



WITF-TV IN HARRISBURG SETS THE STAGE FOR ACE WITH BROADVIEW

Integrated Software Begins Pennsylvania Public Television's WITF Transition to Digital Workflow

TORONTO, ON and HARRISBURG, PA – July 17, 2006 – WITF-TV, Pennsylvania's public broadcaster, has implemented *BroadView Software's* integrated traffic and programming solution to upgrade underwriting tools and to lay the foundation for adopting *ACE*, the IT-based, multi-component broadcast system designed to bring greater efficiency to participating PBS member stations.

Installing *BroadView* marks the final phase of a five-year project transforming manual and analog operations to highly automated digital broadcasting that will culminate with the construction of the new WITF Public Media Center, a 72,000 sq/ft technical operations and community center scheduled to open in early 2007. The combination of television, radio, publishing and online media outlets plus learning center represent a unique vision for public broadcast and *BroadView* provides the necessary tools for effective outreach to support the television elements.

New Tools for a New Pubcast Medium

For Ron Hetrick, Director of Technology for WITF, the decision to select *BroadView* was simple. As part of the *ACE* package, it was obviously appropriate to work with many public television operations in the transition to digital. But understanding how it could enable the WITF underwriting team confirmed why it was right for their specific operation.

"We were an early adopter of broadcast automation, and so we have been keen observers of the development of next-generation solutions like *BroadView*," said Hetrick. "For a long time, our sales staff has needed better tools than the spreadsheets and informal systems that have gradually evolved here over time. With *BroadView*, they have an immediate grasp of what's available and that is invaluable in helping drive them to meet their goals."

BroadView's underwriting system helps stations grow and manage local underwriting by tracking both specific program underwriting, as well as time-based underwriting spots. The traffic component of the software features drag-and-drop functionality designed to simplify the addition of promos, IDs, underwriting spots, and other interstitial material. WITF anticipates this will eventually reduce the time required for traffic personnel to construct their logs. Once ACE is implemented, style rules for graphical elements will also give WITF greater control over the look of programming.

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About WITF

WITF, Inc., is a public media organization that brings educational and cultural experiences to residents in every community in the central Pennsylvania region. WITF broadcast services reach audiences in over 17 counties in Central Pennsylvania. The company comprises public broadcasting stations WITF-TV, WITF-FM, news networks RadioPA Networks, Public Radio Capitol News, and Empire Radio Network, monthly regional magazine *Central PA*, WITF.org, WITF Educational Services, and WITF Learning Technologies.

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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