

6/4/01

Dear Smarts Customer:

Due to the loss of our bulk mailing service, Smarts was unable to distribute the May newsletter. Attached to this fax is the combined May-June newsletter. Regular monthly newsletter distribution will recommence this month, but in a different form.

This month, all our customers will receive the newsletter via fax. Next month, you have options on how you can receive (or not receive) the newsletter. Those options are as follows.

1. Receive the newsletter via fax. This means a black-and-white copy of the letter on two sheets of paper, and fax quality. If you do not have email established at your station, this is the best option.
2. Receive the newsletter via email. This is the option we recommend to most customers. The email letter will contain all the text present in the newsletter, and a link to click on to get the actual newsletter, in full color. You can then print it and distribute it in the same way you have passed it around in the past. Should you not be able, for whatever reason, to access the actual formatted copy, you can print the email and all the information is there.
3. **We hope you don't take this option!** Under federal law we are required to give you an option of not receiving any faxes or emails. We hope you will continue to allow us to deliver the newsletter to you by one of these two means, because it contains valuable information to operators of both Smarts office systems and Smartcaster digital audio systems. However, if you really do not want further newsletters, just check option 3 below and you will be permanently removed from our list.

Check the delivery option you desire, then fax back this form to 800 398 8149 (toll free). Please be sure to fill out your station call letters, code number, and city of license so we know where the fax is coming from!

We hope you will continue to enjoy our monthly newsletter communications.

John Schad  
Smarts Broadcast Systems

Station Calls: \_\_\_\_\_

Code Number: \_\_\_\_\_

City and State of license: \_\_\_\_\_

1. Please send future newsletters via fax \_\_\_\_\_
2. Please send future newsletters via email \_\_\_\_\_  
(Email Address: \_\_\_\_\_)
3. Please remove me from the list and send no more newsletters \_\_\_\_\_



# SMARTS NEWS

May/June, 2001

Issue 81

*"If you have a format change coming up...it is vital that you back up the old set of breaks before you begin changes."*

*- Redoing Clocks...*



by Jan Schad

*As the cover letter says, (1) we will fax or email the newsletter from now on and (2) we did not distribute the May newsletter. So this newsletter is a combination of May and June information. Please fax back the attached form stating how you wish to receive future newsletters. Thanks.*

*We're still waiting for spring here in Northwest Iowa—it has been unseasonably cool. Hope you had a good May—which brings flowers, Mother's day, confirmations and graduations!*

## Newsletter

- Greeting
- Fantastic Class
- Version On The Web
- New Training Options
- Calling Suggestions
- Redoing Clocks

### FANTASTIC CLASS ...

We had one of the best classes ever, when 12 operators came to Emmetsburg for training on SMARTS—the Second Generation. Experience levels ranged from beginners to operators who had worked on the system for a year or so. As always, those attending learned from each other as well as from the trainers. Please consider attending the next training class for the office system, which is held the third week in October.

### NEW TRAINING OPTIONS...

We have done several training sessions using the Internet. The way it works is that we create a "meeting" on a designated web page. We then have you "join" the meeting. We can demonstrate a procedure using our computer, and we can transfer control to you so that you can show us a problem or situation on your computer. We can also take control of your computer, and show you something on your own data. We think it will be quite effective.

### SUGGESTIONS FOR WHEN YOU PLACE A CALL TO US...

The following are suggestions from your support team. We ask that you read them over, and use them to help us help YOU!

- #1. Be available when you place a call.(at least for the next hour) (That would mean NOT placing a call 15 mn before you leave for lunch or the day)
- #2. Find someone to receive incoming calls while on with Smarts. It is hard for us to help you with continual interruptions.
- #3. Call back if you have not had a response within an hour. Our usual callback time is less than that, but if the call load is heavy, you might not hear for an hour.
- #4. Be sure to leave your town of license and phone number.. spoken clearly. (We have in some cases taken up to an hour trying to figure out who is calling. A good way to state your call is "Hi—this is Molly from KXXX, Anytown Iowa. I can't figure out how to run my co op. I have been working with Debbie.")
- #5. Be sure and write down all questions on a 'support pad' when they come to mind and have the pad available when you call. Sometimes, if the questions are non-critical, you can make one call and get various questions answered.

Actually, most of you do quite well on leaving clear messages. It also helps if you state what your question(s) is. Then, if we need to do any research before we call, we have time to do so.

### LOG GENERATION CHANGE...

Versions SG010408 and higher have a programming change that might surprise you. Previously when you entered Log Generation, a log automatically generated for the first station on the list, and tomorrow's date. We found that this was taking time, if that wasn't the station and log you wanted. So now when you enter Log Generation, both of the split screens are blank. You will first select the station, then Master and Break Schedule, and finally, click on the calendar to

select a date. At that point you will see available spots, as always.

You may download SG010408 from our web site. It contains the Log Generation change mentioned above, as well as other minor changes. A similar change has been made in Sales Reports. Check with us for more information on these new features.

### REDOING CLOCKS...

If you have a format change coming up, it is likely that you will need our help in setting up new breaks. This applies to both the DOS Version 7 system, and SMARTS – the Second Generation Windows system. In both cases, it is vital that you back up the old set of breaks

before you begin changes. We ask that you fax copies of the clocks, and send us your data, so that we can take a look. A reminder for V-7 users is that you need to make a deletion and then a re-entry, if you are changing breaks. Otherwise, there is an "overlap" problem.

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# SMARTCASTER NEWS

May/June, 2001

Issue 81

*"E-mail can be a valuable tool...By e-mailing the data, we can quickly work with the data and get it back to you."*

*- E - m a i l Capabilities*



by Doug Burton

Hi,  
What season is this, anyway? It is hard to tell with the way the temperature keeps fluctuating. Since we have had so much wind this year, I am thinking of suggesting a wind powered Smartcaster.

We're making some changes in the way we distribute the newsletters. Please fill out the attached form and get it back to us so we will know how to send the next one to your station.

## Newsletter Topics

- Greeting
- Address
- E-mail Capabilities
- Timed Events
- Connections
- Disks
- Procedure Outline

## ADDRESS

We have been in the new building just about a year-and-a-half now. We have been enjoying the new facilities for their comfort and efficiency. What we are finding is that some stations still haven't changed our mailing or street address in their records. For shipping, we are located at 2508 Main Street in Emmetsburg, Iowa

50536. For mailing, the address is the same as before the move at Box 284, Emmetsburg, Iowa 50536. Please pass this information on to those responsible at your station for such information. This will prevent any problems in getting items to us.

## DISKS

Floppy disks wear out. Sorry, it's a law of physics. If you have to travel between your office machine and your SMARTCASTER, whether it is several hundred feet or several miles, go prepared. Download the finished breaklog onto at least two disks. That way, if the first disk is bad, you can try the second without having to return to the office and go through the process again. A little preparation will save you some extra work.

## E-MAIL CAPABILITIES

I can remember the time when we debated over the usefulness of purchasing a fax machine for the radio station. It eventually justified itself, and now we would wonder why we didn't get it sooner. Nowadays, we go through the same debate regarding e-mail. Here is one more argument for having e-mail. Often the Support Department can solve a problem or help someone out by seeing their files, whether it be the

Verification Logs, Breaklogs, or something else. By e-mailing the data, we can quickly work with the data and get it back to you. E-mail can be a valuable tool. If you can't justify the purchase for the station at this particular time, at least secure someone who will e-mail for you when you need to send something rapidly.

## BE PREPARED

As you know, shifts change, people move on, or go on vacation. It helps if the people who fill in can hit the ground running. Having a general procedures sheet for each shift makes it easier for anyone filling in. I have noticed a degradation in shift quality in my experience, usually due to the fact that "things" aren't done the same when a substitute takes the shift. Having the procedure outlined on paper and made available to the on-air staff guarantees that the listener hears the same quality at all times. And quality keeps them listening.

## TIMED EVENTS

We have added a feature to the Timed Events screen. You will find it in the later software. It is the ability to have several Timed Events lists, and to switch between them. This is useful for holiday weekends or for broadcasting local ballgames. If you go into Timed Events and see an ALT+L Load Alt+S Save at

the bottom of the instruction list on the first screen, you have the new feature. Call the Support Line for some insight on how to use it. If you do not see it on your screen, call the Support Line to see if your system can support this software.

## CONNECTIONS

Under Preventative Maintenance, we remind you to label your connections. They should be already, but it doesn't hurt to check. For any number of reasons, a cable could come loose

from the back of the SMARTCASTER and equipment. Having them labeled allows anyone to quickly reconnect the cables and get the unit back on the air. Otherwise, it may require a call to your

engineer and keep you off the air until they can arrive. A little preventative maintenance can save you hassles.

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