



WFYI TRANSFORMS WORKFLOW WITH BROADVIEW

Integrated Television & Radio Traffic Management Optimizes Operations

TORONTO, ON and INDIANAPOLIS, IN – September 26, 2006 – WFYI, central Indiana’s public broadcast source for both PBS television programming as well as NPR radio, is simplifying and streamlining its operations by implementing BroadView Software’s unified traffic and programming solution. With BroadView, WFYI is able to achieve new efficiencies across its core departments including programming, accounting, underwriting, audience services and engineering.

WFYI is utilizing BroadView to reengineer the workflow to achieve more effective communications between departments. The legacy system required significant crosschecking by phone and e-mail to carry out collaborative tasks. Now, daily tasks are accomplished more efficiently by providing staff with broader access to information, allowing for greater insight and less chance of operator error. Also, the BroadView solution brings together key elements of the television and radio operations rather than leaving them as standalone systems that must be integrated manually.

“We are constantly seeking ways to provide more value to the community, and BroadView enables a workflow transformation that allows us to work smarter than was possible with our old systems,” said Lloyd Wright, WFYI President and CEO. “Our transition to a digital multicast has opened enormous opportunities, and BroadView provides the tools to take full advantage of them.”

Running the Operation, Not Just the Software

As with many public broadcasters, the legacy systems at WFYI defined the station’s workflow around the mechanics of the software. While these tools provided a great advantage over previous manual systems, the arrival of digital multicast raised the level of complexity to a new level. Addressing these increased demands requires new tools that achieve greater efficiency.

With BroadView, workflow is defined by the needs of the operation, not the software.

“BroadView has allowed us to reengineer our operation so that we can do more, better, than we could before,” said Alan Carmack, WFYI’s On Air Promotions manager. “So much of our daily work required a back-and-forth between departments that has now been eliminated because BroadView allows everyone to get what they need when they need it.”

According to Carmack, who has spearheaded the BroadView implementation at WFYI, one of the greatest gains has come from integrating invoicing from both the television and radio sides of the operation.

“WFYI’s legacy system did not generate invoices for clients who purchased combined radio and television underwriting packages. Instead, the billing for combo underwriting packages had to be calculated by hand, which required our staff to check and double-check the invoices to ensure that there were no mistakes. BroadView takes care of all this end-to-end and most of the places where mistakes creep in go away,” Carmack said.

Streamlines Interoffice Communications

BroadView also brings similar gains across the board. New efficiencies are possible because interoffice communications are streamlined.

“It used to be that someone would have a question with the log, then call someone about it who would have to call someone else. It would take most of the day to get word back to settle the issue and so we constantly struggled with this communication bottleneck trying to stay ahead,” said Carmack.

For programming and traffic, this efficiency opens up new opportunities.

“We’re doing things we could not do before. Traffic used to have to put in the contracts for underwriting as well as the spots. Now, they just have to look at the exceptions list,” Carmack said.

For underwriting and audience services, BroadView’s direct access brings important information where it is needed to provide optimum service.

“Underwriting can immediately see what’s working and what’s not. They are able to take a much more hands-on approach to get what they want when they want it,” said Carmack.

Working Smarter, Faster, With BroadView

For Carmack, The greatest challenge in adopting BroadView has been simply letting go of the old workflow and grasping the advantages the new system offers.

“There is more work upfront getting everything into the system, but the payoff is significant. BroadView does far more with far less effort on the back end,” he said.

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About WFYI

WFYI public broadcasting engages the Central Indiana community with distinctive programs and services that inspire and enrich lifelong learning.

About BroadView Software

BroadView Software Inc. is a leading North American software developer that has specialized in broadcast information-management solutions for more than a decade. Its products provide television stations with an integrated solution to meet all their needs in program acquisition, ad sales, program scheduling, traffic, master control automation interfacing, and reporting. Its flexibility and history of providing customizations and enhancements for customers have made BroadView a leader in its field. BroadView’s innovative, fully integrated approach also means substantial savings in staff time, which translates directly into ongoing operational benefits, month after month. For more information, please visit <http://www.BroadViewSoftware.com>.

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