: **Headlines**. Time range: 6:00 am - 7:00 am. Logic: **LOGIC: 6AM-Heads.fmt**

However, if the show starts at 4:59 AM, or you go to test it outside of that time, nothing will air. Instead, it is recommended you do the following:

Headlines 12:00 am - 6:00 am
LOGIC: 5AM-Heads.fmt

Headlines 6:00 am - 11:59 pm
LOGIC: 6AM-Heads.fmt

Assigning runlevels to intelliCommanders or CGs

By default, all runlevels can be accessed from any intelliCommander, and can be assigned to any CG. But, if you use multiple intelliCommanders or have multiple character generators, you can configure NewsTicker to only show those runlevels that should be played to the specific device.

From the Broadcast main menu, select a runlevel and click Edit. From the edit menu, choose Edit Visibility.

Select those intelliCommanders or character generators from which you wish to hide the runlevel.

Virtual runlevels

A Virtual Runlevel is a runlevel of runlevels. It doesn't contain any modules itself, rather its job is to provide a way to launch multiple runlevels on multiple character generators at the same time. For example, let's say you have three CGs – one for your native SD stream, one for your native HD stream, and a digital subchannel. And, let's say you want to show a breaking news crawl on all three. You could build a Virtual Runlevel that would air the breaking news on each of the CGs, each with its own look and feel.

Obviously, before building a Virtual Runlevel, you have to have the actual runlevels you wish to trigger already built. Then, from the main Broadcast screen, click Virtual Runlevel. Each of your output devices will be listed.

CG 1: SD Analog
 Runlevel: SevWxAutomation
 Follow control of: SD Analog
 Master Runlevel

CG 2: HD
 Runlevel:
 Follow control of: HD
 Master Runlevel

CG 3: FOX SD
 Runlevel:
 Follow control of: FOX SD
 Master Runlevel

Runlevel The runlevel that should be run on the specified device when this Virtual Runlevel is launched.

Follow control of The designation of which CG this device should follow to know when to pause, resume or stop. For example, you launch a Virtual Runlevel that starts a crawl on your native SD stream (CG 1) and HD stream (CG 2), which both contain the same programming. You want them to pause together by pushing one button. Both CG 1 and 2 should follow the control of CG 1. Then, when you pause CG 1, it will also pause CG 2. This ties the actions together.

If, instead, you have each CG follow the control of itself, then each runlevel will launch at the same time, but from that point forward, they are controlled individually. This would be useful where you have two different programming streams (e.g. CBS and FOX), and you want school closings to start on both, but they'll need to be paused separately.

Master Runlevel The runlevel with this designation will be the one from which all others are spawned. If all CGs are following the control of one runlevel, then that runlevel is usually the master.

LOGIC Files

As described earlier, LOGIC is NewsTicker's powerful formatting language. It is the middleware between the automated and manually entered data in NewsTicker's database, and the various destinations to which you want the data sent.

At the core, NewsTicker is a content management system. Data is stored in a database unformatted. When it comes time to actually use the data, that's when the formatting takes place. This allows you to present the information in an endless number of ways on-air, on the web, even on a scrolling LED sign.

To call LOGIC a formatting language would only be touching on the surface of what it can do. It's so powerful, it can allow you to establish real-time decision-making trees so that NewsTicker will follow a prescribed action sequence. With it, you could rotate sponsors every third sports score, use a "cold weather" sponsor if the current temperature drops below a certain threshold, or automatically remove all other content modules when the number of active school closings meets your specific requirement.

Ultimately, a LOGIC file is producing the automation commands recognized by your character generator which, for the majority of users, will be the Freedom. So the file is a combination of CG-specific formatting commands, and LOGIC commands. Let's take a very simple example of a snipe. We'll assume the template on your Freedom is in `c:\Expio Media\Templates\snipe.tts`, it's a two line display, and the information for the data fields are in the Globals module, globals 10 and 11.

```
1 M\c:/Expio Media/Templates\[% CRLF %]
2
3 W\_pg\snipe\On Now\[% GLOBAL10 %]\[% CRLF %]
4 Y\_pg\[% CRLF %]
5 [% SLEEP(4) %]
6
7 W\_pg\snipe\Up Next\[% GLOBAL11 %]\[% CRLF %]
8 Y\_pg\[% CRLF %]
9 [% SLEEP(4) %]
10
12 B\1\[% CRLF %]
```

```
13 [% STOPLOOP %]
```

Line 1 changes the directory of the Freedom into where our template is housed. Line 3 brings up the snipe template, sets the first data field to the words “On Now”, the second data field to whatever is contained in global 10, and stores it in memory as `_pg`. Line 4 takes the rendered `_pg` to air and line 5 rests for four seconds.

Lines 7–9 work very similar to 3–5, except the first data field says “Up Next” and the second data field is pulled from global 11.

Finally, line 12 takes the template off air before line 13 ends the runlevel.

In a more advanced LOGIC file, like the sports example below, you might check to see if the game is final and, if so, see which team won, turning that team and score a different color:

```
[% FOREACH game = Sports %]
W\_pg\sports_template\[% game.period1 %]\
[% IF ((game.final == ©Y©) && (game.visit_score >
game.home_score)) %]
<color 0xFAFA00>[% game.vt_name1 %]</color>\
<color 0xFAFA00>[% game.visit_score %]</color>\ [% ELSE %]
[% game.vt_name1 %]\
[% game.visit_score %]\ [% END %]
[% IF ((game.final == ©Y©) && (game.visit_score <
game.home_score)) %]
<color 0xFAFA00>[% game.ht_name1 %]</color>\
<color 0xFAFA00>[% game.home_score %]</color>\ [% ELSE %]
[% game.ht_name1 %]\ [% game.home_score %]\
[% END %]
\[% CRLF %]
Y\_pg\[% CRLF %]
[% WAITFOR(©Sleeping©, ©4©)%] [% END %]
```

There is tremendous flexibility inside of LOGIC files, allowing you to mix real-time decision making with all of your data sources for highly articulated displays.

When you go to edit or create your LOGIC files, you'll want to have the automation documentation of your CG available so you can reference the commands you need, as well as the LOGIC Programmer's Guide, which gives you the LOGIC syntax as well as the list of data fields within NewsTicker.

LOGIC Editor

The LOGIC files reside on the NewsTicker server. There are three common ways to edit the files. You can log into the server using an ssh client and edit the files directly on the server itself by using a Unix text editor, such as vi, emacs or pico. You could use a text editor on your PC and FTP the files back and forth. Some Windows editors, like UltraEdit, allow you to "Open from FTP" and "Save to FTP" from within the app. Or, you can use the built-in web-based client within NewsTicker.

The NewsTicker LOGIC Editor gives you quick access to your files. From within the Broadcast module, click LOGIC Editor. You are placed in the root directory of where LOGIC files are stored (/web/htdocs/formats on the server itself.) In the dropdown, you'll see a list of modules where the LOGIC files are stored. Select a module and click Change Dir to see the listing.



Clicking on the name of the file will open it for viewing in another window. If permissions are set, you can also edit, copy or delete an existing LOGIC file, or create a new one within that directory.

Finally, you can click Show Usage to see a complete listing of all LOGIC files on your system, and which runlevels call them.

Complete information on the syntax of LOGIC files can be found in the *LOGIC Programmer's Guide*.

Sponsor auditing

The Sponsor Audit portion of the Broadcast module is where NewsTicker does some basic bookkeeping for you. By using Sponsor Audit, you'll get a report of when a sponsor logo was sent to the CG.

For more information on how to use the SPONSORAUDIT command in your LOGIC files, consult the LOGIC Programmer's Guide.

To generate a report, enter a starting and ending date and time to search, and press Set. The report that is generated can be used as a starting point for an affidavit to the client.

You can print the report by using your browser's print function or cut and paste the results into an application of your choice. If you would like to have the report formatted to reconcile against your traffic system automatically, please contact NewsTicker Support for details.

05: Broadcast Automation

Overview

NewsTicker is flexible enough to be run all manually, all automated, or a combination of the two. Increasingly, it is becoming popular to schedule much of NewsTicker's actions using your traffic system, with your automation system directly triggering it. This chapter deals with configurations specific to automated control of NewsTicker.

Runlevel Priorities

When NewsTicker is predominantly controlled via automation versus a human, it's critical to configure it for the various scenarios that may occur. To that end, your runlevels will typically fall into two categories: scheduled runlevels and unscheduled runlevels.

- **Scheduled runlevels** These are any runlevels you can be scheduled in your log, and more or less occur regularly. They would include morning show crawls, bugs, snipes, and your legal ID.
- **Unscheduled runlevels** These are any runlevels that can't be schedule in a log because they are "of the moment". Examples include severe weather, EAS, breaking news, and school closings.

Runlevel priorities become important when you are airing a scheduled runlevel, and circumstances warrant an unscheduled runlevel to play, such as an EAS trigger. When this occurs, the unscheduled runlevel will compare its priority to that of the runlevel current airing. If its priority is greater than that of what is currently airing, it will stop the existing runlevel and play itself instead. If the priority is equal to or less than the currently airing runlevel, the unscheduled runlevel will not air.

Tip: You don't need to manually set a priority for every runlevel. The default value of 0 typically works for most, requiring just modifying those unscheduled runlevels with a higher priority.

Naturally, if all you ever used were scheduled runlevels, then the notion of setting a priority for each runlevel would be unnecessary because you are specifying which runlevel you want at a specific time.

Individual priorities can be set when editing a runlevel from within the runlevel's Edit Details screen.

To see all the priorities, or to change several at a time, click Edit Priorities from the main Broadcast screen.

This display shows each runlevel in descending order of priority. The default priority is zero.

EAS	990
SevWxAutomation	980
Breaking News	200
Closings	100
11P Snipe	0
AM Show	0
Election	0
elex lower third	0
Entertainment	0
Football Friday	0
Legal ID	0

Contact Closures

Contact closures provide a very basic level of automation control. Each intelliCommander has four dry inputs and four outputs. You can also purchase an optional 20 output expansion board.

Inputs Inputs can be used to do anything from starting a runlevel, to pausing, resuming or stopping an existing runlevel. They can also be used to tell NewsTicker when you are in or out of a local break.

Outputs Outputs can be closed and opened from within a LOGIC file, or in response to an action like new severe weather or the first school closure. Typical uses include triggering external keyers, DVEs, audio carts and caption bridges.

Input and output assignments are made in the configuration screen for the IntelliCommander to which the contact is connected. For more details on the configuration, see Chapter 4: Broadcast Module.

Crispin

NewsTicker advanced automation through Crispin is implemented via VDCP. Through this interface, you may start, pause, resume and stop a runlevel via secondary events.

Configuration

A separate serial connection must be made from the Crispin device server to the NewsTicker server for each character generator you will be independently controlling. As the NewsTicker server accepts RS-232 serial connections, you may need to use an external device to convert RS-422 (from Crispin) to RS-232 (into NewsTicker). We suggest externally powered converters.

In the Crispin Device Server, configure each port using the VDCP driver and the “Profile” flavor.

Operation

VDCP commands in Crispin require a duration, after which Crispin will automatically issue a “stop” command. However, during a newscast, durations aren’t hard timed. To get around this, NewsTicker responds predominantly to the VDCP “play” command and ignores the “stop” command. Instead, all actions are issued via a VDCP “play”, using the House ID (or Material ID) to indicate the action. It is recommended you set the duration of each event to only a few seconds.

Below are all examples of VDCP “play” commands.

House ID	Description
#12	Plays runlevel with ID of “12”
#103	Plays runlevel with ID of “103”
AM Crawl	Plays “AM Crawl” runlevel
Late Spo	Plays “Late Sports” runlevel
*pause	Pauses runlevel currently airing on the CG
*resume	Unpauses runlevel airing on the CG
*stop	Stops runlevel airing on the CG

Play To play a runlevel, you can either specify the runlevel ID with a preceding pound sign (#), or type the first eight characters of the runlevel name. NewsTicker’s Broadcast module requires all runlevels be unique within the first eight characters to conform with VDCP limitations on playlist naming.

Pause/Resume/Stop All three actions are performed by preceding each command with the star character (*). It isn’t necessary to specify the runlevel name since NewsTicker doesn’t care which runlevel it is pausing or stopping.

Note that in some cases, it may be desirable to use a combination of VDCP commands and contact closures.

Harris

NewsTicker advanced automation through Harris is implemented via the Universal Sercom Driver. Through this interface, you may start, pause, resume and stop a runlevel via secondary events, as well as specify optional arguments directly from the log, such as the current program title of a promotional snipe.

Please contact NewsTicker support for configuration information.

06: Sponsor Module

Overview

With the Sponsors module you can maximize your revenue through total flexibility in scheduling and display. Would you like to rotate three logos during sports and change them every :20 seconds? How about putting a station logo between sponsor logo's or running a sponsor logo every Monday, Wednesday and Sunday at 6:05AM? It's all possible with the Sponsors module.

Monitor list of sponsors and clients

To view a list of your sponsor clients:

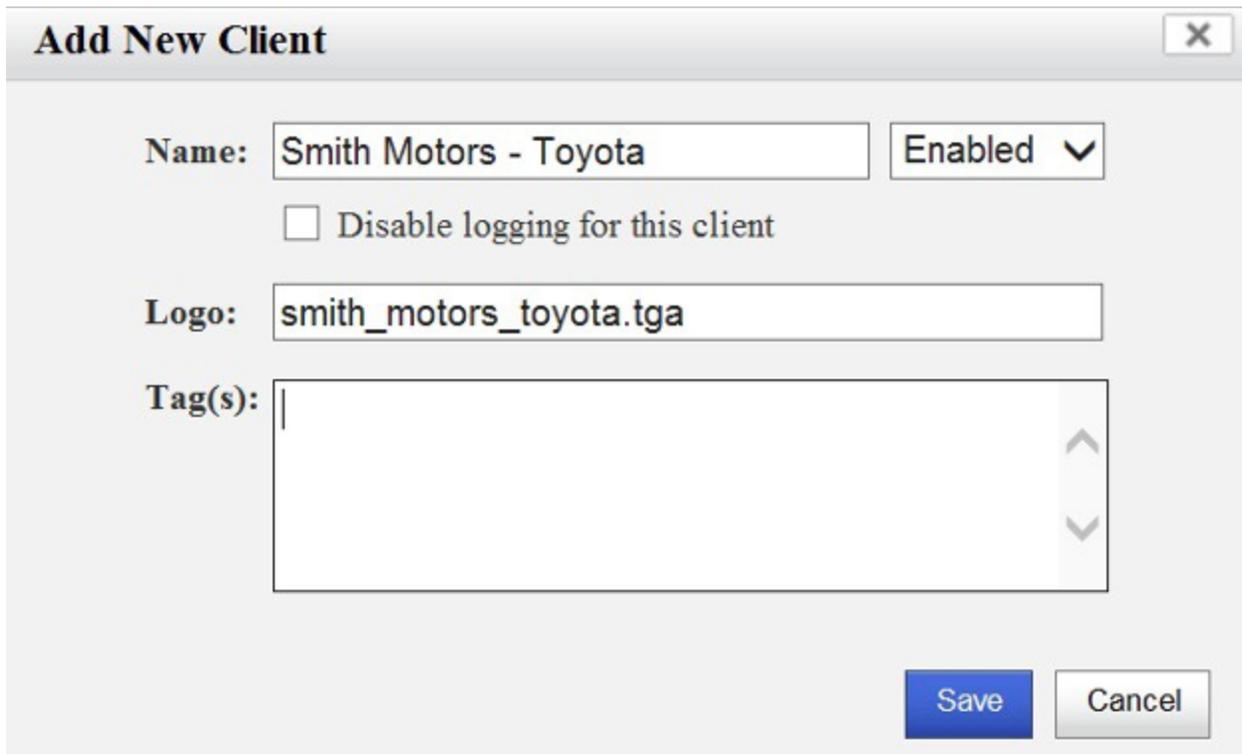
1. Navigate to NewsTicker > Sponsors.
2. The Sponsors page displays a list clients you have configured on your system and your rotation patterns.



Configure your client/sponsor

Your first step is to configure each of your clients.

1. Click-on the new button next to “Clients”.
2. Enter the name of the client.
 - The name should also reflect the name of the logo for that client. For example, say you have a giant auto dealership in your town sells different makes and models of cars. If the dealership wants to advertise each of their brands, you’ll need as many client names as you have logos.
3. Enter the name of the graphic to use for the logo, including the .tga file extension.
 - Sponsor graphics are prepared like all other NewsTicker graphics. The logos must be targa files with an alpha channel, and created in a size that fits your look. These graphics should never be rendered full-screen.
4. Put the sponsor tagline in the “Tag” section. You can use multiple tag lines, each one on a new line.
 - For those who write their own LOGIC files. The tags are called in the LOGIC file by the [% SPONSORTAG %] command.
5. Click **Save**.



Add New Client [X]

Name: ▾

Disable logging for this client

Logo:

Tag(s):

Create a rotation (basics)

The next step is to get your sponsor logo's into a rotation

Part 1: Create a new rotation

1. Click the New button next to Rotations.
2. Give the rotation a name.
3. Click Next.
4. Under the Basics section, give the rotation a name.
 - The Description box is for a more detailed quick-look at what the rotation does. For example you could have "Mon - Fri :30 seconds per client." Another may be "Weekend Sports Only."
 - For "Logging" the default choice is going to work almost all the time. When "Only during scheduled time" is selected, NewsTicker will only keep track of the times the logo is sent to the FreedomHD during the time the rotation is active

NEWSTICKER WFMY version 4.0.0

Sponsors: Edit Rotation

Basics

Name:

Description:

Logging:

+NEW Time Sequence

All Times, All Days

Deal Chicken-GMS, digtriad Mobile-GMS, Read 2 Success-GMS

Advanced Settings

Rotate every

Dwell between clients by sending

When no client is specified, send

Stop timer when runlevel is paused

When resumed

Decompress clients when overlapped in sequences

Create or edit a time sequence (advanced)

From the Edit Rotation page, you can create a time sequence that controls which logos are shown at what time and how the logo's should rotate.

1. To create a time sequence that controls what logos should be rotated and how to rotate them, click on the New button next to "Time Sequence".
2. If the rotation is the same for the entire day, then simply add one time sequence where the Start and End time are set to **Start of day** and **End of**

day in the Time Range section. Otherwise, edit the rotation day parts as needed.

- Example: If you have a sponsor that will run only in the early sports, you would click-on the “Specific Time” radio buttons. Then enter 6 and choose either AM or PM from the drop down.

You adjust the end time with the same procedure.

3. Next we can set the days of the week that we want this rotation to run. If you select the “Specific days of the week” radio button you can choose everyday of the week, or only certain days of the week.

Edit Time Sequence ✕

Time Range

<p>Start Time</p> <p><input checked="" type="radio"/> Start of day</p> <p><input type="radio"/> Specific Time</p> <p><input style="width: 40px;" type="text"/> AM ▾</p>	<p>End Time</p> <p><input checked="" type="radio"/> End of day</p> <p><input type="radio"/> Specific Time</p> <p><input style="width: 40px;" type="text"/> AM ▾</p>
--	--

Day Range

Specific day(s) of the week

All Days Mon Tue Wed Thu Fri

Sat Sun

Day Sequence

Day number ▾ ▾

Client Rotation Order

Darrell Allen Darrell Allen-GMS Deal Chicken-GMS Deans digtriad Closing digtriad Mobile-GMS Read 2 Success-GMS	<input type="button" value="→"/> <input type="button" value="←"/>	Deal Chicken-GMS digtriad Mobile-GMS Read 2 Success-GMS
--	--	---

Day range

Day Sequence gives your even more flexibility over what days of the week a sponsor runs.

Example: If you have three sponsors (Ford, Toyota, and McDonalds) and each of the three sponsors will be used for an entire day, starting the rotation on a Monday could look like this:

Day	Sponsor: Example
Monday	Ford
Tuesday	Toyota
Wednesday	McDonalds
Thursday	Ford
Friday	Toyota
Saturday	McDonalds
Sunday	Ford

To make this work, build a “Time Sequence” for each original rotation day, in this case three.

In this example:

1. Build the "Ford Time Sequence." In the "Day Range" section you set the "Day Sequence number to 1.
2. From the next drop down choose "All Days" of the week or the proper subset - Weekdays or Weekends only.
3. Build the "Toyota Time Sequence." In the "Day Range" section you set the "Day Sequence number to 2.
4. From the next drop down choose "All Days."
5. Build the "McDonalds Time Sequence."
6. In the "Day Range" section you set the "Day Sequence number to 3.
7. Then from the next drop down choose "All Days."

Now when you run the Master Rotation NewsTicker automatically calculates which sponsor of the three should run.

Day Range

Specific day(s) of the week

All Days Mon Tue Wed Thu Fri

Sat Sun

Day Sequence

Day number 1 ▾

- All Days
- Weekends Only
- Weekdays Only

Advanced settings: Client rotation order

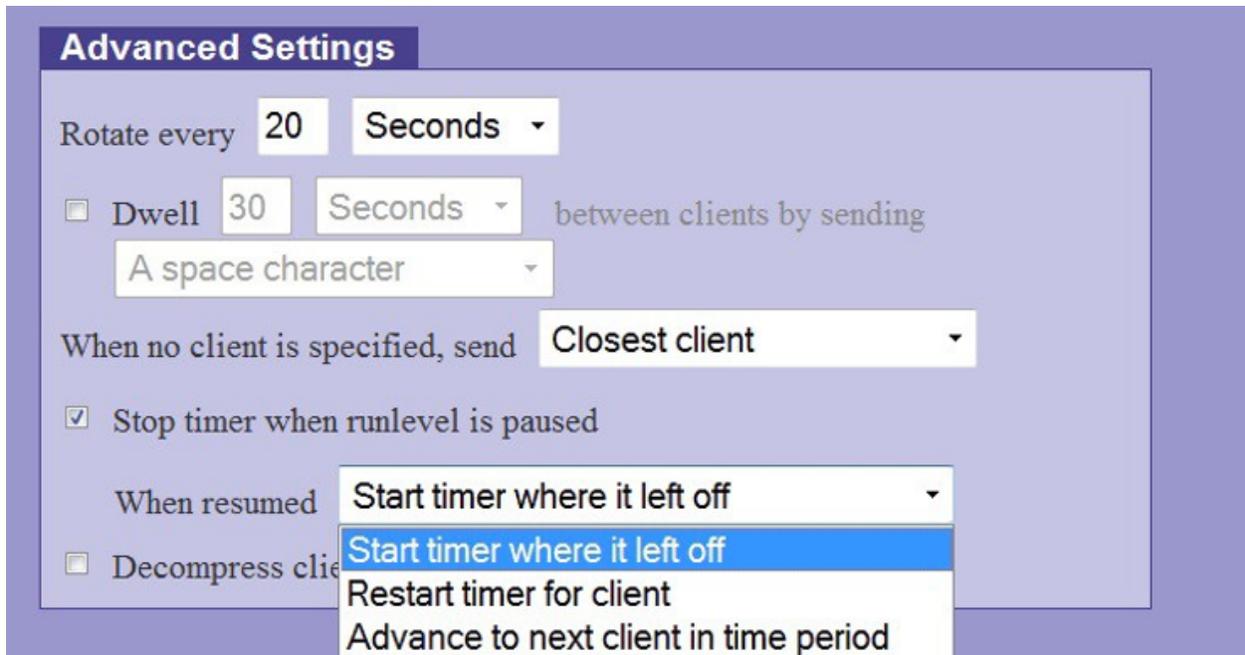
You assign the client rotation at the bottom. The box on the left side is a listing of all the clients that are configured on the system. The right hand box shows the order you want to rotate the logs in.

1. Simply select the client name
2. Press the arrow over button to create the order to use in the rotation.

3. Save your changes.

The ability to specify rotations per LOGIC file is in the development pipeline. Once you're happy with the time sequence click on "Save." You can go back and edit your rotations and time sequences at any time by clicking on the notepad icons.

To further refine how sponsors rotate, use the Advanced section of "Sponsors: Edit Rotation ."



In our previous example, sponsors were rotating on a daily basis. Here we are telling NewsTicker how to rotate sponsors that are "short fuse." For example we could use the three sponsors from the previous example, but we want to rotate them during late sports and only on Monday, Wednesday and Fridays. You would build a new rotation "Late Sports" and choose those days in the "Specific days of the week" section. Put them in the proper order in the "Client Rotation Order" section and then set the length of rotation in the Advanced Settings.

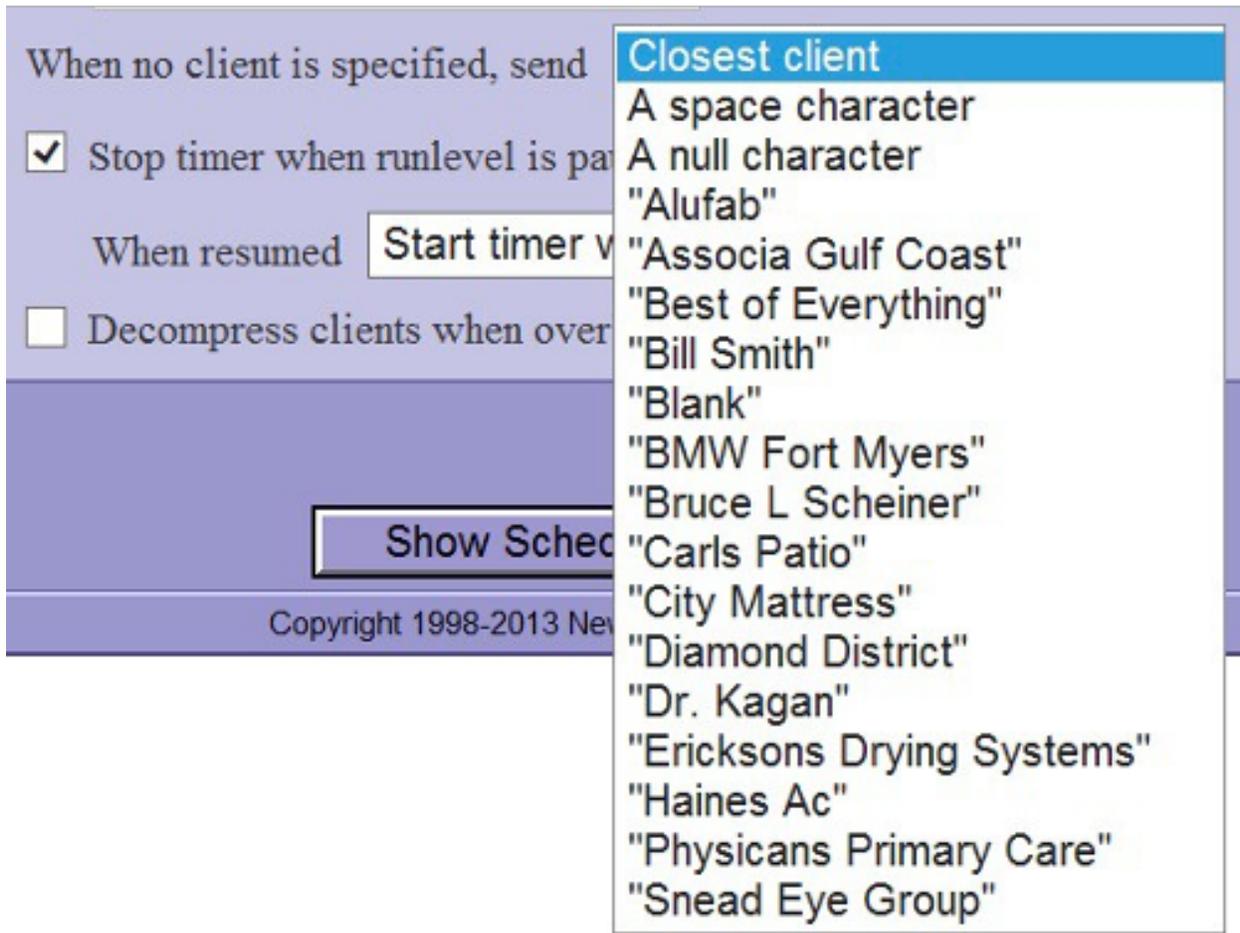
In this example the sponsor logo would change every twenty seconds.

+ NEW Time Sequence		
 	5:00 AM-6:00 AM, Mon, Fri Diamond District	<input checked="" type="checkbox"/>
 	5:00 AM-6:00 AM, Thu Haines Ac	<input checked="" type="checkbox"/>
 	5:00 AM-6:00 AM, Tue Ericksons Drying Systems	<input checked="" type="checkbox"/>
 	5:00 AM-6:00 AM, Wed Alufab	<input checked="" type="checkbox"/>
 	6:00 AM-7:00 AM, Sun Haines Ac	<input checked="" type="checkbox"/>
 	6:00 AM-7:00 AM, Mon, Fri City Mattress	<input checked="" type="checkbox"/>
 	6:00 AM-7:00 AM, Tue - Thu Dr. Kagan	<input checked="" type="checkbox"/>
 	6:00 AM-7:00 AM, Sat Snead Eye Group	<input checked="" type="checkbox"/>
 	7:00 AM-8:00 AM, Sat Best of Everything	<input checked="" type="checkbox"/>
 	7:00 AM-8:00 AM, Sun Associa Gulf Coast	<input checked="" type="checkbox"/>
 	8:00 AM-9:00 AM, Sun Alufab	<input checked="" type="checkbox"/>

The “When no client is specified” drop down gives you added flexibility and options. Take a look at the screen show below of a sponsor rotation that spans an entire week.

Note: With this “Time Sequence” there are “holes” that don’t have a sponsor scheduled. The Sponsors module let’s you decide how to fill these holes, and they *must be filled*.

To backfill these “holes” we use the “When no client is specified” drop down.



This drop down lets you decide what to do. The simplest choice is to either choose "A space character," or "A null character." Either of these choices will keep the sponsor position blank.

Here is where you can get creative. In our list above, if we chose "BMW Fort Myers" any empty hole, or time, would be filled with BMW. This would be an excellent way to handle a client who wants as much "ticker" time as he can get, and you don't have to worry about scheduling since it will be done automatically by NewsTicker. You'll even be able to print out when it was sent to your Freedom in a report so you'll have the start of an affidavit.

If you don't have a backfill sponsor why not use a promotional graphic for backfill. Put up a graphic that has your web address, a news promotion, or program message. To add a web address you would create the graphic about the same size as a sponsor logo. Add it as a client to the Sponsors Module, and then select it from this drop down.

Our example spans an entire week. The advantage is you only need one runlevel to control the morning show. It reduces errors from staffers picking from a long list of runlevels. For example if you don't like the complexity of this set-up You could create a rotation and corresponding runlevel, for each day of the week.

The "Dwell" settings give you flexibility in what you put BETWEEN sponsor logos. Let's say you want to promote your web site. You could tell NewTicker to dwell, or display the web logo for :30 seconds between each of your sponsor logos.

The timer section makes sure your clients get what they paid for and no more. With the "Stop timer when runlevel, or display, is paused the "meter" stops running for that client. Then when the display is unpaused NewsTicker will keep that logo on screen for the balance of time selected in the drop down box. Most typically the default of "Start timer where it left off" will be used.

After you've completed the development of your rotations contact the NewsTicker Client Support Center to have your LOGIC files updated to work with the Sponsors module.

You can contact the Client Support Center at support@newsroomsolutions.com or calling (704) 665-5300 and choose 2 when you hear the auto attendant.

Updating runlevels

The final step in getting your sponsors to run in the proper places, is to tie your rotations to the runlevel(s) that do the display.

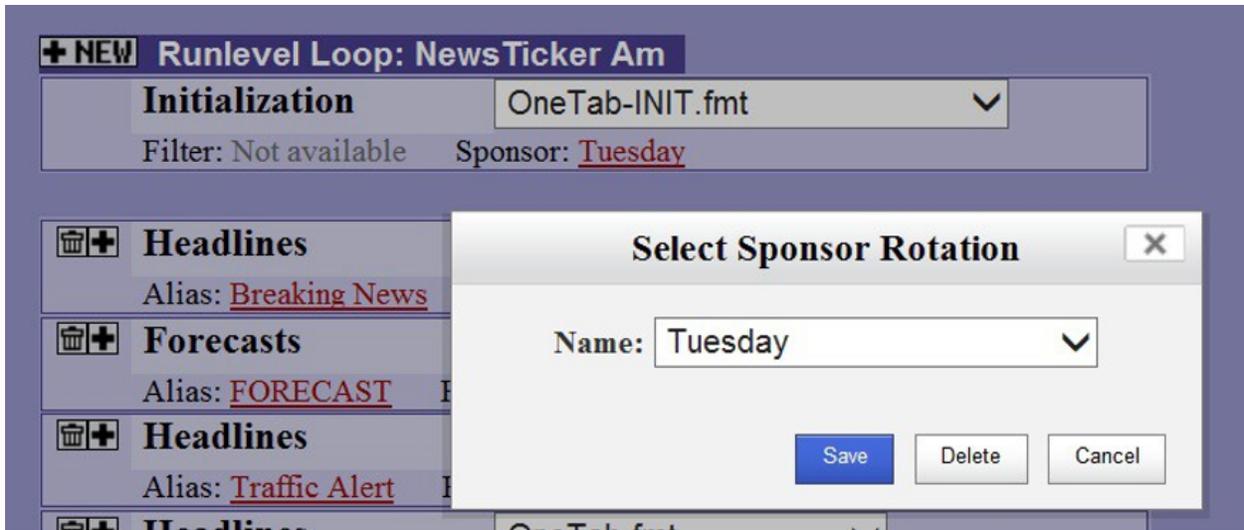
Launch the NewsTicker Main Men and click-on Broadcast. Now open the drop down box next to "Choose a runlevel" and select the runlevel that you want to add the Sponsors Module display to.



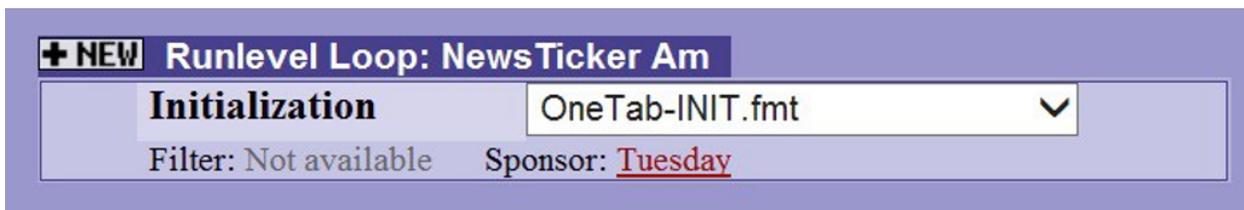
To add a sponsor rotation to the “Breaking News” runlevel click on the “Edit” button and then on the next screen “Edit Loop.”



Notice in the yellow highlight that the Sponsor is turned off. To choose the sponsor rotation that you need click on the word off. When you click-on off you'll be presented with a selection box that contains all the rotations that you have configured on your system.



Open the dropdown and choose the appropriate “Rotation” and press “Save.”



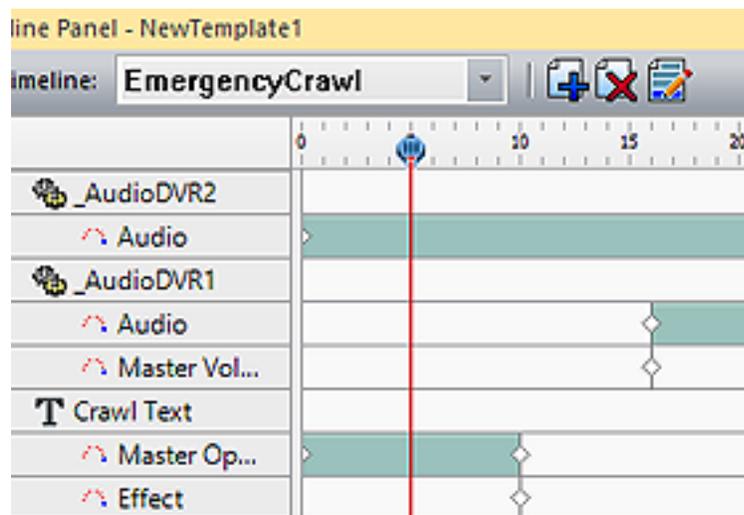
In this case we have assigned the rotation “Tuesday” to Breaking News. The finished product will look like the above screen shot.

07: Voicer Overview

Overview

Voicer allows for turnkey emergency information compliance, straight from the source.

Voicer streamlines compliance with the FCC mandate to provide a secondary audio stream of emergency information presented visually. As NewsTicker already manages your visual display of such emergency information as breaking news crawls, school closings and severe weather, Voicer works transparently to perform the required audio insertion. You don't have to shuttle files around from system to system, introducing additional points of failure.



Being compliant is seamless to your producers. They simply enter breaking news as they normally do, and send the playlist to air. Behind the scenes, NewsTicker will duck your program audio, play an aural alert tone in your desired primary audio channels on your Freedom, then restore program audio. This tone, played over your embedded audio stream, advises the visually impaired that emergency information is being displayed. NewsTicker will then duck the audio on your SAP channel and speak the text using a natural sounding voice. Once the text has completed, it will restore the SAP audio automatically.

Reduced Points of Failure

With inferior systems, you risk not having your data synchronized among disparate systems, creating non-compliance and IT/engineering headaches. With NewsTicker Voicer, the operation remains centralized in the same realm as your visual renderer, providing both an elegant and intuitive solution.

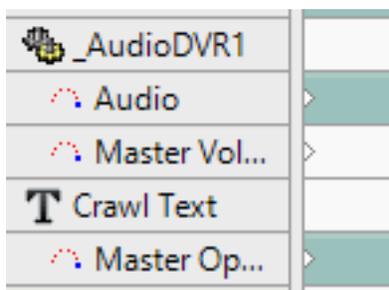
Efficient Workflow

Once integrated, there is nothing different for your producers to do. They will continue to enter and manage NewsTicker content as they did before the FCC requirement. NewsTicker Voicer is designed to work in the background, maintaining your producer's current workflow.

Features

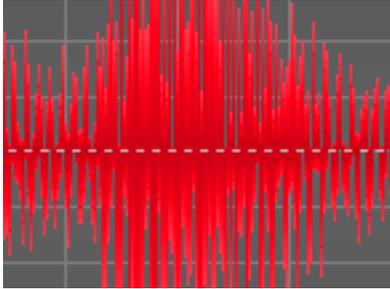
Audio integration

Most NewsTicker clients use the FreedomHD graphical renderer downstream of master control for their ticker. Now, the same hardware can perform your entire audio tone and text-to-speech insertion.



Natural voice

NewsTicker Voicer's text-to-speech engine is built on enterprise Linux using a realistic synthetic voice. Your audience will hear your message clearly and naturally, with both male and female voice options.



Data prioritization

Voicer supports prioritization of all native NewsTicker data. With this unique feature, school closings can be temporarily interrupted with severe weather or breaking news messages, then resumed where they left off. This avoids long delays of more emergent information while still speaking all closings.

Pronunciation hinting

Voicer lets you provide phonetic versions of difficult to pronounce organizations and counties in your area so they will be faithfully reproduced on air, reducing chances of an FCC fine for incorrect pronunciation.

Custom audio files

Use your news or station voiceover talent to create custom audio files as header, transition or trailer messages, reinforcing your brand with familiar sounds.

Real-time data

Information like school closings is updated throughout the loop, not just at the top, to reduce any delay between visual and aural representations of the same data.

Spanish language support

Using NewsTicker's dual language support, Voicer can embed an optional Spanish stream where available. This stream is capable of switching between Spanish and English to continue speaking untranslated emergency information, and can work off the same base set of data as your English-only stream.

Optional discreet AES stream

Voicer can provide an optional AES/EBU pair with GPO trigger for the alert tone used on a primary audio channel, and a second pair with GPO trigger for the text-to-speech used on secondary audio channels, for use in environments performing external mixing.

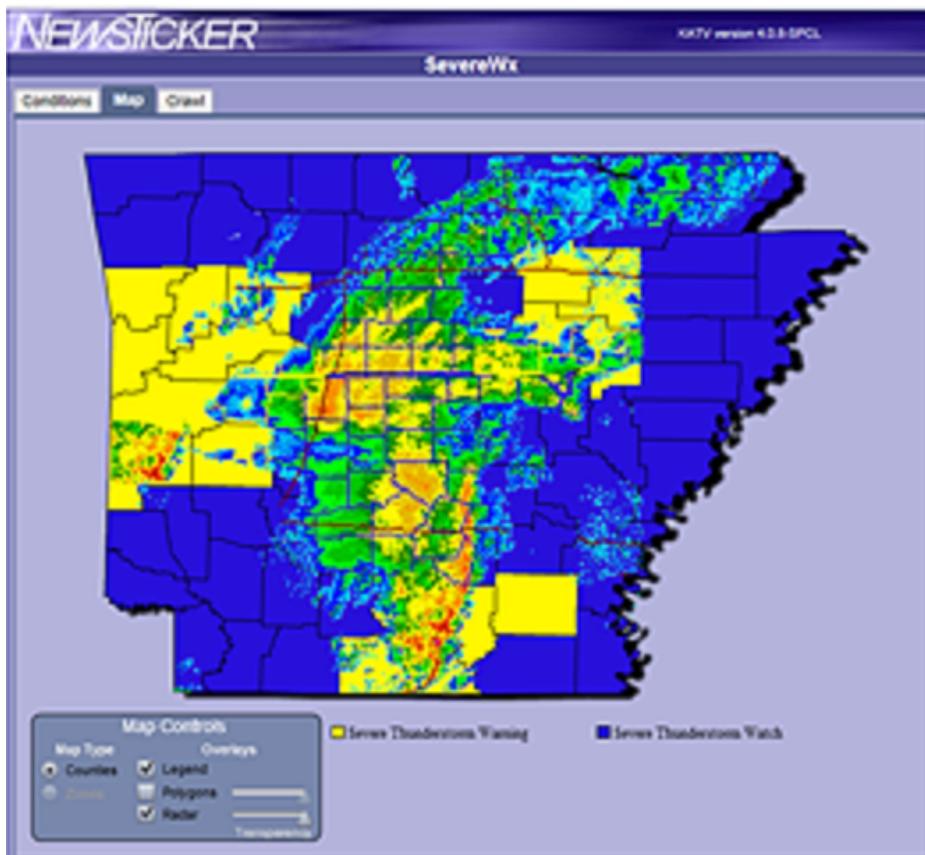
08: SevereWx Overview

Overview

Severe weather is one of those rare opportunities to truly differentiate yourself in your market and prove you are a leader. So why use an alerting display that looks just like your competitor?

NewsTicker SevereWx puts you in full control of design and functionality. You aren't forced to use a standard look, or a design tool with limited options. You get to create displays from the bottom up, using the most sophisticated design and automation tools available today.

Take charge and lead the market in severe weather notification while putting your brand front and center with NewsTicker SevereWx.



Your brand, your design

Break from the "one size fits all" model with different looks depending on the types of active conditions. Display long-fuse events in a more compact manner than short-fuse events where time is of the essence. And, most importantly, create a design that fits your identity to reinforce your brand.

Powerful customizations

Using NewsTicker's web-based interface, your meteorologists have unparalleled control over how the system will react to each condition, including what information it should display and how frequently. During an event, your mets can easily add information to crawls about current observations to maintain FCC compliance.

Deliver fast to air, web and mobile

The instant a condition activates, it is ready for air. With our powerful automation controls, you can manage what goes to air automatically and what should be displayed manually. And, exporting to your website and mobile provider is automatic, fast and tailored to your look.

Features

Complete custom design

Reinforce your brand when it matters most. Start with a blank canvas and determine all of the visual elements and how they function. Create multiple looks to give yourself options based on conditions and programming.



Automation in your control

When big storms hit, stop babysitting your alert system and use NewsTicker's advance automation controls to prescribe what airs, what doesn't, and how often, editable any time and customized by playlist.



Optimized for duopolies

NewsTicker SevereWx allows you to manage your events centrally, through one interface, but air separately branded and designed displays on each of the channels you program. You don't need to compromise with one look for all, or deal with managing multiple instances of the same software across each station.

Reliable, redundant data

Severe weather data is received directly from the National Weather Service via C-Band satellite and direct fiber to the NWS for redundancy, and can be combined with a station's local satellite feed.

Design without restriction

SevereWx uses the same templating system as NewsTicker, allowing you to include animation, clip play, custom locator maps, your own font, and timeline-based animation.

RADAR integration

RADAR can be integrated using near real-time sequenced images incorporated into your design, or as a live DVE input.

Storm-based warnings

NWS storm-based warning polygons can be used in place of highlighting an entire county or zone, if desired.

Dual-language support

SevereWx includes native dual-language support for bugs and custom crawl text. The English version can be sent to one display, the Spanish to another, or have the Spanish follow English. All of it is managed through one interface for efficiency.

Audio sounders

Multiple audio files can be loaded and played, as prescribed, ducking program audio. You decide the audio that gets played, the channels they play in, and the condition that triggers them.

Dynamic legend

Using advanced functionality built into NewsTicker, your severe weather bug can display a dynamic legend that cycles through all active conditions in a predictable size without continually increasing the footprint of the bug.

Integrate with all of NewsTicker

SevereWx is fully integrated with all other NewsTicker modules for continuous on-air displaying without stopping and starting multiple applications. And, your severe weather look can change based on other active conditions, such as school closings or being in news.

OUR SERVICES

Chyron is known for its end-to-end customer service. We partner with our customers from the initial project design, to project management, training, on-air launch support and post launch follow-up.

PROJECT MANAGING AND COMMISSIONING

Project Management and Commissioning are part of the turn-key services that we offer. This ensures your investment is properly installed from Day One by a certified Chyron representative.

EXTENDED WARRANTIES

Finally, all Chyron products come with a One (1) year factory-backed warranty (parts, labor & software upgrades). Extended Warranties on all your purchases can be added at any time for an annual fee. Please contact our sales professionals.

DESIGN AND OPERATION TRAINING

We offer Design and Operation training, either in your facility or via our on-line web portal. Our expert trainers can teach your staff the most efficient way to create and deliver stunning content for your productions.

ABOUT US

Chyron is ushering in the next generation of storytelling in the digital age. Founded in 1966, the company pioneered broadcast titling and graphics systems. With a strong foundation built on over 50 years of innovation and efficiency, the name Chyron is synonymous with broadcast graphics. Chyron continues that legacy as a global leader focused on customer-centric broadcast solutions. Today, the company offers production professionals the industry's most comprehensive software portfolio for designing, sharing, and playing live graphics to air with ease. Chyron products are increasingly deployed to empower OTA & OTT workflows and deliver richer, more immersive experiences for audiences and sports fans in the arena, at home, or on the go.

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