



Media | Distribute

User's Guide

Version 2.7.1

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Contents

- Using This Guide** 6
- Chapter 1 Media | Distribute** 7
 - Using the Media Distribute Layout 8
 - Publish to Social Media..... 9
 - Publish to the Web 16
 - Review and Approval 33
- Chapter 2 Workflows for Media | Distribute** 39
 - Media Flow from Ingest to Publication 39
 - Media | Distribute Roles 41
- Index** 45

Using This Guide

This guide is intended for users of an Avid MediaCentral | UX system with the Media | Distribute feature. This guide describes product features and basic user procedures, such as Media Distribute multi-platform publishing.

1 Media | Distribute

Media Distribute allows users to publish news stories and audio and video content directly from the MediaCentral | UX interface to multiple outlets:

- Corporate and broadcast Web sites and Web content management systems
- Social media services such as Facebook and Twitter
- Online video platforms such as YouTube and Brightcove

Before you can use Media Distribute to publish to these services and platforms, you need to configure profiles in MediaCentral UX for specific targets, such as personal or corporate Twitter or YouTube accounts. You then create a multimedia package — a collection of text (messages or stories), images, video, and audio, all associated with a common iNEWS story and Interplay Production sequence. And you can distribute the package to multiple targets in a single process using the Media Distribute layout in MediaCentral.

Media Distribute also requires a separate license and installation. For more information on installing Media Distribute, see your Avid Professional Services representative.



As part of MediaCentral, Media Distribute includes many of the processes described in the Avid MediaCentral | UX User's Guide and Avid MediaCentral | UX Administration Guide. For more information, see your MediaCentral documentation.

See the following topics for more information about Media Distribute:

- [Using the Media Distribute Layout](#)
- [Publish to Social Media](#)
- [Publish to the Web](#)
- [Review and Approval](#)

Using the Media Distribute Layout

When you have created your system and user profiles, you can create and publish your packages using the Media Distribute layout in MediaCentral UX. The Media Distribute layout displays different options when you select Social Message, Web Story, or Packages in the Platform pane.

The following illustration shows the Media Distribute layout with Social Message selected in the Platform pane. For information on the Web Story and the Packages panes, see [“Publish to the Web”](#) on page 16 and [“Review and Approval”](#) on page 33.



You can customize MediaCentral UX by adjusting a layout's areas and panes. A single area can contain one or more panes. When an area contains more than one pane, the panes are displayed in a tabular format, with one pane on top of the others.

The screenshot displays the Media Distribute layout with the following components:

- Area 1:** Launch X sidebar containing Systems, Assets (on Hunt), and Projects.
- Area 2:** Social Message content area showing a message text, social media sharing options (Facebook, Twitter), and a video player for "Atlanta Final Launch DV25 426".
- Area 3:** Video player and controls, including a video preview window and a "Remove Video" button.
- Area 4:** Run Down sidebar with a list of items including SEND, SHOW, TRAINING, 6AM, 7AM, 8AM, NOON, 5PM, 530PM, 6PM, 10PM, 11PM, CG, ES, VIDEO, MASTER, HOLD, and RUNDOWN-SF.
- Area 5:** Queue and Story list, showing a table with columns for PAGE, TAL, SLUG, CAM, SHOT, and a list of items for "EDGEWATER EXPANSION".

	Pane or Area	Description
1	Launch	A pane from which you navigate to various locations. This pane displays remote file systems, local file systems, and other locations for assets.
2	Media Distribute Creation area	An area in which you can select a platform for your package or review and confirm specific packages for the available targets. The options that display in the area change when you select one of the following panes: <ul style="list-style-type: none"> • Social Message — You use this pane to create packages for publication to social media sites. You can also schedule packages for delivery at a specific time. • Web Story — You use this pane to create packages for publication to Web Content Management Systems (CMS). The options available in this pane depend on which Web CMS settings your MediaCentral administrator has configured. • Packages — You use this pane to review and approve packages submitted for publication. The pane also displays a history of packages ready for publication and already published, which allows you to search all submitted and published packages.
3	Media	A pane in which you can view and edit media assets. The controls that are displayed depend on the selected asset.
4	Assets	A pane that displays assets. These assets can result from a search or from browsing. Assets are displayed in a folder hierarchy, if applicable to the assets displayed.
5	Queue/Story (iNEWS users only)	A pane that displays the contents of a queue with the contents of a selected story in the queue, including the story form and any production cues. It can only be opened from the Assets pane, and is therefore not listed as part of the Panes menu.

To open the Media Distribute layout, do the following:

- ▶ Click the Layout selector and select Media Distribute.

To open a new pane:

1. Select the Panes menu.
2. Select the menu option corresponding to the pane you want to open.

The pane you select opens in the active area.

Publish to Social Media

Media Distribute allows you to create your package, including text and media, and then to manage the flow of assets and metadata through the transcode process and the delivery of the package to online, mobile, and social media platforms. The integration of these processes with the MediaCentral UX interface makes publishing your content to multiple outlets simple and efficient.

The workflow for publishing your package to a social media service such as Facebook depends on whether or not you want to start with an iNEWS story as your source. Working from an existing story, you can use the Social Message pane to select a profile, modify the content appropriately for a particular target, edit and add video, and then publish to one or more service.



If your MediaCentral configuration does not include iNEWS, the iNEWS options included in Media Distribute are disabled.

If you start with media located in Interplay Production, you can use the Social Message pane to select your profile, create a message to accompany your material, edit and add media content, and then deliver your message, images, and video to multiple channels in the right format for each platform.



You do not need iNEWS or Interplay Production to publish messages to social media services using Media Distribute.

You can also schedule the publication of your multimedia package or rundown stories to a social media service.

Publishing from iNEWS to Social Media

You use the Media Distribute layout to create your package and deliver it to one or more social media targets. When you publish from iNEWS, you select your story, and then you can add video or an image, and then either publish your media package or schedule publication for a specific time (see [“Scheduling the Delivery of Content for Publication” on page 15](#)).



You can publish media to Facebook and Twitter from the Social Messages pane.

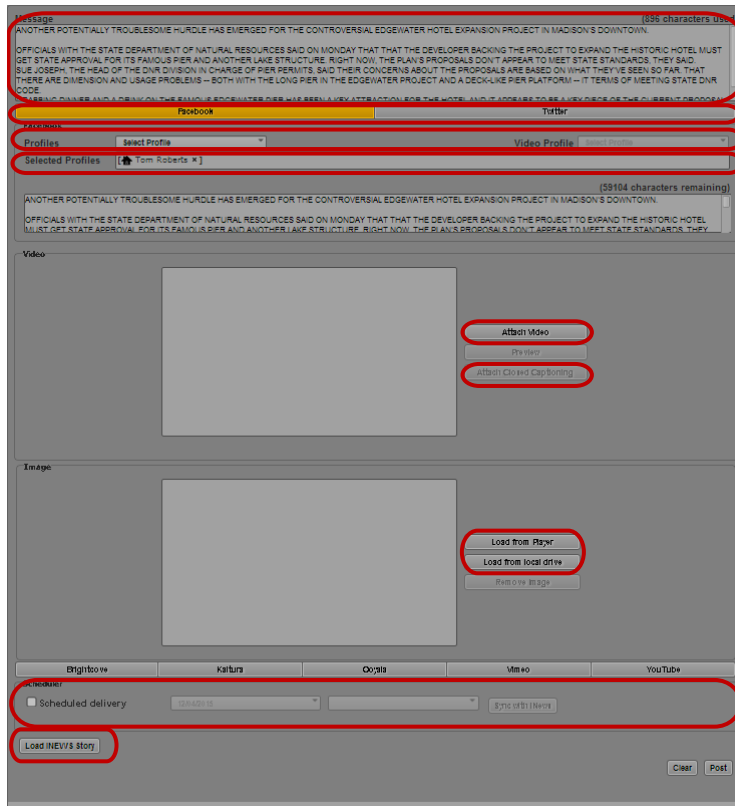
To prepare an iNEWS story for publishing to a social media or video service:

1. Click the Layout selector and select Media Distribute.
The Media Distribute layout opens.
2. Do the following to open a story in the Queue/Story pane.
 - a. Double-click an iNEWS server in the Launch pane.
The folder hierarchy of the iNEWS database displays in the Assets pane.
 - b. Double-click a queue in the Asset pane.
The queue’s contents open in the Queue/Story pane.
 - c. Select the story in the queue you want to view and click the Story button to display the story in the bottom half of the Queue/Story pane.

3. Do one of the following:

- ▶ Click the Pane menu in the Queue/Story pane and select Send to Media Distribute.
- ▶ Click the Social Message pane, and then click Load iNEWS Story.

The Message text box in the Social Messages pane displays the iNEWS story, including all segments, with all production cues removed and the character count listed below the text box. If you selected the option to transform iNEWS stories to lowercase in the System Settings, all text changes to lowercase characters.



Social Message pane: iNEWS story loaded in the Message box; target buttons; Profiles and Video Profiles menus; selected profile; Attach/Remove Video button; Attach/Remove Closed Captioning button; Load Image buttons; Scheduler, Load iNEWS Story button

4. (Optional) Add, delete, or modify story text in the Message text box.

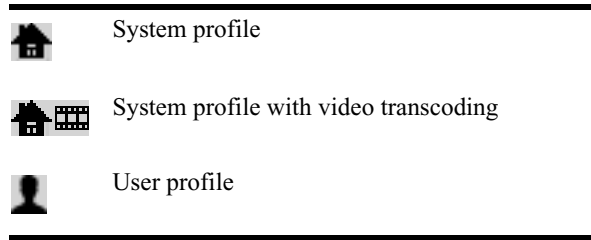
Changes you make in the Message text box apply globally to all social media targets you select. You can also modify the story text for individual targets in the text boxes for those targets.

5. Select a social media target — for example, Facebook. You can select multiple targets.

Settings display in the Social Message tab for each target you select. The text in the Message text box automatically displays in the message box for each target.

If the story text exceeds the maximum length for a social media target, the story appears truncated in the message box.

6. Click the Profiles menu, and select a profile. You can select multiple profiles for each target. Profiles display in the Selected Profiles area.



If you want to delete a profile, click the “x” next to the profile name.

 *Some profiles used for publishing video in the Social Messages pane include a transcoding component. This allows you to publish video directly to some platform that are not classified as online video providers — for example, Facebook.*

7. (Optional) In the target message box, edit the text for the applicable platform. For example, you can edit your story to fit Twitter’s 140-character limit.

 *When you embed video in a message, the text of the Web link, the Uniform Resource Locator (URL), is included in any character limit for the selected platform.*

 **If you add video or an image to a package that you want to publish to Twitter, and you do not selected a transcoder profile, your Twitter message is restricted to 116 characters. If you add video or an image to a package for Twitter and you do set a transcoder profile, your Twitter message is restricted to 100 characters.**

8. To add a video to your package, do the following:
 - a. Double-click a sequence in the Asset pane or drag the video asset to the Media viewer. The video asset displays in the Media pane.
 - b. If you do not want to add the entire video to your package, set In and Out points in the Media pane and create a subclip and then load the subclip in the Media viewer.

 *For information on creating sequences, see “Creating a Sequence” in the Avid MediaCentral UX User’s Guide.*

- c. Click the Video Profiles menu, and select a profile. You can select multiple profiles for each target.

When you publish a package that includes video to a social media platform, the published content includes a link to the video on the Web site specified in the Video Profile menu.
- d. If necessary, add or update any metadata to the profile fields that require information.

- e. Click Attach Video.

The video displays in the Video area of the Social Messages pane and a sequence is automatically created. The Attach Video button changes to the Remove Video button.

- f. If your video includes closed captioning information, click the Attach Closed Captioning button.

Closed captioning information is added to the media package, and the Attach Closed Captioning button changes to the Remove Closed Captioning button. You can remove closed captioning from your package by clicking Remove Closed Captioning.

9. To add an image to your package, do one of the following:

- ▶ Move the position indicator in the Media viewer to the appropriate frame in your video clip, and then click Load from Player.
- ▶ Click Load from local drive, navigate to the image stored on your system that you want to use, and click Open.

The image displays in the Image area of the Social Messages pane.



You can publish media to Facebook and Twitter from the Social Messages pane.

10. Use the Scheduler area if you want to schedule publication of your package for a specific date and time. For more information on scheduling rundowns, see [“Scheduling the Delivery of Content for Publication” on page 15](#).

11. Click Post.

The story is sent for approval and the Social Messages pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 33](#).

If your package does not include video and your target uses a user profile — for example, if you publish the package to your personal Twitter account — the package does not require review or approval and is posted automatically to your account.

Publishing MediaCentral Assets to Social Media

In addition to creating a media package from an iNEWS story, you can also start directly with media stored in your MediaCentral environment and then add the text and tags you want for your story.



If your MediaCentral configuration does not include iNEWS, the iNEWS options included in Media Distribute are disabled.

To prepare a video or image for publishing to a social media service:

1. Click the Layout selector and select Media Distribute.

The Media Distribute layout opens.

2. Do the following to load an asset in the Media pane.

- a. Double-click an Interplay Production server in the Launch pane.

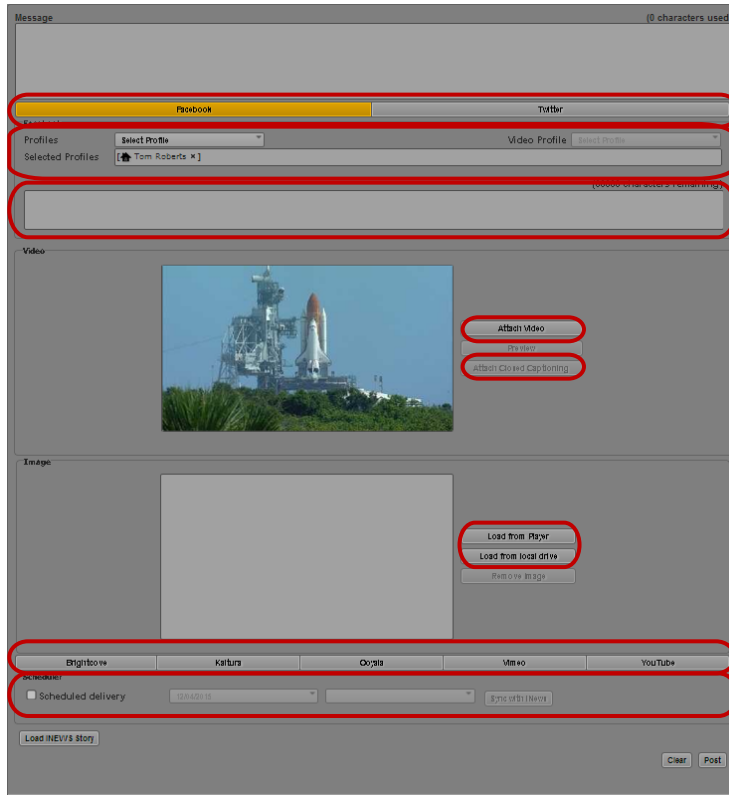
The folder hierarchy of the MediaCentral database displays in the Assets pane.

- b. Navigate to a sequence in the Asset pane, and then double-click the asset or drag it to the Media viewer.

For information on opening media in the Asset pane, see [“Navigating the Interplay | Production Database”](#) in the *Avid MediaCentral | UX User’s Guide*.

The asset opens in the Media pane.

- c. If you do not want to add the entire video to your package, set In and Out points in the Media pane and create a subclip and then load the subclip in the Media viewer.
3. Click the Panes Menu button and select Social Message.
The Social Message pane opens.



Social Message pane: Social media target buttons; Profiles and Video Profiles menus with selected profile; Attach/Remove Video button; Attach/Remove Closed Captioning button; Load Image buttons; video target buttons, Scheduler

4. In the Message text box, type the text for the applicable platform. The text in the Message text box automatically displays in the message box for each target.
5. Click Attach Video.
The video displays in the Video area of the Social Messages pane and a sequence is automatically created. The Attach Video button changes to the Remove Video button.
6. If your video includes closed captioning information, click the Attach Closed Captioning button.
Closed captioning information is added to the media package, and the Attach Closed Captioning button changes to the Remove Closed Captioning button. You can remove closed captioning from your package by clicking Remove Closed Captioning.
7. To add an image to your package, do one of the following:
 - ▶ Move the position indicator in the Media viewer to the appropriate frame in your video clip, and then click Load from Player.
 - ▶ Click Load from local drive, navigate to the image stored on your system that you want to use, and click Open.

The image displays in the Image area of the Social Messages pane.

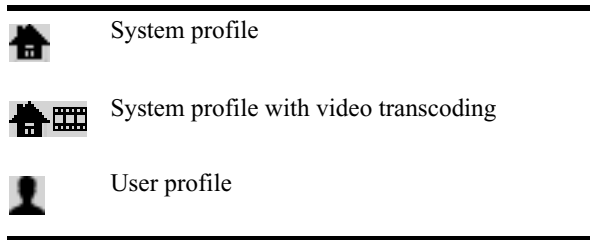


You can publish media to Facebook and Twitter from the Social Messages pane.



If you add video or an image to a package that you want to publish to Twitter, and you do not selected a transcoder profile, your Twitter message is restricted to 116 characters. If you add video or an image to a package for Twitter and you do set a transcoder profile, your Twitter message is restricted to 100 characters.

8. Select a social media target — for example, Facebook. You can select multiple targets. Settings display in the Social Message tab for each target you select.
9. Click the Profiles menu, and select a profile. You can select multiple profiles for each target. Profiles display in the Selected Profiles area.



If you want to delete a profile, click the “x” next to the profile name.

10. Use the Scheduler area if you want to schedule publication of your package for a specific date and time. For more information on scheduling rundowns, see [“Scheduling the Delivery of Content for Publication” on page 15](#).
11. Click Post.

The story is sent for approval and the Social Messages pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 33](#).

Scheduling the Delivery of Content for Publication

If you want to deliver your package to a social media platform at a specific time, you can set the date and time for publication using the Scheduler on the Social Message pane.

If you want to schedule a story that includes an air date, selecting the Scheduled delivery option automatically fills in the date and time fields of the scheduler. If you sync the story with iNEWS, Media Distribute picks up any changes made to the air date or story status — for example, if the story changes from a non-floated story in a rundown queue to a floated story, or if the air date changes. You cannot schedule a floated story, so a synced rundown story that changes from non-floated to floated loses its scheduled publication date. If you change the story back to a non-floated story, the sync with iNEWS is restored.

For more information on scheduled and synced stories, see [“Review and Approval” on page 33](#).

To schedule the publication of a media package:

1. In the Scheduler area, select Scheduled Delivery.

The Date text box displays the current date by default.



If the story includes air date data in the story form in iNEWS, the air date automatically displays in the Date and Time text boxes.

2. (Optional) Click the Date menu and select another date from the calendar. You can also type a date in the Date text box. Dates must be in the format of *mm/dd/yyyy*.
3. (Optional) Click the Time menu and select a time. You can also type a time in the Time text box. As you type, a list of available times appears. You can continue typing or select the appropriate time from the list.



If you do not select a time, the default time is 12:00 AM. You cannot select a time earlier than the current time.

4. If you want to sync your story with any changes made to the story in iNEWS, click Sync with iNEWS. If the air date changes in iNEWS, Media Distribute updates the scheduled date and time in the Packages pane.



You cannot sync a floated iNEWS story.

Publish to the Web

Media Distribute allows you to create your package and publish it to a corporate or broadcast Web site. The workflow for publishing your package to the Web depends on whether or not you want to start with an iNEWS story as your source. If you work from an existing story, you can automatically add text from the story to your package. If you start with media located in Interplay Production, you can use the text editor in the Web Story pane to create and modify your message.

When you publish to a corporate Web site, Media Distribute sends your package to your content management system (CMS). The CMS determines when the media package is published to your corporate Web page, depending on how your CMS has been configured.

Publishing from iNEWS to the Web

If you want to publish an iNEWS story to a Web site, you can load the story from your iNEWS queue. This automatically removes production cues, and adds text to some of the fields for your package. You can then modify your story, select a profile, add a video clip or an image, and send the story out for approval for publication.

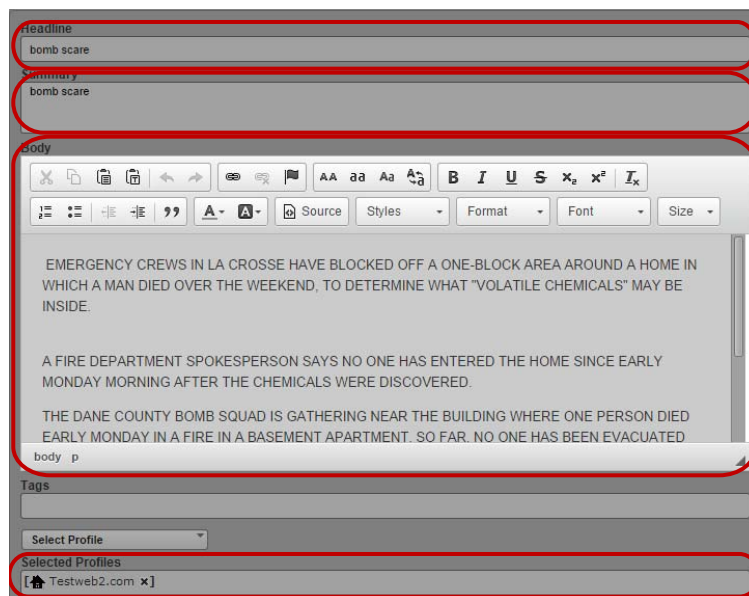
If you selected the option to transform iNEWS stories to lowercase in the System Settings, all text changes to lowercase characters. You can use the rich text editor in the Web Story pane to modify the capitalization of text in your story.

If you have configured a WorldNow CMS profile, you can use the Web Story layout to specify a number of WorldNow categories for your media package. For more information, see [“Publishing MediaCentral Assets to a WorldNow CMS” on page 21](#).

To prepare an iNEWS story for publishing to the Web:

1. Click the Layout selector and select Media Distribute.
The Media Distribute layout opens.
2. Do the following to open a story in the Queue/Story pane.
 - a. Double-click an iNEWS server in the Launch pane.
The folder hierarchy of the iNEWS database displays in the Assets pane.
 - b. Double-click a queue in the Asset pane.
The queue's contents open in the Queue/Story pane.
 - c. Select the story in the queue you want to view and click the Story button to display the story in the bottom half of the Queue/Story pane.
3. Click the Panes Menu button and select Web Story.

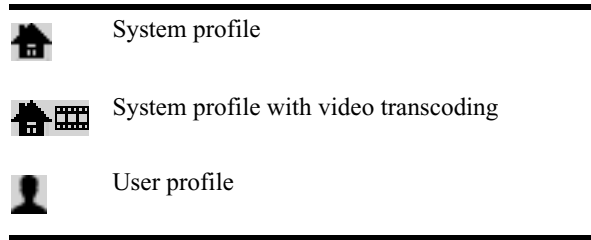
The Web Story pane opens. The options available depend on which Web CMS settings your MediaCentral administrator has configured.



Web Story pane: Headline, Summary, and Body text boxes; Selected Profiles

4. Click Load iNEWS Story.
The Title and Lead text boxes display the story slug, and the Body text box displays the iNEWS story, including all segments. If you selected the option to transform iNEWS stories to lowercase in the System Settings, all text changes to lowercase characters.
5. (Optional) Add, delete, or modify text in the text boxes for the story title or headline and any other text boxes. The fields requiring text depend on your Web CMS configuration.
The Body text box includes a rich text editor that allows you to edit your content and to format text to match the styles used on your Web site. You can also use the Source button to view the HTML markup for your story.

6. Click the Profiles menu, and select a profile. You can select multiple profiles for each target. Profiles display in the Selected Profiles area.



If you want to delete a profile, click the “x” next to the profile name.

7. To add a video to your package, do the following:
 - a. Double-click a sequence in the Asset pane or drag the video asset to the Media viewer. The video asset displays in the Media pane.
 - b. If you do not want to add the entire video to your package, set In and Out points in the Media pane and create a subclip and then load the subclip in the Media viewer.



You can also add a sequence to your package. For information on creating sequences, see “Creating a Sequence” in the Avid MediaCentral | UX User’s Guide.

- c. If your CMS supports video profiles, click the Video Profiles menu, and select a profile. You can select multiple profiles for each target.
 - d. If necessary, add or update any metadata to the Web Story fields that require information, depending on your Web CMS configuration — for example, associated links or alternative text for graphics.
 - e. Click Load from Player.

The video displays in the Video or Image area of the Web Story pane. The position indicator in the Media viewer determines the video poster frame that appears on your Web page.
 - f. (Optional) If you want to use a separate image to display in the Video area as the poster frame for you video, load a new video in the Media viewer and then click Load from Player. This allows you to use a poster frame that does not appear in the video for your package. You can also use a separate image from your local system by clicking Load from local drive.
 - g. If your CMS supports additional graphics content — for example, branding, header, or Story Body graphics — you can move the position indicator in the Media viewer and then add the new image to the appropriate field in the Web Story pane.
 - h. If your video includes closed captioning information, click the Attach Closed Captioning button.

Closed captioning information is added to the media package, and the Attach Closed Captioning button changes to the Remove Closed Captioning button. You can remove closed captioning from your package by clicking Remove Closed Captioning.
8. Click Send draft.

The story is sent for approval and the Web Story pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 33](#).

Publishing MediaCentral Assets to the Web

You can also publish your package to a Web site without using an iNEWS story by selecting video from Interplay Production or Interplay MAM, adding and modifying the text for the story, and submitting the package for approval.



If your MediaCentral configuration does not include iNEWS, the iNEWS options included in Media Distribute are disabled.

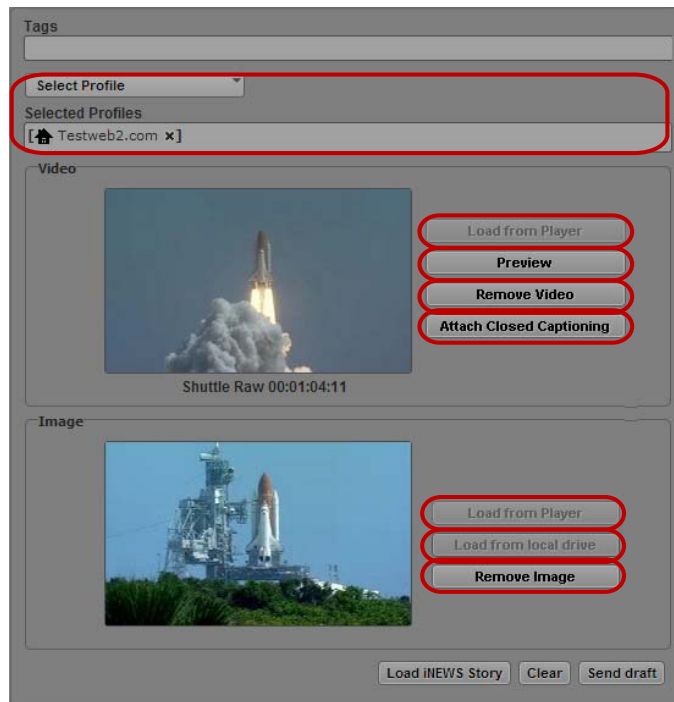
If you have configured a WorldNow CMS profile, you can use the Standalone Video layout to specify a number of WorldNow categories for your media package. For more information, see [“Publishing MediaCentral Assets to a WorldNow CMS” on page 21](#).

To prepare a video for publishing to the Web:

1. Click the Layout selector and select Media Distribute.
The Media Distribute layout opens.
2. Do the following to load an asset in the Media pane.
 - a. Double-click an Interplay Production server in the Launch pane.
The folder hierarchy of the MediaCentral database displays in the Assets pane.
 - b. Navigate to a sequence in the Asset pane, and then double-click the asset or drag it to the Media viewer.
For information on opening media in the Asset pane, see “Navigating the Interplay | Production Database” in the *Avid MediaCentral | UX User’s Guide*.
The asset opens in the Media pane.
 - c. If you do not want to add the entire video to your package, set In and Out points in the Media pane and create a subclip and then load the subclip in the Media viewer.

3. Click the Panes Menu button and select Web Story.

The Web Story pane opens. The options available depend on which Web CMS settings your MediaCentral administrator has configured.



Web Story pane: Selected Profiles; Load/Remove Video buttons; Preview button, Attach/Remove Closed Captioning button; Load/Remove Image buttons; Load from local drive button

4. Click Load from Player.

The video displays in the Video or Image area of the Web Story pane. The position indicator in the Media viewer determines the video poster frame that appears on your Web page.

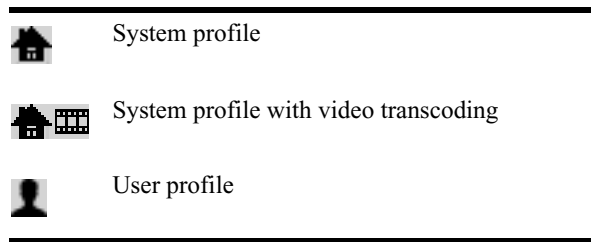
5. (Optional) If you want to use a separate image to display in the Video area as the poster frame for your video, load a new video in the Media viewer and then click Load from Player. This allows you to use a poster frame that does not appear in the video for your package. You can also use a separate image from your local system by clicking Load from local drive.
6. (Optional) Add, delete, or modify text in the text boxes for the story title or headline and any other text boxes. The fields requiring text depend on your Web CMS configuration.

Some text boxes — for example, the Body or Story Body text box — include a rich text editor that allows you to edit your content and to format text to match the styles used on your Web site. You can also use the Source button to view the HTML markup for your story.

7. If necessary, add or update any metadata to the Web Story fields that require information, depending on your Web CMS configuration — for example, associated links or alternative text for graphics.

- If your CMS supports video profiles, click the Video Profiles menu, and select a profile. You can select multiple profiles for each target.

Profiles display in the Selected Profiles area.



If you want to delete a profile, click the “x” next to the profile name.

- If your CMS supports additional graphics content — for example, branding, header, or Story Body graphics — you can move the position indicator in the Media viewer and then add the new image to the appropriate field in the Web Story pane.
- If your CMS supports closed captioning and if your video includes closed captioning information, click the Attach Closed Captioning button.

Closed captioning information is added to the media package, and the Attach Closed Captioning button changes to the Remove Closed Captioning button. You can remove closed captioning from your package by clicking Remove Closed Captioning.

- Click Send draft.

The story is sent for approval and the Web Story pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 33](#).

Publishing MediaCentral Assets to a WorldNow CMS

If you have configured a WorldNow CMS profile, you can add information corresponding to some of the fields available in WorldNow. When you publish to the Web, you also have the option of publishing a Web story using an iNEWS story or a standalone video with a summary added separately.



If your MediaCentral administrator has configured the WorldNow settings in the System Settings layout, some options in the Web Story pane display with default values when you load an iNEWS story or when you attach video or images.

To publish a story from iNEWS to WorldNow CMS:

1. Prepare your iNEWS story and open the Web Story pane as described in “Publishing from iNEWS to the Web” on page 16.
2. Click Web Story.

The Web Story pane displays the WorldNow fields.

3. At the bottom of the Web Story pane, click the Select Profile menu and select your WorldNow profile.
4. Click Load iNEWS Story.
The Story Headline text box displays the story slug, and the Body text box displays the iNEWS story, including all segments. If you selected the option to transform iNEWS stories to lowercase in the System Settings, all text changes to lowercase characters.
5. (Optional) Revise the text in the Story Headline, Section Title, and Story Body text boxes.
6. Click the Content Classification menu, and select one of the categories for your story.

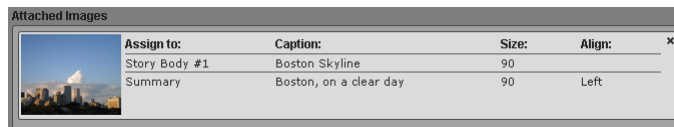
7. To add a frame from your video or a separate image as a graphic to the body of your story, do the following in the Story Body Graphics section:

- a. Move the position indicator in the Media viewer and then click Load from Player. You can also use a separate image from your local system by clicking Load from Disk.

The image appears in the Story Body Graphics section.

- b. In the Assign Image to section, select in which part of the Web story you want your image to display, add the caption for the image, and select the size and alignment of the image from the Size menus.
- c. Type a description of the image in the Description text box and add a copyright credit, if appropriate.
- d. Click Attach Image.

The selected image appears in the Attached Images section, with the part of the Web story listed.



- e. (Optional) If you want to add more images, repeat these steps. You can add up to five images for the Story Body Graphics section.
8. To add a video for your story, do the following in the Video section:
- a. Load a video clip in the Media pane, and then click Add Video.
- The video appears in the Video section, and the metadata fields are filled with the appropriate information.
- b. Type a headline for the video in the Headline text box, and select where you want the headline to appear.
- c. Type a title for the section the video appears in your Web story.
- d. Click the Content Classification menu, and select one of the categories for your story.
- e. Select the options to mark the clip for use in a commercial and to enable closed captioning.
- You can remove closed captioning by clicking Remove Closed Captioning.
9. If you want to add links to relevant Web pages to your story, do the following in the Associated Links section:
- a. In the Link Name text box, type the name of the link to appear in your Web story.
- b. In the Link Addr text box, add the URL for the link you want to add, and then click Add Link.
10. Click Send draft.

The story is sent for approval and the Web Story pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 33](#).

To publish a story media packages to WorldNow CMS:

1. Prepare your video and open the Web Story pane as described in [“Publishing MediaCentral Assets to the Web”](#) on page 19.
2. Click Standalone Video.

The Web Story pane displays the WorldNow fields.

3. At the bottom of the Web Story pane, click the Select Profile menu and select your WorldNow profile.
4. To add a video for your story, do the following in the Video section:
 - a. Load a video clip in the Media pane, and then click Add Video.
The video appears in the Video section, and the metadata fields are filled with the appropriate information.
 - b. Type a headline for the video in the Headline text box, and select where you want the headline to appear.
 - c. Type a title for the section the video appears in your Web story.
 - d. Click the Content Classification menu, and select one of the categories for your story.
 - e. Select the options to mark the clip for use in a commercial and to enable closed captioning.
You can remove closed captioning by clicking Remove Closed Captioning.
5. In the Summary Text section, do the following:
 - a. Type the text you want to accompany your video. The Summary Text section provides you with a rich text editor to style and edit your summary.
 - b. Select the appropriate option to use the summary as abridged text or as an SEO description.



WorldNow has a 500-character limit for text in the Summary Text section.

6. Click Send draft.

The story is sent for approval and the Web Story pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 33](#).

Publishing MediaCentral Assets to thePlatform

If you have configured a profile for thePlatform, you can add information corresponding to some of the fields available in thePlatform mpx system.

When you select a publishing profile in the thePlatform pane, any custom categories that have been defined in thePlatform CMS and in the profile settings are automatically loaded in the pane.

To publish a story media packages to thePlatform:

1. Click the Layout selector and select Media Distribute.

The Media Distribute layout opens.

2. Do the following to load an asset in the Media pane.

- a. Double-click an Interplay Production server in the Launch pane.

The folder hierarchy of the MediaCentral database displays in the Assets pane.

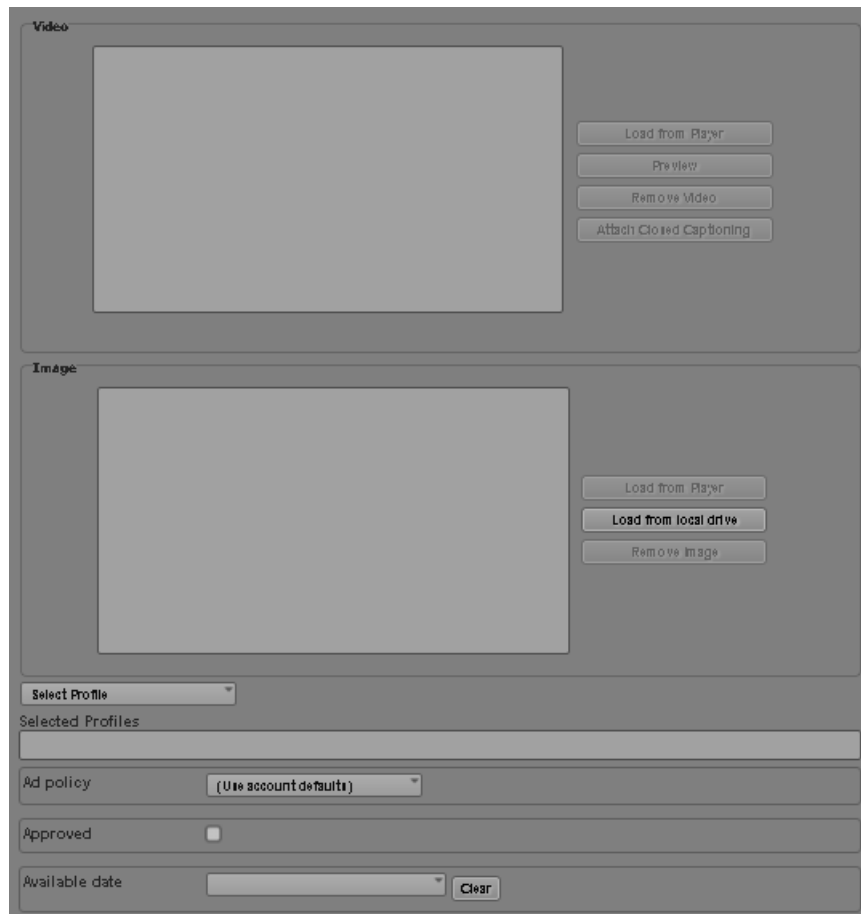
- b. Navigate to a sequence in the Asset pane, and then double-click the asset or drag it to the Media viewer.

For information on opening media in the Asset pane, see [“Navigating the Interplay | Production Database”](#) in the *Avid MediaCentral | UX User’s Guide*.

The asset opens in the Media pane.

- c. If you do not want to add the entire video to your package, set In and Out points in the Media pane and create a subclip and then load the subclip in the Media viewer.

- Click the Panes Menu button and select thePlatform.
thePlatform pane opens.



- Load a video clip in the Media pane, and then click Add Video.
The video appears in the Video section, and the metadata fields are filled with the appropriate information.
- If your video includes closed captioning information, click the Attach Closed Captioning button.
Closed captioning information is added to the media package, and the Attach Closed Captioning button changes to the Remove Closed Captioning button. You can remove closed captioning from your package by clicking Remove Closed Captioning.
- (Optional) If you want to use a separate image to display in the Video area as the poster frame for your video, load a new video in the Media viewer and then click Load from Player. This allows you to use a poster frame that does not appear in the video for your package. You can also use a separate image from your local system by clicking Load from local drive.
- Click the Select Profile menu and select your thePlatform profile.
The category options defined by your publishing profile load in thePlatform pane.

- Set the options you want to use for your published video package in the supplied fields.

thePlatform supports custom fields, and the options that display in thePlatform pane depend on your configuration. The following options represent some of the standard media fields for thePlatform. For more information, see help.theplatform.com.

Option	Description
Ad Policy	The ID of the AdPolicy associated with the content. This value is a Uniform Resource Identifier (URI) associated with the ad policy that specifies how you want ads to be applied to your content.
Approved	Whether the video is approved for playback
Available Date	The date that the video is available for playback
Categories	The Category metadata tags that you want to associate with the video
Countries	The list of ISO 3166 country codes that any geo-targeting restrictions apply to
Description	A description of the video
Exclude Countries	Whether the specified countries are excluded from playing the video
Expiration Date	The date that the video expires and is no longer available for playback
GUID	An alternate identifier for the video that is unique within your thePlatform account
Publish Date	The original release date or air date of the video content
Restriction Id	The ID of the Restriction associated with this content. This value is a URI associated with the Restriction for the video.
Text	Text associated with the video
Title	The name of the video

- Click Save.

The story is saved and sent for approval, and thePlatform pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 33](#).

Publishing MediaCentral Assets with the Generic CMS Extended Profile

If you have configured a Generic CMS Extended profile, you can use the Generic CMS Extended pane to add information to a range of fields to extend the data published with your media package.

To publish media packages using the Generic CMS Extended pane:

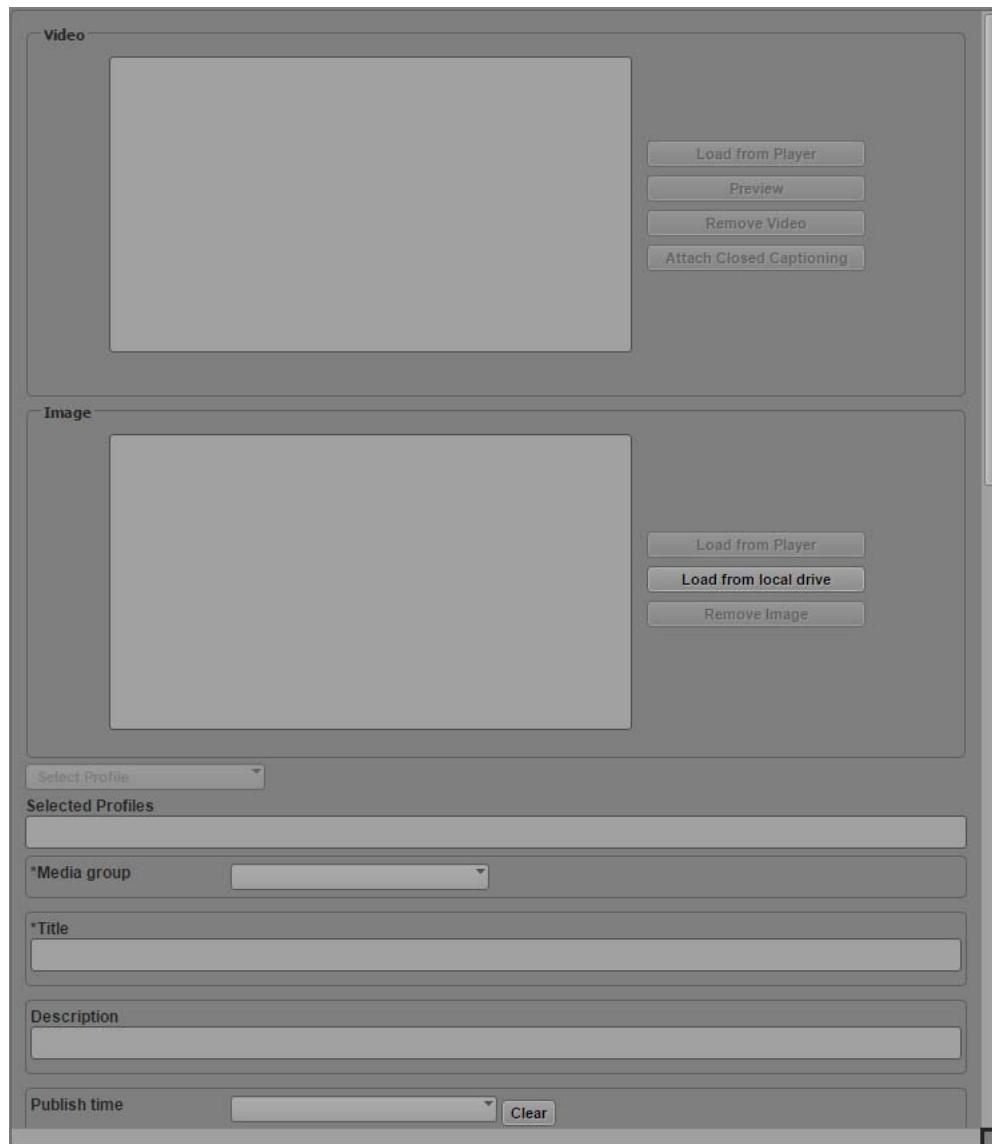
- Click the Layout selector and select Media Distribute.
The Media Distribute layout opens.
- Do the following to load an asset in the Media pane.
 - Double-click an Interplay Production server in the Launch pane.
The folder hierarchy of the MediaCentral database displays in the Assets pane.
 - Navigate to a sequence in the Asset pane, and then double-click the asset or drag it to the Media viewer.

For information on opening media in the Asset pane, see “Navigating the Interplay | Production Database” in the *Avid MediaCentral / UX User’s Guide*.

The asset opens in the Media pane.

- c. If you do not want to add the entire video to your package, set In and Out points in the Media pane and create a subclip and then load the subclip in the Media viewer.
3. Click the Panes Menu button and select Generic CMS Extended.

The Generic CMS Extended pane opens.



4. Load a video clip in the Media pane, and then click Add Video.

The video appears in the Video section, and the metadata fields are filled with the appropriate information.

5. If your video includes closed captioning information, click the Attach Closed Captioning button.
Closed captioning information is added to the media package, and the Attach Closed Captioning button changes to the Remove Closed Captioning button. You can remove closed captioning from your package by clicking Remove Closed Captioning.
6. (Optional) If you want to use a separate image to display in the Image area as the poster frame for your video, place the position indicator in the Media player at the desired frame or load a new video in the Media viewer, and then click Load from Player. This allows you to use a poster frame that does not appear in the video for your package. You can also use a separate image from your local system by clicking Load from local drive.
7. Click the Select Profiles menu and select your Generic CMS Extended profile.
The category options defined by your publishing profile load in Generic CMS Extended pane.
8. Set the options you want to use for your published video package in the supplied fields.
The following options represent some of the standard media fields for the Generic CMS Extended profile.
You can click Reload Metadata to automatically fill fields that correspond to the information in the Metadata pane for the video asset.

Option	Description
Media Group (required)	The media group category for the video, set in your Generic CMS Extended profile
Title (required)	The title of the story
Description	A description of the story
Publish Time	Loaded by default with the value of the creation date of the asset when you add a video or an image from the Media viewer. You can modify this value using the Publish Time menu or by typing a date. Depending on the your CMS configuration, you can use the Publish Time value to publish your media package to the Web,
Body Text	Text associated with the video
Tags	The metadata tags that you want to associate with the story and the video
Name	Loaded by default when you load the video or select Reload Metadata. You can change the name displayed for the video.
Comments	Loaded by default when you load the video or select Reload Metadata if the Comments field in Interplay Production contains text. You can modify the comments displayed for the asset.
Video ID	Loaded by default when you load the video or select Reload Metadata if a video ID has been assigned to your asset.

9. Click Save.
The package is saved for publication to your CMS. If the package has been set to auto-approval, the CMS publishes the package depending on the details of your configuration.

Publishing MediaCentral Assets with the Distribution Pane

You can use the Distribution pane to publish media packages to some of the platforms supported by Media Distribute. For Media Distribute v2.7, the following platforms are supported:

- Twitter
- Facebook
- Flickr
- YouTube
- Vimeo
- Amazon S3

You cannot attach closed captioning to your video in the Distribution pane. If you want to include closed captioning, or if you need to publish to different platforms — for example, Brightcove or Kaltura — you can use the Social Message pane.

You can also schedule your publication date and time, and you can configure an e-mail account to receive notifications when Media Distribute completes the publishing operation.

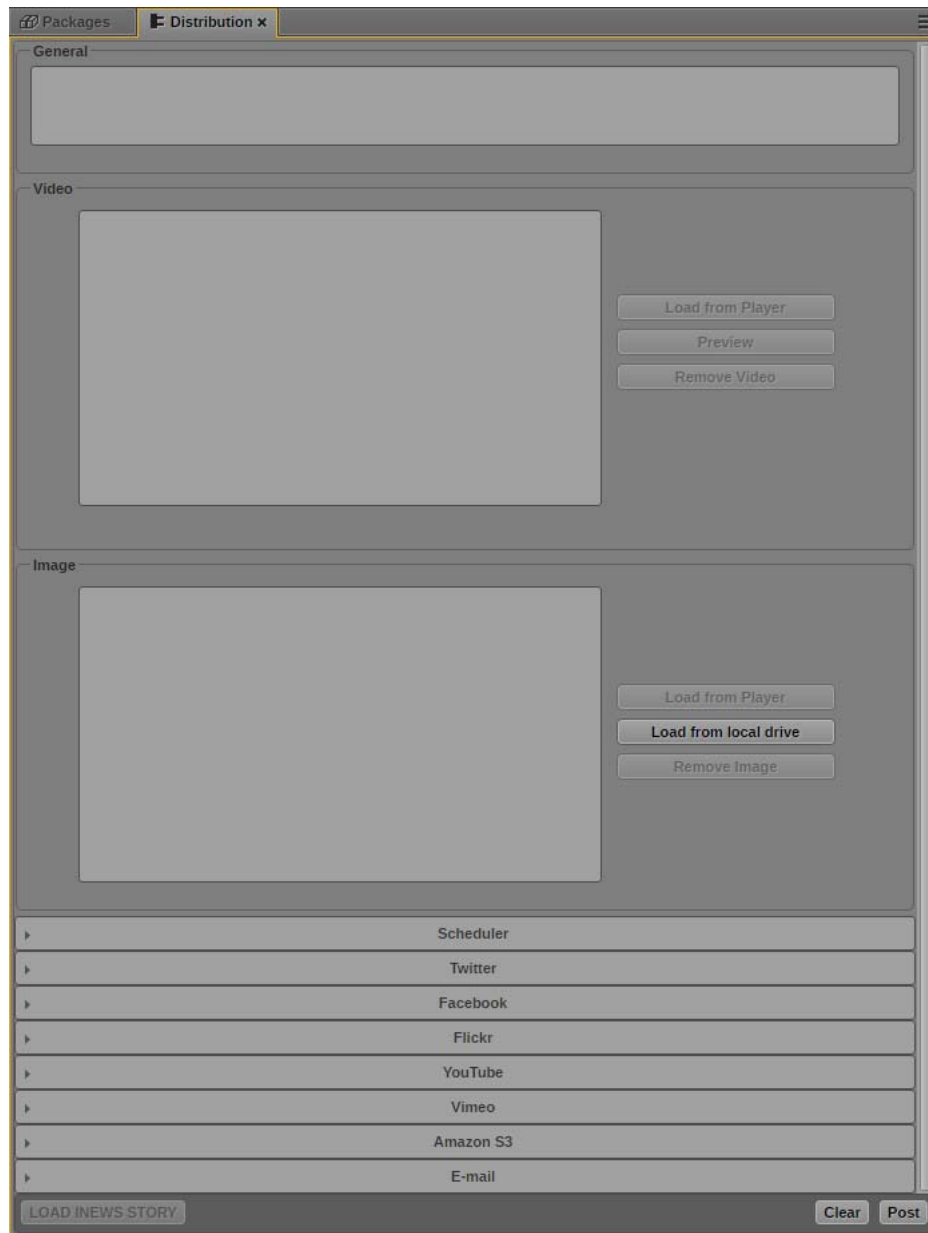
To publish media packages with the Distribution pane:

1. Click the Layout selector and select Media Distribute.
The Media Distribute layout opens.
2. Do the following to load an asset in the Media pane.
 - a. Double-click an Interplay Production server or Interplay MAM database in the Launch pane.
The folder hierarchy of the MediaCentral database displays in the Assets pane.
 - b. Navigate to a in the Asset pane, and then double-click the asset or drag it to the Media viewer.

For information on opening media in the Asset pane, see “Navigating the Interplay | Production Database” and “Navigating the Interplay | MAM Workspace” in the *Avid MediaCentral | UX User’s Guide*.
The asset opens in the Media pane.
 - c. If you do not want to add the entire video to your package, set In and Out points in the Media pane and create a subclip and then load the subclip in the Media viewer.

3. Click the Panes Menu button and select Distribution.

The Distribution pane opens.



4. (Optional) Click Load iNEWS Story.

The General text box displays the iNEWS story, including all segments. If you selected the option to transform iNEWS stories to lowercase in the System Settings, all text changes to lowercase characters.

5. (Optional) In the General text box, type the text you want to include with your package. The text in the General text box automatically displays in the Message or Description text box for each target. It also appears in the Body text box for e-mail notifications.

6. Click Load from Player.

The video displays in the Video area of the Distribution pane. The Attach Video button changes to the Remove Video button.

7. To add an image to your package, do one of the following:

- ▶ Move the position indicator in the Media viewer to the appropriate frame in your video clip, and then click Load from Player.
- ▶ Click Load from local drive, navigate to the image stored on your system that you want to use, and click Open.

The image displays in the Image area of the Distribution pane.



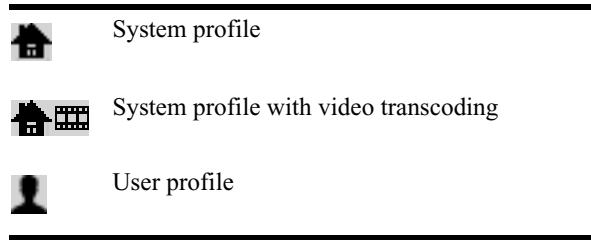
If you add video or an image to a package that you want to publish to Twitter, and you do not selected a transcoder profile, your Twitter message is restricted to 116 characters. If you add video or an image to a package for Twitter and you do set a transcoder profile, your Twitter message is restricted to 100 characters.

8. Click the opener for a social media target — for example, Facebook. You can select multiple targets.

Settings display in the Distribution tab for each target you select.

The screenshot shows a software interface for publishing content. At the top, there are tabs for 'Scheduler', 'Twitter', and 'Facebook'. The 'Facebook' tab is active. Below the tabs, there is a 'Select Profile' dropdown menu. Underneath, a list of 'Selected Profiles' includes 'John_Smith PAM'. The 'Media' section contains a 'Title' field with the text 'Education Summit', a 'Media type' section with radio buttons for 'None', 'Image', and 'Video' (where 'Video' is selected), and a 'Message (5877):' text area containing the text 'Educators from dozens of Wisconsin school districts will gather to talk about how to improve high school graduation rates.' At the bottom of the interface, there are buttons for 'LOAD IN NEWS STORY', 'Clear', and 'Post'. Below the main content area, there are additional tabs for 'Flickr', 'YouTube', 'Vimeo', 'Amazon S3', and 'E-mail'.

- Click the Profiles menu, and select a profile. You can select multiple profiles for each target. Profiles display in the Selected Profiles area.



If you want to delete a profile, click the “x” next to the profile name.

- For each target, select the kind of asset you want to publish. Some targets only support certain kinds of assets.
- (Optional) For each target, edit the Title, Message, or Description for your package.
- If you want to schedule publication of your package for a specific date and time, click the opener for the Scheduler section. Specify a date and time, and select the option for Scheduled delivery.
- If you want to receive an e-mail notification when your media package is published, click the opener for the E-mail section and do the following:
 - Click the Profiles menu and select an e-mail profile. You can select multiple profiles to include more recipients in the e-mail notification.

Profiles display in the Selected Profiles area. If you want to delete a profile, click the “x” next to the profile name.
 - Type a subject line in the Subject text box.
 - (Optional) Edit the text in the Body text box.
- Click Post.

The story is sent for approval and the Distribution pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 33](#).

Review and Approval

Most media packages created in the Social Messages and Web Story panes require approval before they can be published, although packages published to personal accounts might not require approval. You can view all of the packages submitted for approval in the Packages pane.

When you publish to a corporate Web site, Media Distribute sends your approved package to your content management system (CMS). The CMS determines when the media package is published to your corporate Web page, depending on how your CMS has been configured.



You must have an Media Distribute Producer role to approve stories. You can use other roles to view the messages displayed in the Packages pane, but you cannot approve packages without an Media Distribute Producer role.

Scheduled media packages are marked with a schedule icon. If you schedule a story from a rundown queue and set the story to sync with iNEWS, the story is marked with a Sync icon. The synced story automatically picks up any updates made to the story in iNEWS. If a scheduled rundown story is synced with iNEWS, and then the story status changes from non-floated to floated, the Sync icon

changes to a Broken Sync icon, since floated stories cannot be scheduled. If you change the floated story back to an unfloat story, the sync is restored and the icon changes back to the Sync icon. If the air date of a synced story changes, the Schedule Date in the Packages pane updates to reflect the new air date.



Schedule icon



Sync icon

Broken Sync icon

The Packages pane allows you to do the following:

- View and sort a list of all packages submitted for publication. You can also delete packages from the list.
- Filter the list based on a range of dates, or filter the list by users, status, and online service or platform.
- Select a package to edit, allowing you to modify the story or the associated video.
- Approve and publish packages to any available target.
- Recall a package scheduled for delivery before the scheduled date.

Reviewing Media Packages

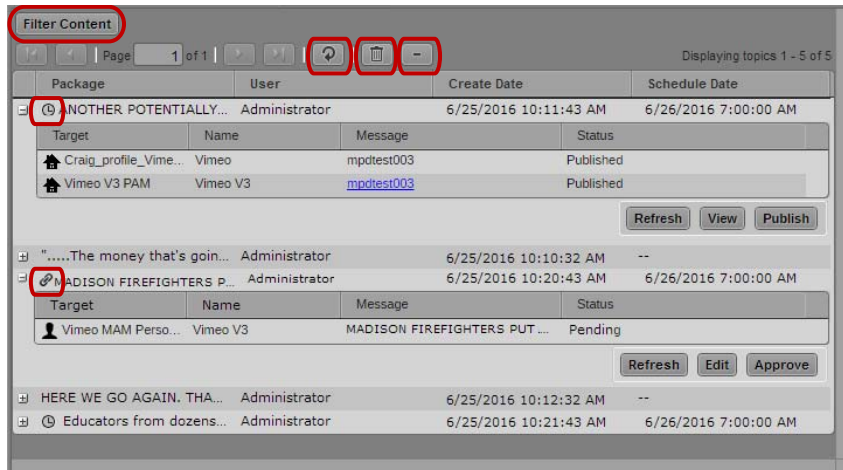
Before publishing a package, your Media Distribute Producer can review and edit the package to prepare it for publication.



You must have an Media Distribute Producer role to approve stories.

To view the submitted packages:

1. Click the Layout selector and select Media Distribute.
The Media Distribute layout opens.
2. Click the Panes Menu button and select Packages.
The Packages pane opens and displays all packages and their profiles.

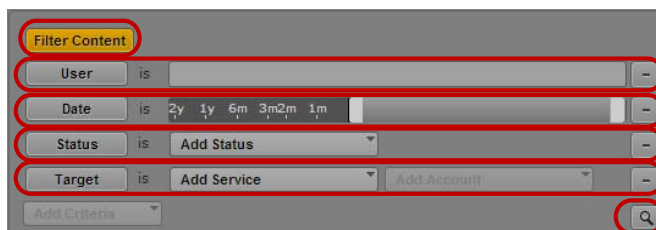


Packages pane, listing all media packages: Filter Content button; Refresh button; Delete button; Collapse button, Scheduled delivery icon; Sync icon

3. If you want to view only a list of the packages, click the Collapse button. To expand the list, click the Expand button next to the package you want to view.
4. To refresh the list to see newly submitted packages, click the Refresh button.
5. To sort the list, click the Sort arrow at the top of each column in the Packages pane.
6. If you want to review or edit one of the packages, do the following:
 - a. In the item listing you want to review, click Edit.
The selected package opens in either the Social Messages pane or the Web Story pane.
 - b. Make the changes you want, and then click Update.
The application saves your changes and opens the Packages pane.

To filter the list of messages:

1. Click Filter Content.
The Add Criteria menu displays.



Filter Content button with filter criteria: User and User text box; Date and Date Range slider; Status and Add Status menu; Target and Add Service menu; Search button

2. Do one of the following:
 - a. To filter by user name, select User, and then type in an MediaCentral user name.
 - b. To filter by the creation date, select Date and then adjust the Date slider to specify a range of dates.
 - c. To filter by the current status of the packages, select Status and then choose a status from the Add Status menu.
 - d. To filter by online, mobile, and social media platforms, select Target and then choose an output from the Add Target menu.
 3. Click the Search button.
- The Packages pane displays the filtered list of media packages.

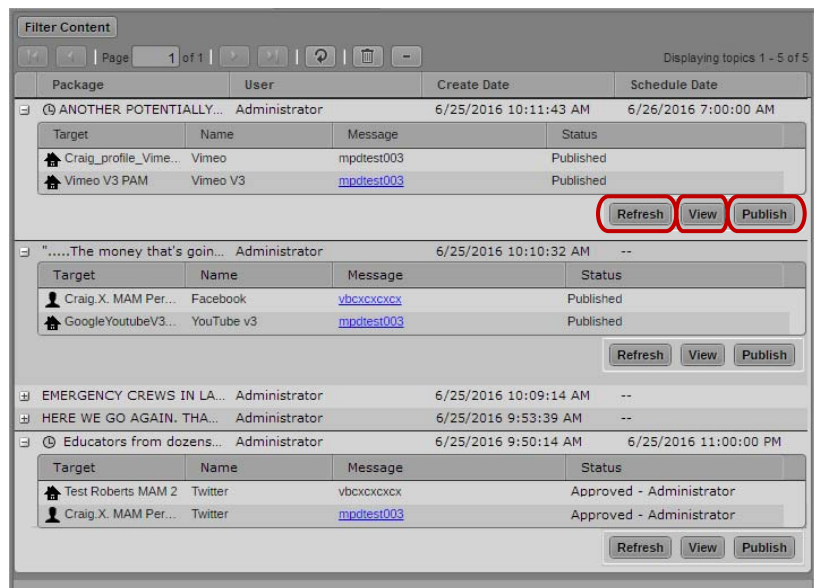
Approving and Publishing Media Packages

Users logged in to MediaCentral with as an Administrator or with a Media Distribute Producer role can approve and publish packages. You can publish packages to multiple targets from the Packages pane.

To review and approve media packages:

1. Click the Panes Menu button and select Packages.

The Packages pane opens and displays all packages and their profiles.



Packages pane, listing all media packages: Refresh button; Edit/View button; Approve/Publish button

2. To approve and publish the package to an online target, do one of the following:
 - ▶ To publish an unscheduled package, click Publish.
 - ▶ To approve a scheduled package, click Approve.

The status displays as Published or, for scheduled packages, Approved. When a scheduled package is published, the status changes from Approved to Published.

If the package contains video content, the status indicates the mixdown and transcode process before publishing it to your target. Mixdown and transcode processes must complete before a scheduled package can be published.

 *Final approval of a package for publication usually is governed by settings and permissions in your corporate CMS.*

3. If you want to cancel a package scheduled for delivery, click Recall.

The status displays as Pending and the Recall button changes to the Approve button. You can approve the package or remove it from the list of packages in the Packages pane.

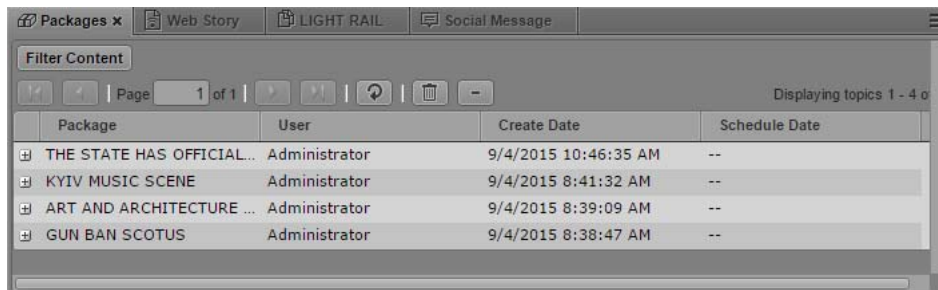
Deleting Media Packages

Only users logged in to MediaCentral as an Administrator can delete packages from the Packages pane. If you want to delete only some of the packages, you can first filter the list of media packages.

To remove packages from the Packages pane:

1. Click the Panes Menu button and select Packages.

The Packages pane opens and displays all packages.

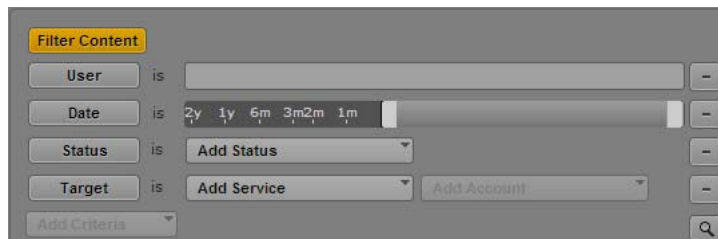


Package	User	Create Date	Schedule Date
THE STATE HAS OFFICIAL...	Administrator	9/4/2015 10:46:35 AM	--
KYIV MUSIC SCENE	Administrator	9/4/2015 8:41:32 AM	--
ART AND ARCHITECTURE ...	Administrator	9/4/2015 8:39:09 AM	--
GUN BAN SCOTUS	Administrator	9/4/2015 8:38:47 AM	--

2. (Optional) To filter the list of packages, do the following:

- a. Click Filter Content.

The Add Criteria menu displays.



Filter Content

User is -

Date is 2y 1y 6m 3m 2m 1m -

Status is -

Target is -

- b. Select one of the following:
 - To filter by user name, select User, and then type in an MediaCentral user name.
 - To filter by the creation date, select Date and then adjust the Date slider to specify a range of dates.
 - To filter by the current status of the packages, select Status and then choose a status from the Add Status menu.
 - To filter by online, mobile, and social media platforms, select Target and then choose an output from the Add Target menu.
- c. Click the Search button.

The Packages pane displays the filtered list of media packages.



3. Click the Delete button.

All displayed packages are removed from the Packages pane.

2 Workflows for Media | Distribute

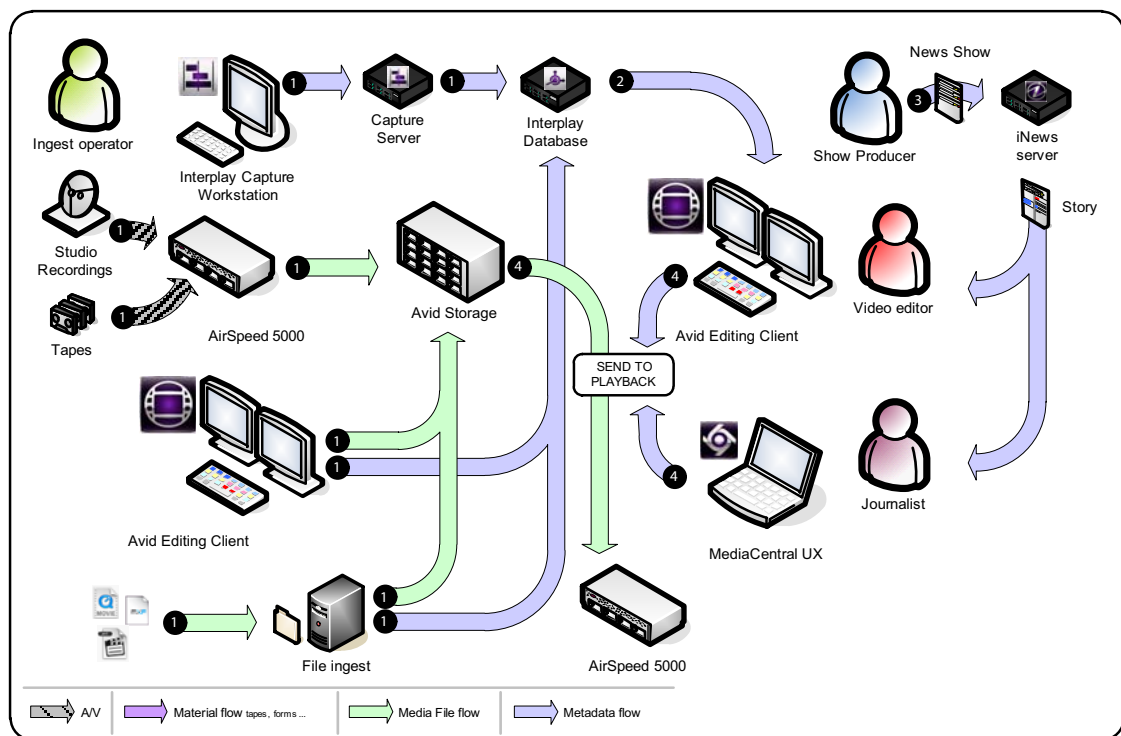
The following topics provide an overview of the workflows possible in Media Distribute in an Interplay | Production environment that includes Avid iNEWS.

- [Media Flow from Ingest to Publication](#)
- [Media | Distribute Roles](#)

Media Flow from Ingest to Publication

Interplay | Production and MediaCentral | UX Workflow

MediaCentral UX delivers workflow tools for media professionals using either Avid iNEWS or Interplay Production, or both. You can add different media formats to your projects, create and edit sequences, add rich media to your iNEWS stories, and then send the finished product directly to a playout device.

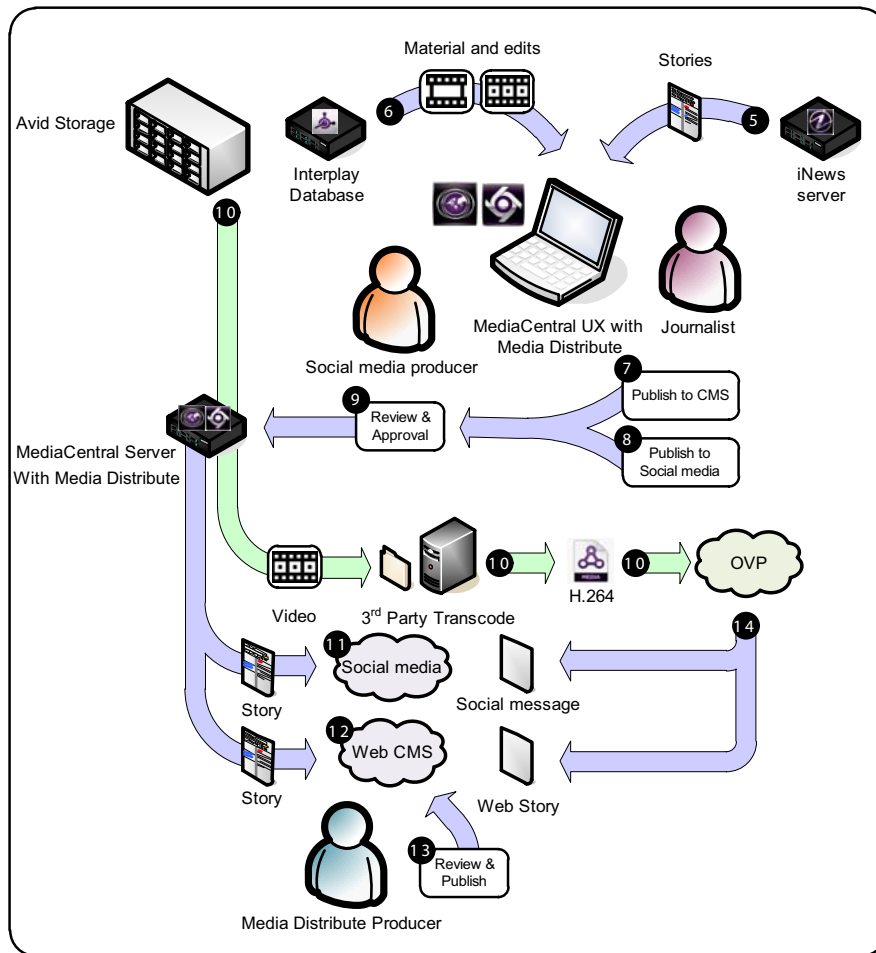


- 1 An ingest operator brings in media using the standard ingest process in Interplay Production.
- 2 A video creator puts together sequences (either using MediaCentral UX or an Avid editing application).

- 3 A journalist or a producer creates an iNEWS rundown and writes scripts with production cues.
- 4 When finished, packages are sent to air (using the Send to Playback features of MediaCentral UX).

Media | Distribute Content Creation and Distribution

Media Distribute allows users to publish news stories and audio and video content directly from the MediaCentral UX interface to multiple outlets, including corporate and broadcast Web sites, social media services, and online video platforms. The workflow described here covers both the content creation within Media Distribute and the distribution process for publication to the Web and social media sites.



- 5 Users create Web and social media content using an iNEWS story as baseline.
- 6 Journalists, editors, and producers enrich Web and social media content with Interplay Production video assets.

-
- 7 When the iNEWS stories with their associated media are finished, journalists or producers create Web packages in MediaCentral UX and send them to a Web-based Content Management System (CMS). Packages can contain the following:
 - Text
 - Pictures (created from a video frame)
 - Links to video, stored on the Online Video Platform (OVP) by Media Distribute.
 - 8 Social media packages can also be created for publication, containing the following:
 - Text
 - Links to video, stored on OVP
 - 9 The Media Distribute Producer reviews and approves all packages before publication. The producers can also edit the story before final approval.
 - 10 The publication process sends video content to a supported third-party transcoder in the background, which reformats the video (into selected format configured in Transcoding Profile for the customer's OVP for the Web CMS or social media sites).
 - 11 The producer sends the package with all the appropriate components to media distribution sites — for example, Twitter or Facebook.
 - 12 The package is sent to a Web CMS and can include the following:
 - 13 A Media Distribute Producer reviews, modifies and publishes the Web story.
 - 14 If video was added to the story in Media Distribute, a link to the video sent to the OVP by Media Distribute is embedded in the package in the Social Message and Web Story panes in MediaCentral UX.
-


Media | Distribute Roles

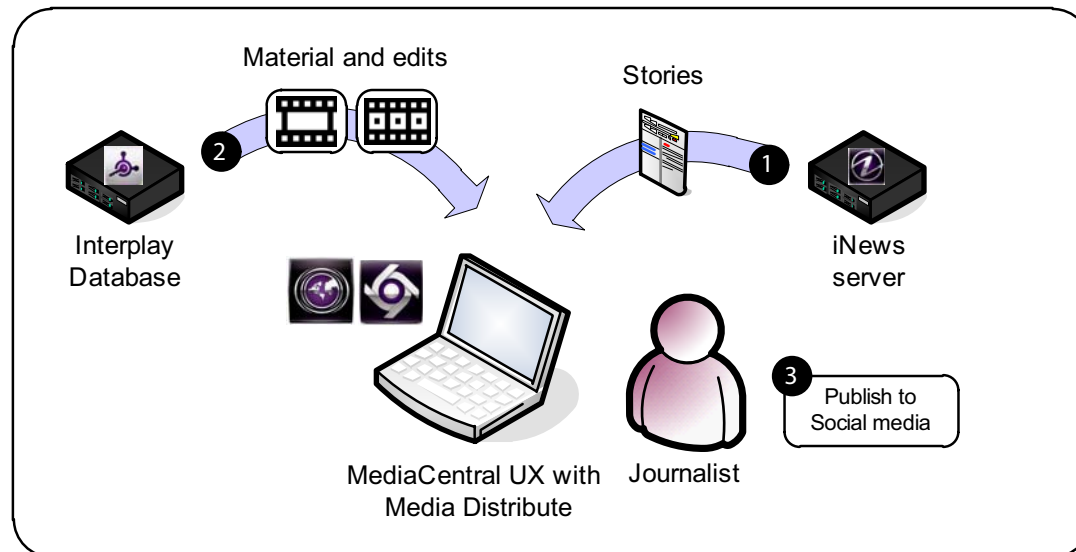
In MediaCentral UX, a role is a set of features, privileges, and layouts that are assigned to a user by a MediaCentral administrator. The roles for the Media Distribute workflow include the following:

- **Advance Journalist** — creates video sequences, combines them with iNEWS stories, and then sends them to air, social media, and Web CMS.
- **Media Distribute Producer** — reviews and approves Web and social media packages prior to posting, and views final posts from the link created in the Packages pane.

Advance Journalist

In this role, a reporter creates both the text and video elements for the story which get published to various social media and Web site platforms. The Advance Journalist can complete this workflow entirely within MediaCentral UX, again using the Media Distribute layout.


 *If the reporter has already created the story using the Video layout, then the reporter should switch to the Media Distribute layout to enable the social media publishing part of the workflow.*



1 The Advance Journalist writes the story within the Story pane of MediaCentral UX, and then uses the Media and Sequence panes to build the video associated with the story. When the story is complete, the journalist saves the assets and, if necessary, sends it to playback.

2 Once the video is complete, the journalist publishes it to social media or to a Web site. In the Media Distribute layout, the Advance Journalist enables the Social Message and Web Story panes.

To publish to social media, such as Twitter or Facebook, the initial workflow mirrors that of the Journalist role, except this time the Advance Journalist also adds video content. The Advance Journalist chooses a profile (multiple profiles can be used), and then adds video, which can be previewed if necessary.

 *When you publish to Twitter, the text of the tweet itself is truncated to accommodate the link to the video clip.*

- 3 The journalist chooses an OVP — for example, YouTube or Brightcove — and provides any additional information, such as tags or categories, for the video provider's site to help Web users find the story.

Then the journalist clicks Post to forward the item for approval by the social media producer. As before, the item does not get posted until the Media Distribute Producer approves it.

For publishing to a Web site, the journalist uses the Web Story pane. The journalist can choose to load the iNEWS story to automatically, which moves the text from the Story pane to the Message text box. This is the text that eventually is published to the Web site, although the text of the story typically changes depending on whether it is designed for broadcast or for a Web site.

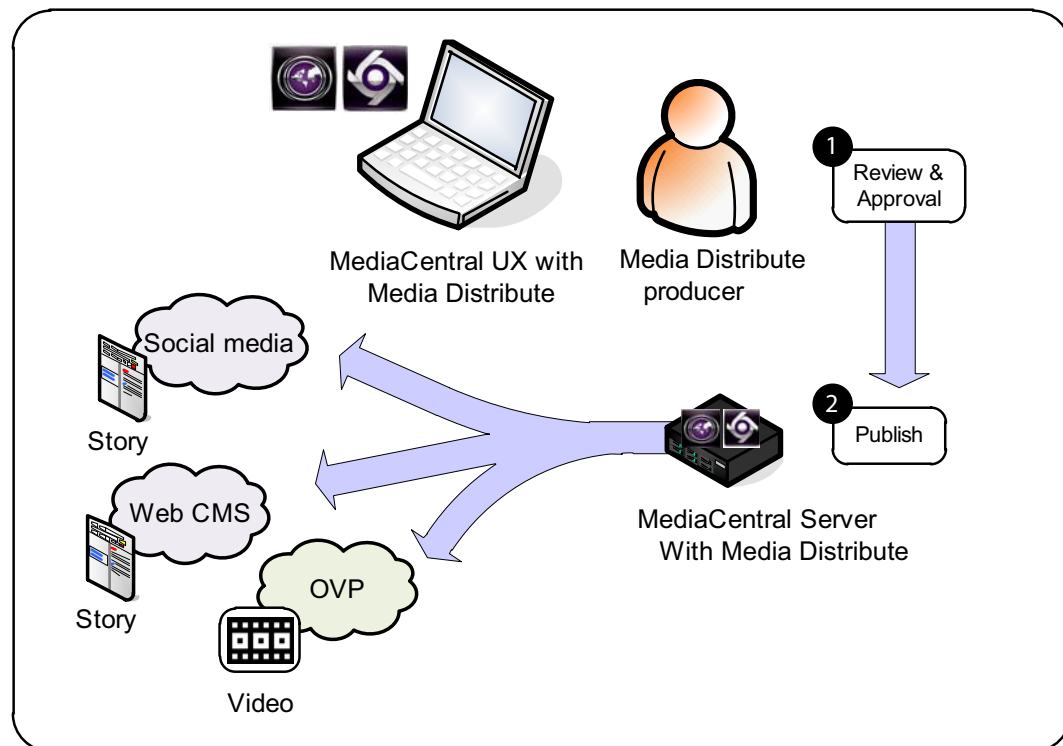
The journalist must give the story a Title and a Lead. The Message text box provides a full text editor for creating new text for the story or modifying existing text. Links to related Web sites can be added, if necessary.

The journalist can add video and select images from the video feed for the Web content. Adding a poster frame or image entails scrolling through the video content to get the right image, and then clicking the Update Poster Frame or the Add Image buttons. These provide images for the story on the Web page.

When the story is complete, the journalist clicks the Send Draft button to submit the story to the Media Distribute producer for approval. The item does not get posted to the Web site until the appropriate team member approves it.

Media Distribute Producer

The Media Distribute Producer reviews all content submitted for social media or Web publication. The Media Distribute Producer can be multiple people or a single person, depending on the size and scale of the organization.



-
- 1 For this role, the Media Distribute Producer uses the Packages pane of the Media Distribute layout. This allows the producer to review content created by reporters in the MediaCentral UX Advance Journalist roles.

The Media Distribute Producer can sort the content in the Packages pane by clicking any of the column headers. For example, to view the most recent content the producer can refresh the view and click the Create Date column.

Items submitted for approval appear with a description of “Pending.” The producer then reviews the item by clicking the View button, which shows the producer that the content has been submitted. The producer can then choose to make changes to the content (by performing some of the tasks as the Advance Journalist role) and resubmit it for approval.
 - 2 The producer selects Publish to approve the content. The publishing operation triggers the background transcoding processes required for video publication to the OVP. The producer can monitor the progress of the action c by refreshing the view.

For social media messaging, the producer posts messages after the transcode process completes. Once the producer posts the message, it can be viewed by clicking the link posted in the Packages pane.

For Web publication, this step submits the item to the Media Distribute producer for final publication within the customer's own Web CMS.

If the story includes video, a link to the video published to the OVP is embedded in the Social Message and Web Story panes.
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Index

A

Advance Journalist [42](#)

C

Combined Messages pane [33](#)

D

Deleting packages [37](#)

L

Layouts

Media Distribute [8](#)

M

Media Distribute

Advance Journalist [42](#)

approving media packages [36](#)

Combined Messages pane [33](#)

Content creation and distribution workflow [40](#)

deleting packages [37](#)

described [7](#)

Interplay Production and MediaCentral UX workflow
[39](#)

News Producer [43](#)

publishing from iNEWS to social media [10](#)

publishing from iNEWS to the Web [16](#)

publishing from Interplay Production to social media
[13](#)

publishing from Interplay Production to the Web [19](#)

publishing from Interplay Production to WorldNow
[21, 25, 27](#)

publishing media packages [36](#)

review and approval [33](#)

reviewing media packages [34](#)

roles [41](#)

social media [9](#)

Social Message pane [9](#)

Web stories [16](#)

Web Story pane [16](#)

workflows [39](#)

Media Distribute layout [8](#)

N

News Producer [43](#)

R

Review and approval
deleting packages [37](#)

Roles

Advance Journalist [42](#)

News Producer [43](#)

S

Social Message pane [9](#)

W

Web Story pane [16](#)

WorldNow

publishing from Interplay Production to WorldNow
[21, 25, 27](#)



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