



# SMARTS CLASSROOM REGISTRATION

## ENGINEER CERTIFICATION CLASS

SCHEDULED FOR MONDAY THRU FRIDAY, August 13-17, 2001

HOME OFFICE – EMMETSBURG IOWA

STATION CALL LETTERS \_\_\_\_\_

ADDRESS \_\_\_\_\_

TOWN \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

THE FOLLOWING PEOPLE FROM OUR STATION WILL BE ATTENDING THE SEMINAR:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Cost for the five day seminar is \$250.00 per person. Please enclose \$50 per person with return of this registration form by August 1, 2001. A minimum of four people is necessary to hold the class. You may charge the training session to Master Card or Visa.

\_\_\_\_\_  
(CARD NUMBER)

\_\_\_\_\_  
(SIGNATURE – EXPIRATION DATE)



# SMARTS NEWS

July, 2001

Issue 82

*"...eventually computers will come equipped with a version of DOS that will not run the older programs.."*

*- Version 7 SMARTS Users...*



by Jan Schad

*Hope you all had a wonderful 4<sup>th</sup> of July and are enjoying summer.*

*- Jan Schad*

## NEW TRAINING METHOD...

We have a new training tool, which is very helpful. I have used it with four stations now, and it really works well. It is called Webex, and allows us to meet you on a web site. We can then look at your data, or show you something in our test data. I recently used it for a Wisconsin station, and did four one-hour sessions to train three new operators. They picked up right

away on how the system works, and have progressed very well.

If you have need of training, please contact our Sales Department for rates. It is well worth the time and money spent. It is especially helpful with new operators. Webex training can be done for both SMARTS – the Second Generation and the Version 7 DOS version.

## TRAFFIC DIRECTORS GUILD OF AMERICA...

Carol Anderson, founder of Traffic Directors Guild of America, asks any SMARTS operators who are members to email her some basic name and address information. Her email address is [tdga@earthlink.net](mailto:tdga@earthlink.net).

If you are not currently a member, you might want to check into joining. The organization offers a monthly newsletter with a lot of good information for traffic directors. Membership cost is reasonable. The website is [www.tdga.org](http://www.tdga.org)

## STANDARD BROADCAST ACCOUNTS...

We had a support problem from a Montana station, which took me a bit to figure out. She had entered Recurrent billing for an account, with a start date of 10-26-00. When she came to June, she noticed that there was no June billing, but July Billing was double for this account. When I researched the problem I realized that the start date of the 26<sup>th</sup> was the problem, because it

did fall into July SBC month. When we changed the date to the first, the billing was correct. So my recommendation is to place the start date for a Recurrent monthly SBC account to a date toward the first of the month. This will eliminate the possibility of the start date falling into a SBC month.

## ON OUR WEB SITE...

Those customers who own Smartcasters or are thinking of purchasing digital audio should check out our "reliability" presentation on [www.smartsbroadcast.com](http://www.smartsbroadcast.com).

### Newsletter Topics

- Greeting
- New Training Method
- Standard Broadcast Accounts
- Version 7 SMARTS Users
- New Co op Feature
- Traffic Director's Guild of America
- On Our Web Site

## VERSION 7 SMARTS USERS...

We are continuing to urge you to consider buying SMARTS – the Second Generation Windows version. We are converting several of you each month. While we will continue to support Version 7 DOS systems as long as we can,

our concern is that eventually computers will come equipped with a version of DOS that will not run the older programs. If you have questions about SMARTS – the Second Generation, or would like a demo, please call the Sales Department.

## NEW CO OP FEATURE...

Versions SG010621 and higher of SMARTS – the Second Generation have a new feature for co op. You

can now select at the account level whether you want gross or net rates on co op affidavits and tear sheets.

You will need to call the Support line for an SQL statement to set up this feature.

The WebEx presentation will download to your computer and give you a full "slide show" on how we build units and write software to make these digital units some of the most reliable in the business. Just visit [www.smartsbroadcast.com](http://www.smartsbroadcast.com) and click on the reliability hypertext that you will see on the Smarts home page. The faster the internet connection is the better, but you can still watch the presentation with a slow dial-up internet connection.

Office: 800.747.6278  
Sales: 800.498.0487

Support: 800.765.2935  
E-mail: [officesupport@smartsbroadcast.com](mailto:officesupport@smartsbroadcast.com)  
Website: <http://www.smartsbroadcast.com>



# SMARTCASTER NEWS

July, 2001

Issue 82

*"Take a few minutes today to make a backup disk so you won't be caught off guard should disaster strike."*

- Backup



by Doug Burton

Hello,

Another month has passed, and we are distributing the newsletter in a new way.

In this way, we deliver it efficiently to each station, whether by e-mail or fax. To the best of our knowledge, your newsletter arrived the way you requested that it be delivered.

Please take a moment to read it and then pass it along to someone else on the staff.

## Newsletter Topics

- Greeting
- Backup
- Upgrade
- Logs
- Class
- Calls

## BACKUP

You might ask yourself what your station is worth per hour. This doesn't mean just the amount you are getting paid per hour as an employee. You have to include how much money is made per hour in advertising on the air, and the value of keeping those listeners, as opposed to them tuning out. That is what your station is worth per hour. And that is what is lost when your SMARTCASTER is down. If your unit loses the hard drive and its contents, and you have to replace the hard drive, how long will it take you to replace the pertinent data? Pertinent data is the setup screens, Timed Events, Input Mapping, Unattended Records, Function schedule, Announcer schedule, Clocks, and Clock scheduling. Would 10

hours be accurate? More likely, it would be 20. And that is time taken away from normal day-to-day duties. How many of your listeners would stand by patiently waiting while you and all the King's horses and all the King's men put Humpty Dumpty back together again? Inserting a backup disk and pressing the Restore command could do all of that work in a matter of minutes, not hours or days. It pays to make a backup disk on a regular basis, and to keep it handy. Take a few minutes today to make a backup disk so you won't be caught off guard should disaster strike. For additional information on making backups, please call the Support line.

## UPGRADE

It may be time to upgrade your software. If your Verification Log still contains !! Offset: C:\audio\00\F001A.SPT or something similar, it is time to call in and ask for an upgrade. The offset listing was

used as a research tool for a time. The research is now complete, and a new version of software is available. If your Verification Log still contains the Offset line, please call the Support number and request a new version of software.

## LOGS

Let me remind you not to try loading a breaklog on the same day. In other words, don't try loading a Tuesday log on a Tuesday while running the Smartcaster. It WILL cause you problems. The computer will try to copy to a file it already has open. This is not a good thing. It is suggested that you use the

Maintenance feature to change the log day to a different day and import the log. Once imported, you may change the log day back to today. It only takes a few minutes to follow these procedures, and it will save you a bit of trouble.

## CLASS

Due to a scheduling conflict, our Smartcaster Engineering class has been moved back. Now it will be held August 13-17<sup>th</sup>. You could entitle this class, "Everything You Ever Wanted To Know, But Were Too Shy To Ask." It would be beneficial if your station engineer could attend. The training will take place at our headquarters in Emmetsburg, Iowa. The cost is \$250 per person, with \$50 of that amount as a registration fee by August 1<sup>st</sup>. Transportation, meals, and motel are your station's responsibility.

## CALLS

Since our primary method of communication with stations is the telephone, it doesn't hurt for the operator to be in front of the computer for our conversation. Being at home or in the car doesn't allow us to do more than answer a few questions. If you have detailed work that needs to be done, call when you can be in front of the machine. We have had several instances when someone has called for help, and when we call back just a few minutes later, we find that they have left the building. That means we all get to make a second phone call. You call in again to say that you are there now, and we call back to finally talk to you. We can both be more efficient if you are at the station when we call.

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