

● ● ● **Final Call For Social Media WEBINAR 06.24.10** ● ● ●

Last chance to register for BIM's [Social Media: Optimization & Integration Webinar](#), scheduled for Thursday, June 24th at either 11am or 3pm Eastern. The first part of the hour will feature Jaime Spencer, Executive Director, Magid Media Labs, followed by additional content and discussion with Local Sales Manager and Social Media aficionado, Jessica Underwood. **Space is limited!** Register at <http://www.broadcast-interactive.com/webinar>

● ● ● **Content Management System (CMS) Releases** ● ● ●

FEATURE	DESCRIPTION
5.24.10 Flash MP3 Player, Multiple MP3 Files	Does your station podcast? Do you have a great audio clip you want to share with your viewers? Show off your Audio Media with BIM's new MP3 player. Using the External Media field in the Story content type, you can easily upload MP3 files from your FTP server and publish them to your site. Track titles appear within a player that allows your viewers to listen to multiple audio tracks within a given story.
5.25.10 BIMVid: Extended History	Responding to client suggestions, BIM has enhanced the video uploader utility form. Most important for client workflow is the increased size of the published clips list which used to display the 15 most recent clips. Now, a "more" button appears at the bottom of the form. Just click to expand the list of available clips into the past week or even the past month.
6.7.10 Enhanced Top Stories: Headlines Slideshow	BIM is pleased to announce an enhanced display option for top stories. The new rotating headlines module allows you to display multiple headlines and images within the top story position. The module automatically rotates through each headline and top story, allowing viewers to stop the rotation and play video, or go directly to a story. The new display is highly customizable, allowing you to choose how thumbnails and summary text appear. The rotating player adds a dynamic feeling to sites by allowing viewers to see multiple headlines and images in a space that would normally be occupied by a single, static story.

● **STELA & WaiverTV** ●

On 5.28, BIM/Titan emailed notice to all SHVERA customers outlining the new Satellite Television Extension & Localism Act of 2010 (STELA). TitanTV is in the process of incorporating the changes mandated by the legislation, including broadcaster waiver tools. Email info@bimlocal.com if you wish to receive a copy of the 5.28 notice. Please consult your station's legal counsel regarding individual station questions or concerns.

younews™ Social Media Platform

- **National Post Your Pet Contest, 7/12-8/9**
Great opportunity to sell a local sponsorship!
Marketing materials at younewstv.com/promotions
- **New Multiple Local Contests Feature:** stations can post overlapping promotions that will display in a slider, and rotate from newest to oldest. Contact your [BIM LSM](#) or TAP for more info on this new feature.

● **It May Be Time For 16x9!** ●



You're broadcasting in HD, but are you getting the most out of the high definition revolution on the web? With a BIMVid 2.1 capture box and some template adjustments, you can begin capturing in SD or HD format and publishing to the web in a wide 16x9 format. [WCCB](#) recently made the upgrade and now images and video on FoxCharlotte.com story pages that conform to 16x9 aspect ratio appear in a 470:264 frame.

Even after making this switch, stations can still publish video and images that don't conform to the 16x9 ratio. The system inserts pillars on either side to display the image in the appropriate space. For more information on switching your station over to 16x9, contact your Traffic & Project Manager (TAP).

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