



BROADVIEW UNVEILS TRAFFIC BUREAU RESOURCE WITF Serves as Development Site For Pubcast Offering

LAS VEGAS, NV – (PBS TECH CONFERENCE) April 7, 2010 – BroadView Software, a leading North American software developer specializing in broadcast information-management solutions, is launching Traffic Bureau, a consulting/resource service for public broadcasters. Traffic Bureau provides public radio and television stations an important new option for realizing next-generation traffic capabilities and workflow optimization while achieving real savings.

BroadView's introduction of Traffic Bureau follows extensive development and testing at WITF in central Pennsylvania. WITF comprises public broadcasting stations WITF-TV, WITF-FM and WYPM-FM/Chambersburg in the Harrisburg, Lancaster, Lebanon, York (HLLY) market.

"Adopting BroadView's Traffic Bureau has proven to be an invaluable strategy for us as we navigate through the turbulence of the downturn," said Ron Hetrick, VP of Operational Excellence & Technology, WITF. "Our resources have been stretched thin, but by relying on BroadView's expertise we have been able to stay focused and forward-thinking. It has allowed us to get past putting out fires, and to rethink how best to operate so that we can do more with less.

In most basic terms, BroadView's Traffic Bureau effectively augments in-house station staff by offloading day-to-day traffic operations. The immediate benefits are savings of staff time plus increased service and attention to accuracy for station underwriters.

At WITF, implementing the service has generated additional value throughout the operation.

"Working closely with BroadView had yielded fundamental insights about us and how we operate. With BroadView's knowledgeable staff shepherding us through the process, we have been able to rethink what we do and how we do it to become far more effective in carrying out our mission," said Hetrick.

Traffic Bureau Creates Gains Across WITF

Hetrick cites restructuring operations to better unify and prioritize how TV, radio and Web-based workflow come together as some of the value-adds for adopting BroadView Traffic Bureau.

"Traffic Bureau has made it possible for us to step away from the day-to-day mechanics of traffic and to think strategically about promotion priorities, underwriting inventory and cross-platform messaging. This has truly been a refreshing process that has helped us redefine a number of jobs to marshal our resources better." Hetrick said.

According to Michael Atkin, BroadView Founding Partner and President, Traffic Bureau offers opportunities for public broadcasters in the near, mid and long term.

"BroadView Traffic Bureau makes sense for organizations that don't see the sense in being in the traffic business as well as for those that want to do in-house traffic more effectively. It can serve as a 'time out' to rethink and rebuild during today's difficult business climate or as a permanent replacement to traditional systems. At heart, this new service simply extends our longstanding commitment to free broadcasters to work as they want to work rather than how existing technology requires," said Atkin.

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About BroadView Software

BroadView Software Inc. is a leading North American software developer specializing in broadcast information-management solutions. With more than two decades experience, BroadView has a well-established reputation in the broadcast industry for delivering a comprehensive toolset for programming, traffic and sales that combines sophisticated functionality with ease of use. BroadView's winning trifecta for clients provides highly configurable software, excellent training plus full conversion of historical data. With BroadView, stations can maximize revenues with increased profitability and operational savings. For more information, visit www.BroadViewSoftware.com.

About WITF

WITF is a multi-media communications network serving communities in central Pennsylvania. It includes WITF-TV, WITF-FM 89.5, WYPM-FM 93.3 *Central PA* magazine, RadioPA Networks, Media Solutions, WITF.org, Educational Services, Public Radio Capital News and Top Flight Media. Its mission is to "create a shared civic and cultural life for the communities of our region, connecting us to each other and to opportunities for lifelong learning."
www.witf.org

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