

Audience.billboard

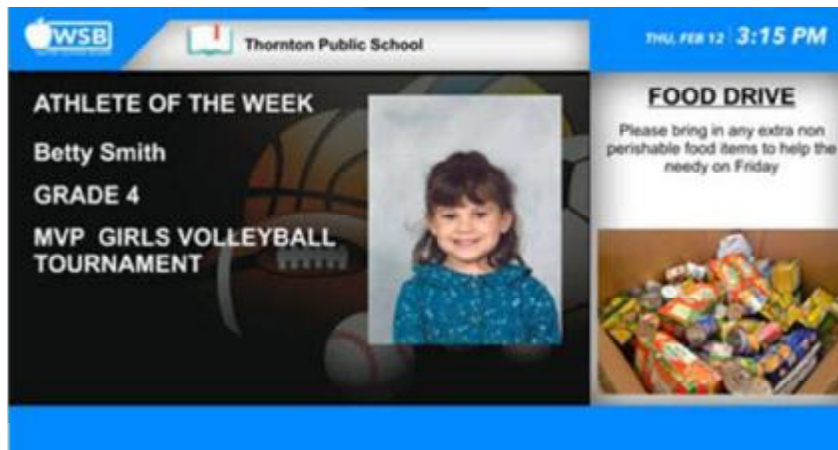
Audience.billboard is a user interface for remote access to playbacks. Authorized users create and update content remotely over the internet or intranet using their billboard account. In a multi-user system the designated billboard administrator creates user accounts with passwords and grants access to general or specific areas of content. Some user accounts can edit or approve content, some can modify the templates used to create content, and some can be limited to creating specific content.

The advantages of Audience.billboard are best highlighted by looking at an example of how billboard can be used.

Example billboard system

A school board creates a system for all of its schools. All playbacks display the school board logo (WSB) and the date and time.

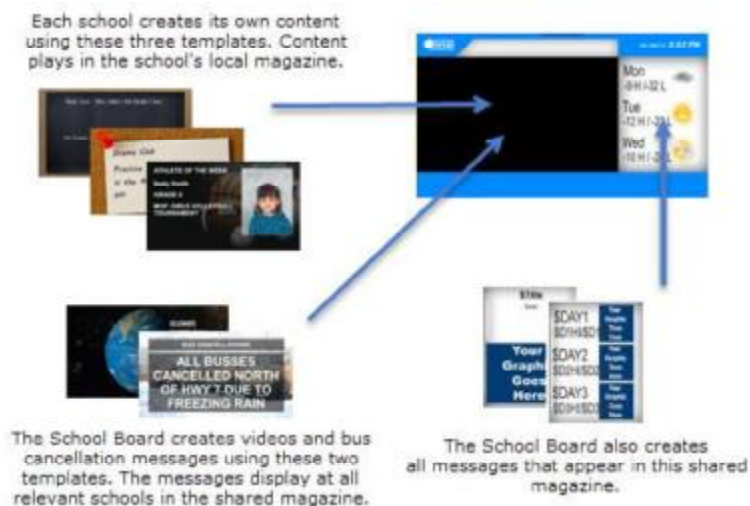
Each school's playback displays its own school logo as well. The system is ready with multiple templates used to create messages in specific magazines. Once this system is in place, all content is created remotely using billboard.



In our example the billboard administrator creates a user account for each school. The administrator limits the kinds of messages users can post by selecting the magazines and templates they can use to create messages. The picture below displays the following:

1. School members can create three types of messages, and those messages play at their local school.

- Someone at the school board creates messages that are shared amongst all schools or a subset of schools.



How does the Administrator limit the kinds of messages a member can create?

When creating the school member account the Administrator finds that school's local magazine and then gives access to some or all of that magazine's templates. In our example the local magazine is called "Anderson Video".



When the Anderson High School user logs into billboard and selects "Post a Message" the member has access to just those three templates.

Member Menu

- My Profile
- Edit Messages - List/Change/Delete your Messages
- Expired Messages - View/Restore
- Post a Message



Each school's account is limited in this way.

What if the school user needs to post a different type of message?

If the school member would like to post a different kind of message, a video of the most recent track and field awards ceremony for example, she could forward the video to the billboard administrator at the school board who can then post it for her, or the administrator could modify the school account to include an additional template for posting videos.

Where do the messages play?

Content created by the school displays exclusively on the school playback. Only the school board can create system-wide content (which they may do to announce bus cancelations or Parent Teacher days).

How to display a message that appears in multiple locations?

Members requiring system wide access are given access to locations ('keywords') where they can post messages. Each school in the system is a location. Permission is granted to access all locations or a subset of them. The user could then create messages and decide where those messages should play (just one high school, all of them, just the elementary schools, or any other combination) when the template used includes the location check boxes. The Administrator grants access to locations when creating the member account.

Here Julie, a school board employee, is granted access to all the schools (high schools and primary schools).

Add a Member

User ID: Julie Pick a unique User ID

Password: trusted Enter new password or leave blank for no change

Password: trusted Confirm

User type: Posts are not screened

Allowed Locations:

- HSAAnderson
- HSHenrySt
- PSPringle
- PSThornton
- WSB
- [all](#) (Leave all unchecked for no restrictions)


Julie is also granted access to specific templates.

Magazines and Templates:

- WSB Video - all Templates
 - VideoAthlete of The Week
 - VideoBoard Meeting
 - VideoBus Cancellations
 - VideoSport Tournament
 - VideoText Chalkboard
 - VideoText Pinboard
 - VideoText w Bullets
 - VideoVideo
 - VideoVideo Fullscreen
 - VideoVideo Live Hdmi

It is when Julie post a message that she will see the option to select where the message will be displayed, because the template she uses includes the location ('keywords') field.

Post a WSB Video Message



Headline: March172015

Title: Buses Coming Early Today

Info: **Due to an extreme cold alert school buses are coming at 1pm.**

[Preview](#)

Keywords:

- HSAAnderson
- HSHenrySt
- PSPringle
- PSThornton
- [all](#)

Julie's message will display at the Pringle and Thorton Primary School locations but not the high schools.

Billboard Login and Homepage

All Audience.billboard users, including Administrators and other members must login to the site.



Once logged in, users of different types will see different homepage options. See Types of Users (p. 146) for the options assigned to each kind of user.

All users can access the following options:

- My Profile: The user can change his password, name, company, title and email address.
- Edit My Messages - The user can edit or delete all of his messages.

My Expired Messages: When a message goes beyond its stop date it becomes an expired message. It can be accessed for 21 days and edited before it is permanently deleted.

- Post a Message: The user creates messages using the various templates assigned to him by the administrator.

Screeners, Editors and Administrators have additional menu items. See Types of Users.

Billboard Members

Types of Users

There are four types of users: Members, Screeners, Editors and Administrators. The Administrator selects the user type when creating an account.

Members (trusted and regular)

A message posted by a regular member is sent to the Administrator's and Screener's queue for approval before going on-air. Trusted Members can create/edit/delete their own postings in billboard without requiring the approval of the administrator or screener. All types of members see the following options when they login:

My Messages

- [My Profile](#)
- [Edit My Messages - List/Change/Delete your Messages](#)
- [My Expired Messages - View/Restore](#)
- [Post a Message](#)

Screeners

Screeners are assigned magazines/categories within which they create/edit/delete all billboard postings from all members in the assigned categories. They are like Administrators for a specific category, with a limited scope.

Screeners have the following additional options on their homepage:

Screening

- [Screen Messages](#) - Process the queued Messages one at a time
- [View Queued Messages](#) - Direct access to any queued Message
- [Edit PageLists](#) - re-order, etc

Editors

Editors can approve and/or edit member messages, they can modify message positions in the playlist, and they can view many of billboard generated reports. An Editor's homepage includes all options from the Members and Screeners homepage as well as these additional options:

Screening Messages

- [View Rejected Messages](#) - The last 45 days of rejected or deleted Messages
- [Edit Messages](#) - Change/Delete approved Messages

Reports

- [Content Diagram](#) - See which magazine uses which pages, etc
- [Message Snapshot](#) - Lists number of messages in different places
- [Message Views Summary](#) - Lists number of hits for each message
- [Activity Summary](#) - a **summary** of what has happened
- [Raw Activity Log](#) - Lists **exactly** what has happened (long)
- [Per User Activity Log](#) - Lists **exactly** what a Member has done
- [Hits Summary](#) - A **summary** of accesses
- [Raw Hits Log](#) - Lists **all** accesses (long)
- [Downloads](#) - **Export** data from Billboard [Billboard Home](#)

Administrators

Administrators have full administrative rights to create/edit/delete other users, to view/edit/delete all posts created through billboard, and to configure Billboard. Administrators have access to all other member options in addition to the following:

Members

- [Edit Members](#) - View/Edit/Delete Members
- [Add a Member](#) - Create a new Member

Reports

- [Version](#) - Current version of Billboard
- [Template Health Report](#) - Are all Templates present

Structure

- [Edit Templates](#)
- [Edit Screens, Zones, Magazines, PageLists, Messages](#)

Configure

- [Configure](#) - Change how things are set up
- [Change Logo](#) - Edit the graphic that is displayed at the top of the website

Add a Member

The Administrator is responsible for creating member accounts.

To add a member:

1. Login to the Administrator account and select Add a Member.
2. Assign a UserID and password to the member. Passwords are case sensitive. A medium strength password consists of a minimum of 3 and maximum of 12 characters. If the Administrator has configured billboard to use maximum strength passwords then it must be longer than 8 characters, have at least one uppercase letter, lowercase letter, digit and special character, and must not match the user ID.
3. Select a User type. See Types of Users (p. 146).
4. Allowed Locations. Some users are granted permission to post messages that appear system-wide ("all locations") or to a subset of locations. Select the locations here. If the user can post to their local playback only do not make a selection.
5. Complete the user information fields.
6. Give the user access to templates. Note: when selecting "All templates in" the category, the member will have access to all the templates including new templates created in the future. To avoid this select from the existing templates.
7. Select the "Next" button to complete the process.

Edit Members

Select Edit Members from the Administrator Homepage. The administrator can:

- Create a new password.
- Modify the user type.
- Add or remove categories for the member account.
- Edit personal information about the member.

Billboard Content

This section explains how to create, view, approve and modify messages.

Post messages

When Billboard is open to all users, anyone can post a message but those messages require approval by the Administrator, Editor or Screener before being displayed on-air.

Members must be logged in to post a message.

Messages may or may not require approval depending on the type of user account the member has been assigned. See Types of Users (p. 146).

To post a message:

1. After login in select "Post a Message".

2. Users who are limited to one template will enter the data directly into the message. Users who are limited to some templates will select the relevant template. Users who have unlimited access will select the magazine and then the template within that magazine.
3. On all messages:
 - The Start Date is when the message will start to play.
 - The Stop Date, if it appears, indicates when the message should stop playing. For example, if the event is a Bake Sale scheduled for April 10th then that date should be inserted here.
 - The Headline field becomes the message's filename.
4. Select the Preview button to see what their final message will look like.
5. Select the Next button to complete the message.
6. If there is missing information the user is notified that certain fields cannot be left blank.
7. The posted message is sent to a spell checker. When the corrections have been made, select Next.
8. The message is then either posted or sent to a queue for approval depending on the member's type of account.

Note: Users whose messages require approval are not notified that their message has been approved or rejected.

View messages

View All Messages

Administrators and Editors can view all approved messages, either created in Billboard or in Audience.foundation. Select Edit Approved Messages (Administrators) or Edit Messages (Editors) from the homepage. The user can select to view all messages sorted alphabetically or by category (magazine).

View Queued Messages

Administrators and Editors can view messages that have not yet been approved. Screeners can view the queued messages for their assigned categories. Select either View Queued Messages or Screen Messages on the homepage. The first option displays a list of all messages requiring approval whereas Screen Messages displays them one at a time.

The user can approve, reject, defer or edit the message according to their permissions.

View Rejected Messages

Administrators and Editors can view all rejected messages. Messages are kept here for 21 days.

View Expired Messages

Administrators can view all messages whose stop date has passed. Select Edit Expired Messages from the homepage. Messages are permanently deleted 21 days after the stop date

Approve Messages

Administrators, Editors and Screeners can approve, reject, edit or delete messages requiring approval.

- To view messages one at a time select Screen Messages on the homepage.
- To view messages in a list View Queued Messages.

A message's stop date should always be verified before approval.

The Administrator/Editor/Screeners can see the message fields, information about the person who posted the message, as well as detailed information about the message including the magazine into which it was posted and the template used to create it.

Screeners may approve messages for categories they have been assigned.

Edit Messages

You can edit, delete or resend messages from the Administrator Homepage. Browse all messages by category or by the first letter of the headline to select the message you want to modify, then click on its headline.

Billboard Structure

Some aspects of the Audience.billboard structure can be modified directly in billboard. A member with permission may add new fields to templates, modify a magazine's priority, or modify the order in which messages play.

Edit or Duplicate Templates

Administrators can duplicate an existing template to create a new one and they can add or modify a template's fields.

Duplicate a Template

To create a new template based on an existing template:

1. Select the Magazine that includes the template to be modified.
2. Select Add New Template.
3. Select the existing template to be duplicated and give the new template a name.

Note that newly created templates do not inherit the original template's user permissions. If you want users to access the template you must grant them access by editing their user account. See Edit Members (p. 148).

Add Fields to a Template

Administrators can add new information fields to a template. The available fields are similar to the fields in Audience.foundation's Page Details pane. New data fields cannot be added, but most anything that can affect a page's playback can be added to an existing template, including fields to add a target page, add keywords, add scheduling information and add page transitions among others.

For a complete list of fields see Appendix – Billboard Template Fields.

Example

To add locations ('keywords') to a template so that when a user posts a message they may select the keywords that apply to that message:

1. Select Edit Templates from the Administrator homepage.
2. Select the Magazine that includes the template to be modified.
3. Select the template.
4. Select the Add button and choose the keywords field.
5. Select Add.

Edit Template Sport Tournament

Headline:

Start Date: 03 / 16 / 2015

Stop Date: / /

Preview

Billboard - Add Variable

Which Field:

- External Device Preload - Send command to an external device (eg switcher) at preload time
- Ischained - Always play with the next page?
- Islogged - Record in as-run log?
- Keywords - Use keywords to schedule a page
- Note - Comment
- Paintweek - Draw when
- Playback - Select the pl
- Shareurl - Shareurl a ut
- Targetpage - Page a pa
- Timerange - Specify a ti
- of the page
- erson - Ho
- Size - Fine vs
- Type - Which
- Name - Video
- Video Islooped - Do you
- Video Start - Where to s
- Video Stop - Where to s
- Web Exclude - Exclude

Headline:

Keywords:

- HAnderson
- HSHenrySt
- PSPringie
- PSThornton
- WSB
- all

Start Date: 03 / 16 / 2015

Stop Date: / /

Preview

The template now includes selectable keywords.

Modify Fields

This feature is still in the experimental phase. Please use it under the advisement of technical support.

Administrators may modify existing fields in a template. A "title" field can become a date, telephone number field or postal code field for example.



For a complete list of fields see Appendix – Billboard Template Fields

To modify an existing field:


1. From the Administrator Homepage select Edit Templates.
2. Select the Magazine that includes the template to be modified.
3. Select Edit next to the template name.
4. Select Edit next to the field to be modified.
5. Select the new kind of field from the drop-down menu and complete the form (the form varies according to the type of data selected).
6. Select Save.

Additional fields that may appear depending on your selection:

- Prompt - The title of the field box.
- Tip - A short description of the field
- Security Settings - This is a way to hide personal fields from the public. If you have added a telephone number field to your template, you may not want that telephone number to display when others are viewing messages on billboard.
- Is the field mandatory?
- Is there a default field value?

Edit PageLists

Administrators can modify the pagelists (Audience playlists) by duplicating existing pages, modifying the order of pages, or removing pages. Changes appear in the Audience.foundation playlist. Note: these modifications are to the playlist only – they do not affect the pages themselves in Audience.foundation.

1. From the Homepage select “Edit Screens, Zones, Magazines, Pagelists, Messages”.
2. Select on a zone.
3. Select a magazine.
4. To re-order the playlist use the up and down arrows next to the message titles.
5. To duplicate a page select the duplicate page icon 

Sort by page name or page property, including client, headline note, start date, template, title and user.

Show all messages or only those messages that include the selected keyword.

Edit Magazines

Administrators can modify magazines in any screen.

1. From the Homepage select “Edit Screens, Zones, Magazines, Pagelists, Messages”.
2. To change the Screen select “screens” and make your selection.
3. Select a zone from the interactive image of the Screen.
4. To modify magazine priority use the up and down arrows next to a magazine name.
5. To modify magazine properties select the wrench icon.
6. To remove a magazine select the X.

Magazine Priority

A higher priority magazine with scheduled content will always play according to its schedule, overriding conflicting content in lower priority magazines. See Magazine Priority (p. 46) for details.

Magazine Properties

- **Title and Note:** Modify the Title of the Magazine or add a note.
- **Action:** Modify the magazine behavior. Set a magazine to always play (loop) or to play once then defer to the next magazine.
- **Restart.** Determine how the magazine should play when it is scheduled.
 - **Always:** the magazine will always start from the beginning rather than continue where it left off, in all circumstances.
 - **Wrap:** the magazine will continue where it left off and only restart from the beginning when it reaches the end.
 - **Timerange:** Start from the beginning whenever it is scheduled to play in any given time range.
 - **Bumped:** restart it from the beginning whenever it is supposed to play.
- **Interrupt.** Should the magazine wait for the page currently on-air to end before playing or should it cut it off?
- **Schedule** for specific weekdays, date ranges or time ranges.

Configure Billboard

The following configuration options are on the billboard Administrator homepage under “Configure” unless otherwise noted.

Let the public view approved Messages on the website

Setting this to yes allows the public to post and view messages without having to login.

Users post from an image of the screen

This is still experimental and not available. Do not modify.

Spell Checker language

Do not modify. These settings are configured automatically during installation and should only be modified for special custom systems, under the supervision of technical support.

Friend URL and Name

Type in the url of a link you want displayed on the Audience.billboard homepage, and type its name. This field is usually used for the name of the company.

Main URL

You can supply a url to be used for the Billboard Homepage. It must be the folder that contains Billboard.

Modify Reference to "Users" and "Messages"

You can select a different word for "User/Users" and "Message/Messages". The selected names are displayed in all Billboard and Billboard Administrator web pages.

Table colours

You can change the colours that appear on many of the Audience.billboard pages. Changing the Table Heading and Body colours will affect the boxes found on the Category screens, as well as individual message screens. Be careful when making any kind of configuration changes, for incorrect settings can disable part or all of Audience.billboard.

Changing the colours will affect Audience.billboard, but will not affect how things appear on-air.

Screening notify?

This enables or disables e-mail notifications to the Administrator.

Entries per page

This limits the number of hits returned when doing a search.

Always Enter Start Dates?

You can have Billboard messages require a Start Date. If you select "Yes", Start Date will be a mandatory field in all postings. If you select "No", messages go on air immediately after approval, depending on the magazine's schedule.

Date format

Go to the Billboard Administrator homepage, and select Configure. You can change the way the date format appears on the Post a Message Screen by selecting a format from the drop-down menu provided here.

Number of years in date selects

Date drop-down menus will include the number of years indicated here.

To Internet SMTP Server

For backward compatibility only. Do not modify unless under the supervision of technical support.

Page Maker

For backward compatibility only. Do not modify unless under the supervision of technical support.

Site E-mail

Enter the reply address for mail that Billboard sends.

Lockout Minutes

How many minutes should a user be locked out after three failed login attempts. Leave this field blank for no no lockouts.

Required Password Strength

A medium strength password consists of a minimum of 3 and maximum of 12 characters. A maximum strength password must be longer than 8 characters, have at least one uppercase letter, lowercase letter, digit and special character, and must not match the user ID.

Social Networking

Social networking buttons can be added to the billboard webpage, including a Facebook like button, a Tweet button.

Twitter Approved Messages

Approved Audience.billboard messages may be tweeted automatically to a pre-created tweet account. Select Yes and then setup the link to your Twitter account.

This is good way to broadcast messages to those who do not have access to Audience.billboard. For example, if your Audience.billboard page is for a school, and your school also has a twitter account, all approved .billboard messages will display on the .billboard site as well as the school's twitter account. In this way, a "School Closed" message can be read by those who are viewing your Audience.billboard page as well as those who follow you on twitter.

If you have an account with bit.ly, you may use it to shorten URLs in tweets. Select yes and follow the directions in the setup page.

Change Logo

This option is available on the billboard Administrator's homepage. It is used to change the logo image that appears on the entire Billboard site. The new image must be a png file with a width of 100 to 728 pixels and a height of 40 to 90 pixels.

Email Notification

Administrators can receive an email whenever there is a new billboard posting in the queue for approval. To enable this functionality:

1. From the Administrator homepage, select Configure.
2. Select "Screening notify?" Yes.
3. Next to "To Internet SMTP Server" include the relevant outgoing server address.
4. In the Site E-mail, enter the email address. All email notifications come from this account.

Changing to or from Members Only Access

In the Administrator Homepage select Configure > Let the public view approved Messages on the website.

Reports

There are many kinds of useful reports you might like to work with as an Administrator. For example, you might like to know how many messages there are in each category. Alternatively, you might want to know how many messages were posted in each category on a month-by-month basis. You can get this kind of information from the Reports offered here.

In addition, you can export the reports into another format.

- **Version**
This displays the version number of the currently installed Audience.billboard.
- **Content Diagram**
Displays a diagram showing all content in all playbacks, including zones, template and pages.
- **Template Health Report**
Displays the templates associated with content.
- **Message Snapshot**
Provides a list of all available magazines (categories), and the number of messages in each one.
Selecting the category will show all messages posted in that category.
- **Activity Summary**
This shows the number of posted and approved messages by magazine and by month.
- **Message Views Summary**
This shows the number times messages have been viewed.
- **Raw Activity Logs**
The Raw Activity Log displays every single step that has been taken with messages on Audience.billboard, and with Member requests. It shows you when something was posted, when it was rejected or approved (including Member signups), and when messages expired. There is also a log that displays the information for each user.
- **Hits Summary**
This list is sorted by the number of user hits to each magazine. It is useful when determining which magazines are the most and least popular.
- **Raw Hits Log**
This is a more detailed table of hits. It includes the date of the hit, the user's IP address, as well as the particular message involved. You can thus judge which messages are more popular, and when categories or messages were looked at.
- **Downloads**
Most of the available reports can be exported into other formats.