Traffecta - Formatting Spot Breaks

Traffecta was designed to be an application integrated with Music 1; the single library/database file would contain all data, all song info, all traffic/billing functions and all formatting. Approximately half of M1 and Traffecta users choose to have separate databases, one for music and program scheduling and the other for Traffecta stand-alone.

Working With a Unified Database

Format clocks are created that include all units and types; music, non-music and commercials. Music and Traffecta are both scheduled from the same screen with two similar routines. You may schedule music first, then traffic. Or schedule traffic first, then music. The Music Director and the Traffic Director collaborate to create format clocks, inserting the Spot Breaks, music and non-music categories into their desired positions within the clocks.

Only one person can work with the database at a time. The music director and the traffic director can't be working with their schedules at the same time with a unified database.

Working With Two Databases

The Traffecta database should be used to schedule commercials and nothing else. The only exception to this is when non-commercial "filler" units are needed. For example, if the local break in a network program must contain exactly two minutes' content, then promos, PSA's or other things can be designated as filler material. These types of units are placed into Non-Music categories that may be created manually. All other programming elements such as programs, jingles and voice tracks should be scheduled by the Music database. Other than the above mentioned non-music fillers, Traffecta should only schedule things that will be invoiced.

The Traffic Director will create format clocks that consist of Spot Breaks and nothing more. The timing of the spot breaks must match the timing of the spot breaks that the Music Director creates and formats into the music database.
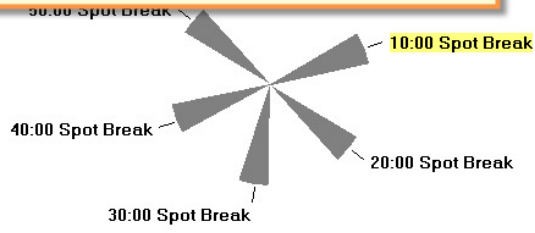
Traffecta will export the daily schedule of commercials to a log (text) file that includes the start times of the breaks and the adverts scheduled within each break. The Music database will read, import and merge the advert schedule, placing the individual commercials into the corresponding spot breaks that have been formatted into the music schedule.
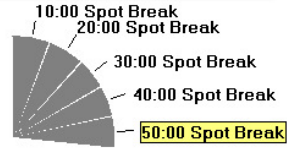
Traffecta Only - Format Clocks

Format clocks in Traffecta-only databases will have only Spot Break units. The Start Times of each of the Spot Breaks must match the Start Times of the Spot Breaks that are created in the Music-only database.

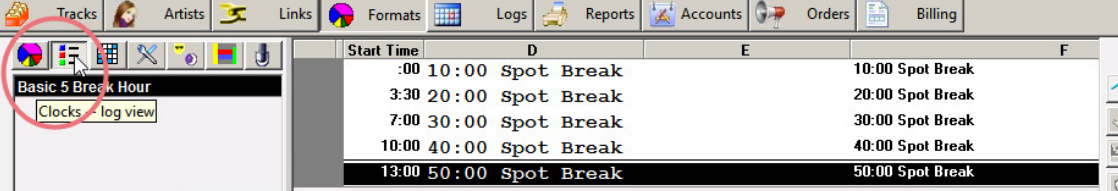In this example, the five breaks are displayed with gaps between them.

This is the same Format clock as the one above, but here the "leave gap" function has not been activated for the breaks. The gap function is for a visual display only, and the Breaks and the Clock will work correctly. The gap view, either on or off, does not affect functionality in any way.
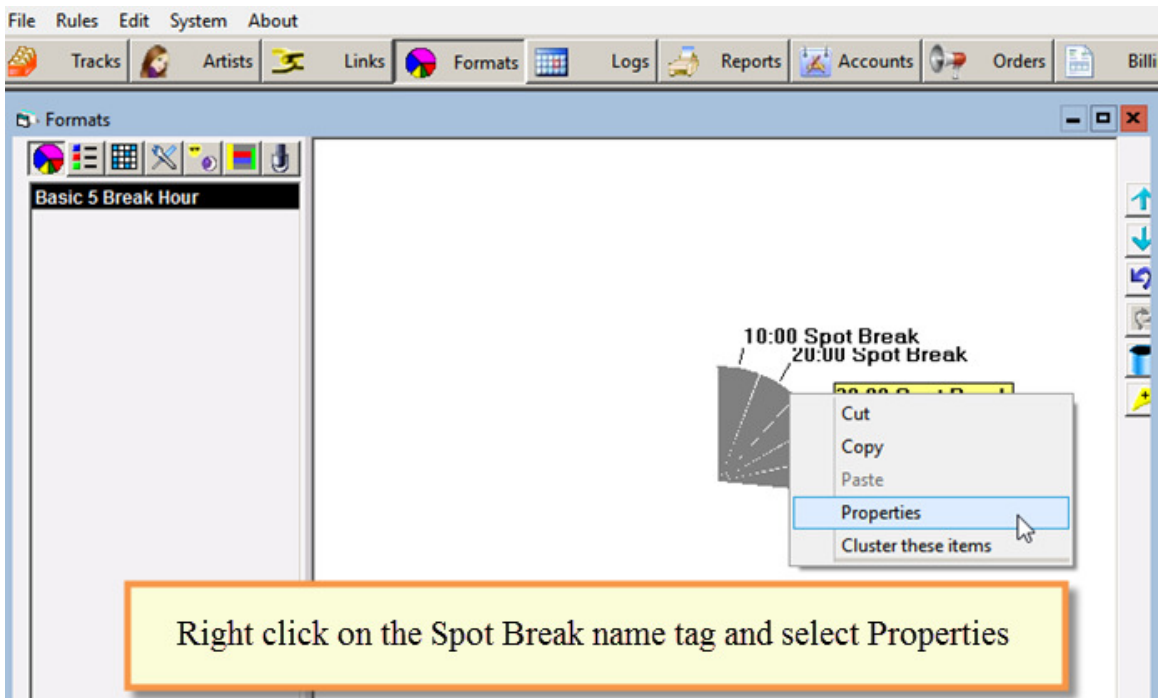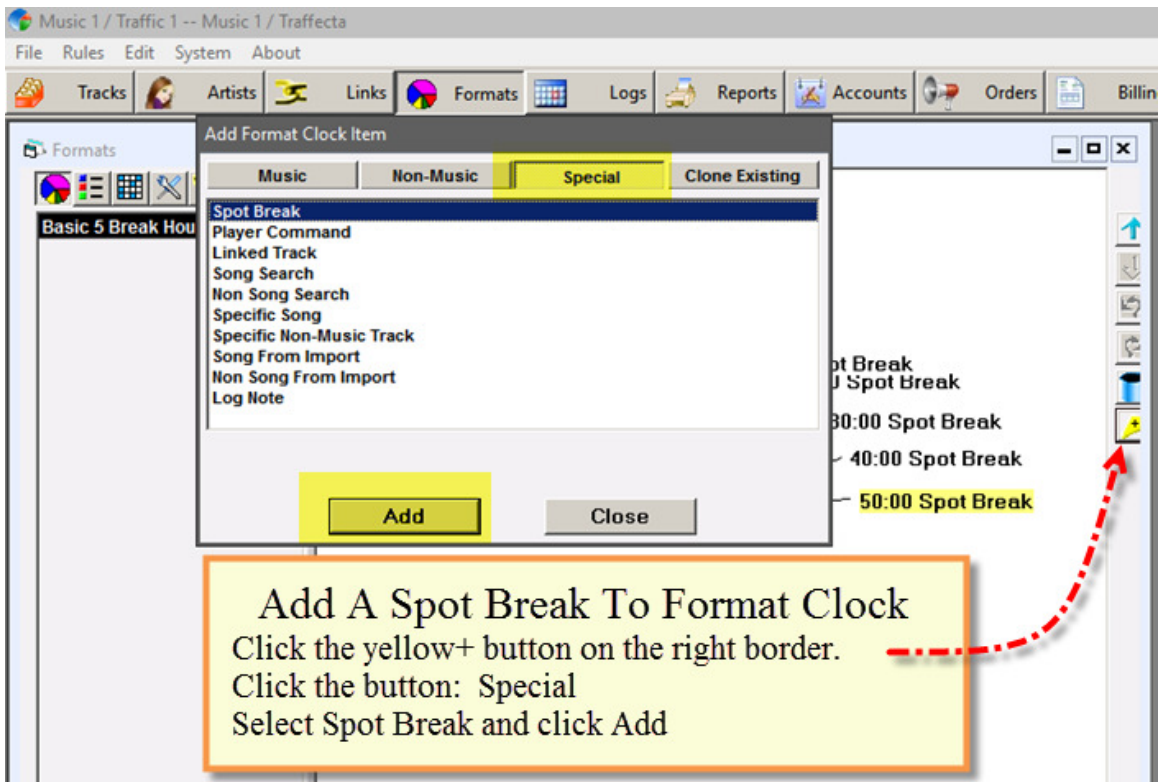

Format Clock - Log View

Format clocks may be displayed in the graphic/clock view (previous screen shots), or in the Log view as shown here. To switch from one view to the other, click the clock and list buttons.
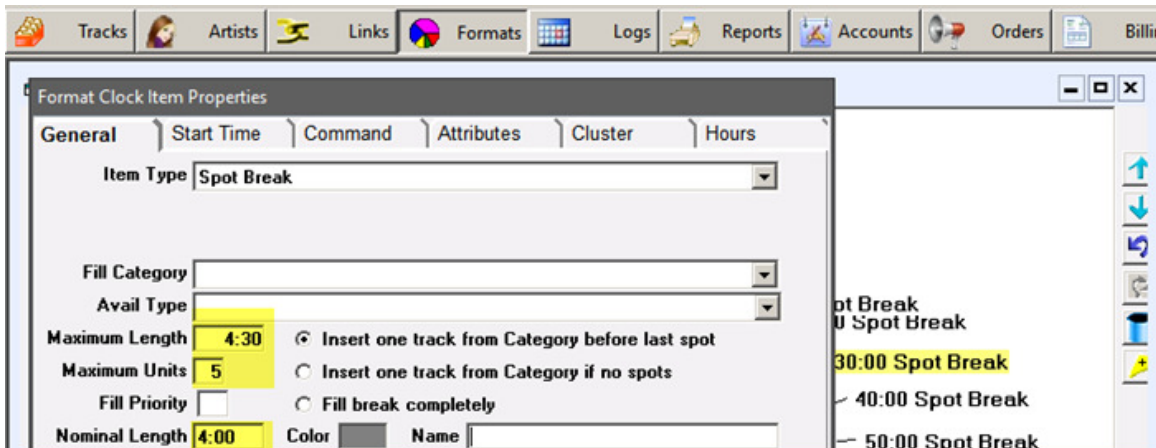
Add Format Clock Item

Music | Non-Music | **Special** | Clone Existing

Spot Break
Player Command
Linked Track
Song Search
Non Song Search
Specific Song
Specific Non-Music Track
Song From Import
Non Song From Import
Log Note

Add | Close

Add A Spot Break To Format Clock
Click the yellow+ button on the right border.
Click the button: Special
Select Spot Break and click Add

File Rules Edit System About

Tracks | Artists | Links | Formats | Logs | Reports | Accounts | Orders | Billin

Formats

Basic 5 Break Hour

10:00 Spot Break
20:00 Spot Break

Cut
Copy
Paste
Properties
Cluster these items

Right click on the Spot Break name tag and select Properties

Traffecta - Formatting Spot Breaks

Tracks | Artists | Links | Formats | Logs | Reports | Accounts | Orders | Billi

Format Clock Item Properties

General | Start Time | Command | Attributes | Cluster | Hours

Item Type: Spot Break

Fill Category: [ ]
Avail Type: [ ]
Maximum Length: **4:30**
Maximum Units: **5**
Fill Priority: [ ]
Nominal Length: **4:00**   Color: [ ]   Name: [ ]

○ Insert one track from Category before last spot
○ Insert one track from Category if no spots
○ Fill break completely

t Break
U Spot Break

30:00 Spot Break
— 40:00 Spot Break
— 50:00 Spot Break

Spot Break Properties

Most breaks will require only two settings.
Maximum Length = Limit the content in the break
Maximum Units = Limit the number of spots in the break.
Nominal Length is only for visual display. The mm:ss entered will create a format clock pie-slice of that size. Nominal Length should be near the average amount of content you will expect in the break.

Format Clock Item Properties

General | Start Time | Command | Attributes | Cluster | Hours

Item Type: Spot Break

Accounts | Orders | Billi

Fill Category
Avail Type
Maximum Length
Maximum Units

Spot Breaks may be given distinctive Names to appear on Format clocks. Giving a unique name to a Spot Break does not affect its functionality in any manner.

Fill Priority: [ ]   ○ Fill break completely
Nominal Length: 3:30   Color: [ ]   Name: WX at 20
Notes: [ ]

OK | Cancel | ⇤ ← → ⇥

— 10:00 Spot Break

50:00 Spot Break
40:00 Spot Break
30:00 Spot Break

WX at 20

Traffecta - Formatting Spot Breaks

Format Clock Item Properties

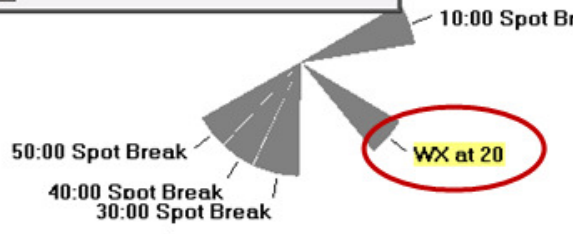General | Start Time | Command | Attributes | Cluster | Hours

Accounts | Orders | Billi

Item Type | Spot Break

Fill Category |
Avail Type | Weather Sponsor

Maxim...
Max...

Nomi...

Avail Type
Avail Types are used for Sponsorships such as News, Weather and Sports Sponsorships. When an Avail Type is selected for a Break, only advertising orders that have the matching Avail Type will be scheduled in the break.

Most breaks will not need to have any Avail Type selected. Avail Type names are assigned in Traffic System Settings.

50:00 Spot Break
40:00 Spot Break
30:00 Spot Break

WX at 20

Basic 5 Break Hour | 5 Items, 00:40:00 total time
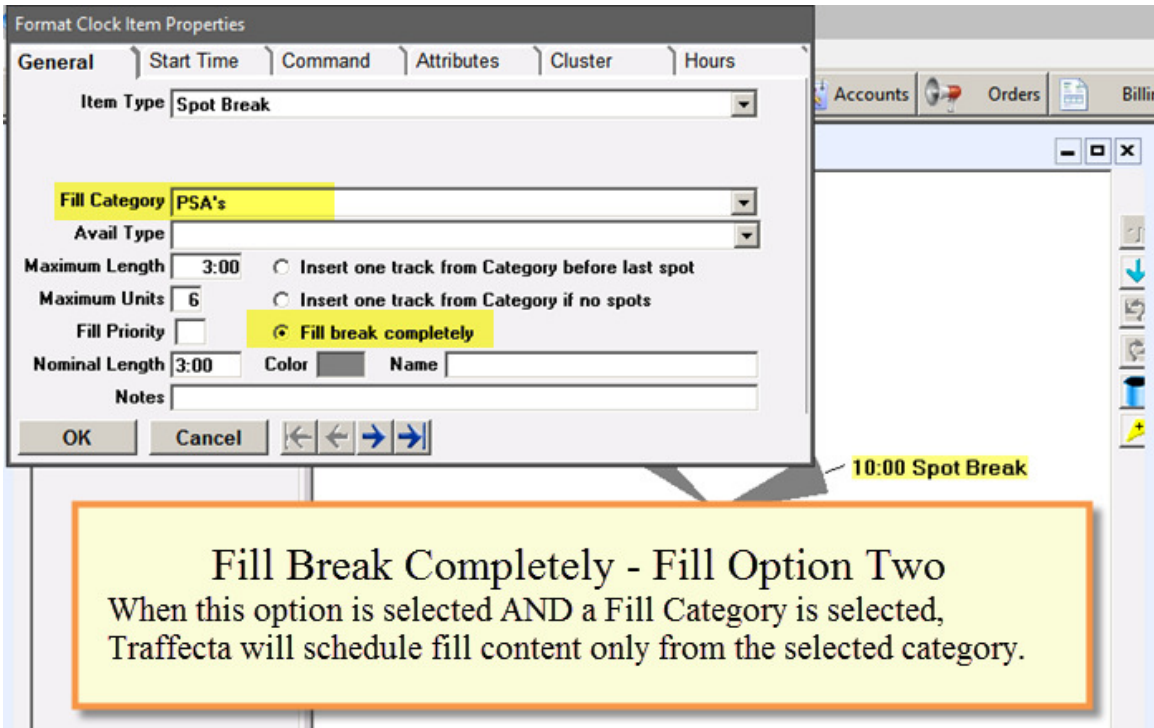
Format Clock Item Properties

General | Start Time | Command | Attributes | Cluster | Hours

Accounts | Orders | Billi

Item Type | Spot Break

Fill Category |
Avail Type |
Maximum Length | 3:00   ○ Insert one track from Category before last spot
Maximum Units | 6   ○ Insert one track from Category if no spots
Fill Priority | **● Fill break completely**
Nominal Length | 3:00   Color   Name
Notes

OK | Cancel | ⇐ ← → ⇒

10:00 Spot Break

Fill Break Completely - Fill Option One
When this option is checked, Traffecta will then fill the break to the specified Maximum Length. To do this, it will first put regular ordered adverts into the break and then fill with adverts as needed from orders that have been entered and specified to be: "Schedule As Filler Only"

Traffecta - Formatting Spot Breaks

Format Clock Item Properties

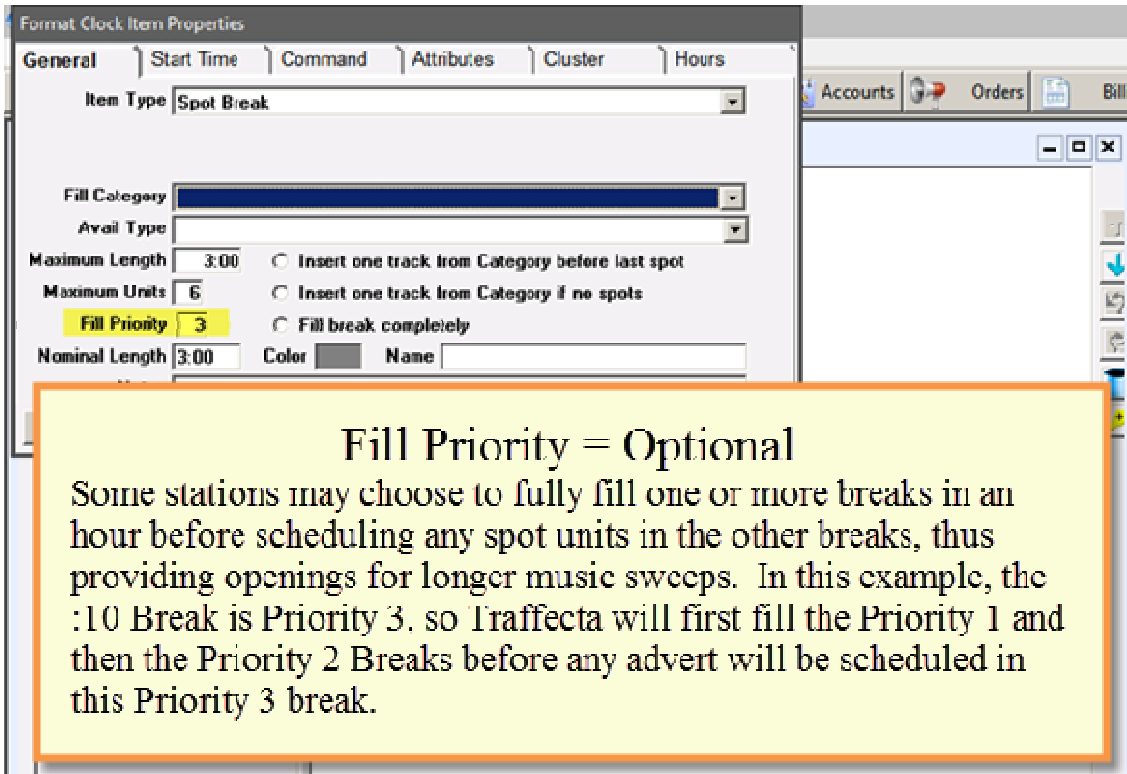| General | Start Time | Command | Attributes | Cluster | Hours |

Accounts 🔊 Orders 🗎 Billi

Item Type **Spot Break**

Fill Category **PSA's**

Avail Type

Maximum Length **3:00** ○ Insert one track from Category before last spot

Maximum Units **6** ○ Insert one track from Category if no spots

Fill Priority ● **Fill break completely**

Nominal Length **3:00** Color Name

Notes

OK   Cancel   ⇐ ← → ⇒
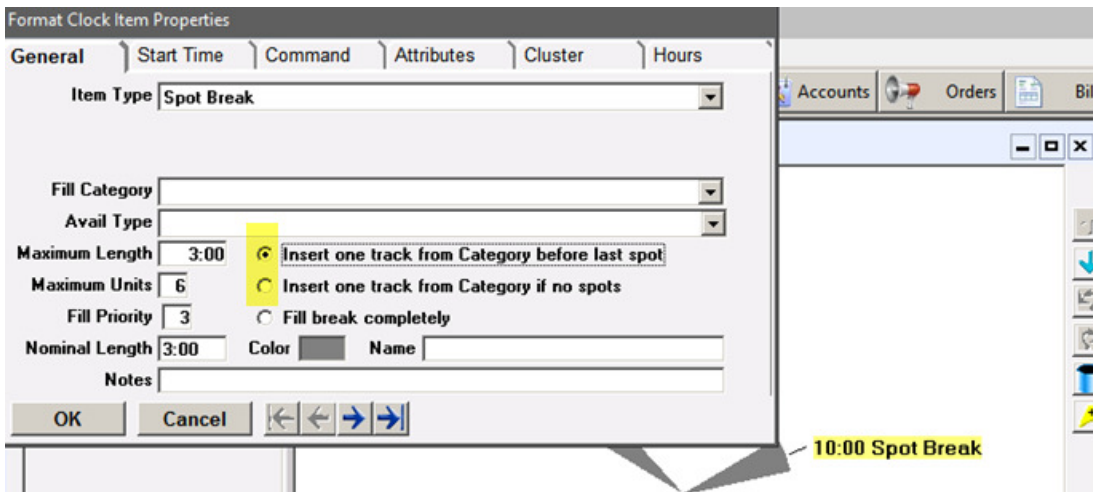
10:00 Spot Break

Fill Break Completely - Fill Option Two
When this option is selected AND a Fill Category is selected,
Traffecta will schedule fill content only from the selected category.

Format Clock Item Properties

| General | Start Time | Command | Attributes | Cluster | Hours |

Accounts 🔊 Orders 🗎 Billi

Item Type **Spot Break**

Fill Category

Avail Type

Maximum Length **3:00** ○ Insert one track from Category before last spot

Maximum Units **6** ○ Insert one track from Category if no spots

Fill Priority **3** ○ Fill break completely

Nominal Length **3:00** Color Name

Fill Priority = Optional
Some stations may choose to fully fill one or more breaks in an
hour before scheduling any spot units in the other breaks, thus
providing openings for longer music sweeps. In this example, the
:10 Break is Priority 3. so Traffecta will first fill the Priority 1 and
then the Priority 2 Breaks before any advert will be scheduled in
this Priority 3 break.

Traffecta Basics / Formatting Spot Breaks

Traffecta - Formatting Spot Breaks

Format Clock Item Properties

General | Start Time | Command | Attributes | Cluster | Hours

Item Type: Spot Break

Fill Category: [   ]
Avail Type: [   ]
Maximum Length: 3:00 — ⦿ Insert one track from Category before last spot
Maximum Units: 6 — ○ Insert one track from Category if no spots
Fill Priority: 3 — ○ Fill break completely
Nominal Length: 3:00   Color [ ]   Name [   ]
Notes: [   ]

OK | Cancel

Accounts | Orders | Billi
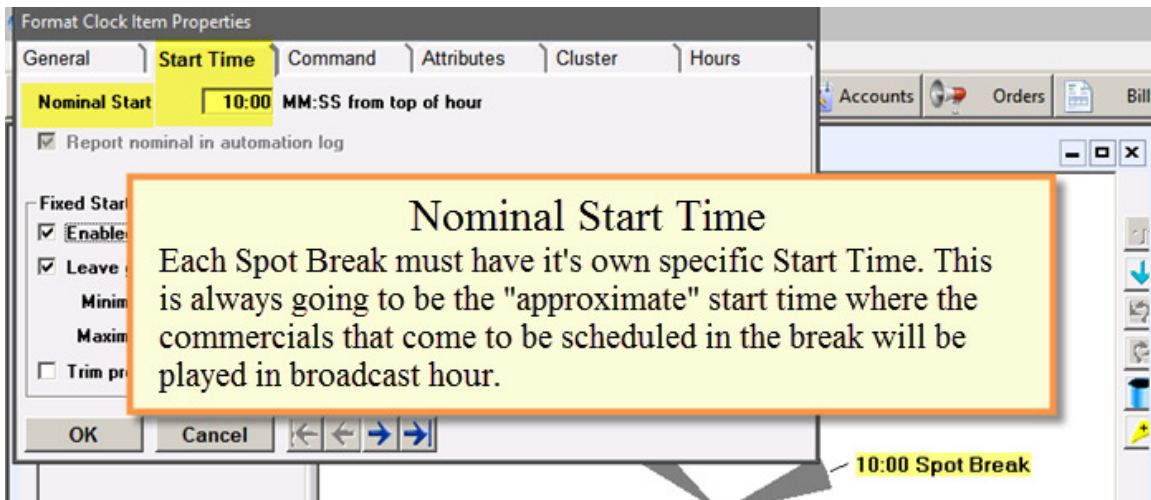
— 10:00 Spot Break

Insert Track Options

The two "insert" functions are enabled only when a Fill Category is selected. The first option will put a 'bumper' announcement before the final spot in the break. Example: *"..another hit is just 60 seconds away."*

The second option will ensure that the break will never be empty, something will always be scheduled in it.

Format Clock Item Properties

General | Start Time | Command | Attributes | Cluster | Hours

Nominal Start   [10:00] MM:SS from top of hour

☑ Report nominal in automation log

Fixed Star
☑ Enable
☑ Leave
Minim
Maxim
☐ Trim pr

Accounts | Orders | Billi

Nominal Start Time

Each Spot Break must have it's own specific Start Time. This is always going to be the "approximate" start time where the commercials that come to be scheduled in the break will be played in broadcast hour.

OK | Cancel

— 10:00 Spot Break

Traffecta - Formatting Spot Breaks

Format Clock Item Properties

General | Sta

Nominal Start

☑ Report nomina

Fixed Start Time
☑ **Enabled**
☑ **Leave gap until nominal start time**
    Minimum Gap   :00
    Maximum Gap 1:00:00
☐ Trim previous material running beyond nominal start time

[OK]   [Cancel]   ⇤ ← → ⇥

Leave Gap

This is unnecessary to functioning. But if you want a more "clock-like" view, click to enable Fixed Start Time. Click to Leave Gap. Enter 60:00 minutes into the Maximum Gap field.

Note: This is for a Traffecta-Only database. If yours is a unified (music and traffic), then this function is not used.

No, Do Not Check This Box.

10:00 Spot Break

40:00 Spot Break

WX at 20

30:00 Spot Break

Traffecta Basics / Formatting Spot Breaks
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