



Media | Distribute

User's Guide

Version 2.2.1

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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](#)

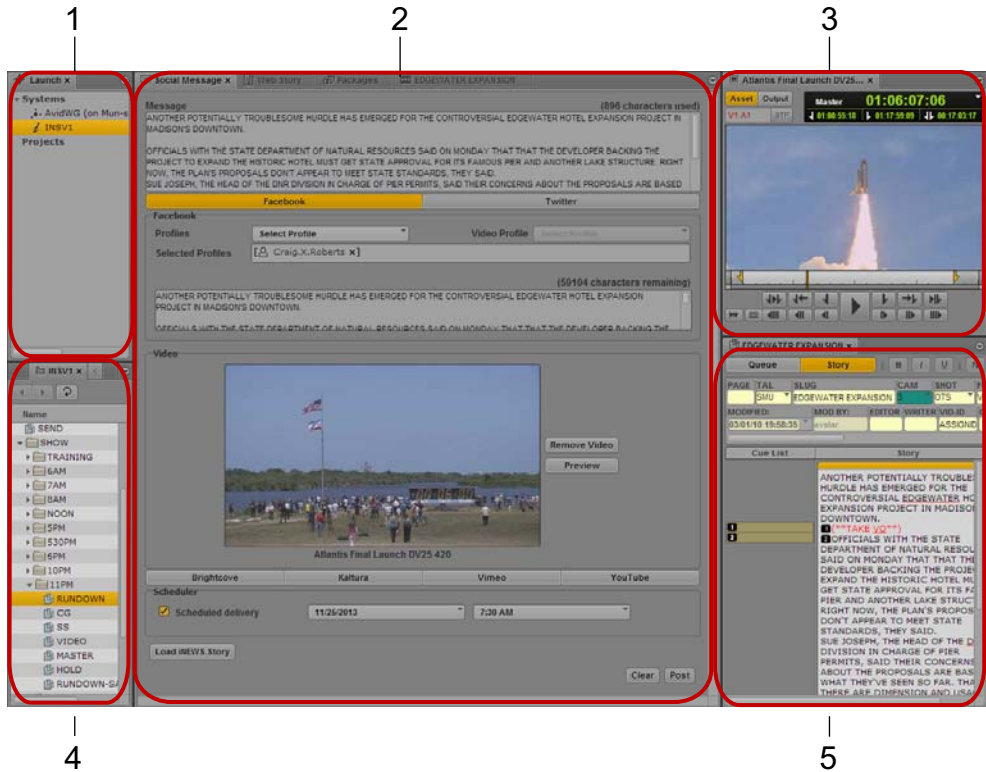
Using the Media Distribute Layout

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 18 and “Review and Approval” on page 28.



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.



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.

	Pane or Area	Description
2	Media Distribute Creation area	<p>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:</p> <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 17](#)).



You can publish images to Facebook and Twitter from the Social Media 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.

The screenshot displays the 'Social Message' pane interface. At the top, a 'Message' text box contains a news story about the Edgewater Hotel expansion project in Madison's downtown. A character count '(596 characters used)' is visible in the top right corner of the message box. Below the message box are two tabs: 'Facebook' and 'Twitter'. Under the 'Facebook' tab, there are fields for 'Profiles' (with a 'Select Profile' dropdown) and 'Video Profile' (with a 'Video Profile' dropdown). A 'Selected Profiles' section shows a profile named 'Tom Roberts *'. Below these are two large text areas for 'Video' and 'Image', each with an 'Attach Video' button and a 'Load from Player' button. At the bottom, there is a 'Scheduler' section with a 'Scheduled delivery' checkbox, a 'SCHEDULE' dropdown, and a 'Sign with News' button. A 'Load iNEWS Story' button is located at the bottom left of the pane. The 'Clear' and 'Post' buttons are at the bottom right.

Social Message pane: iNEWS story loaded in the Message box; target buttons; Profiles and Video Profiles menus; selected profile; Attach/Remove Video 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.



System profile



User profile

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

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.

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 Media pane and a sequence is automatically created. The Attach Video button changes to the Remove Video button.

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 Media pane.



You can publish images to Facebook and Twitter from the Social Media 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 17](#).

11. Click Post.

The story is sent for approval and the Social Media pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 28](#).

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 from Interplay | Production 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 from Interplay Production 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.

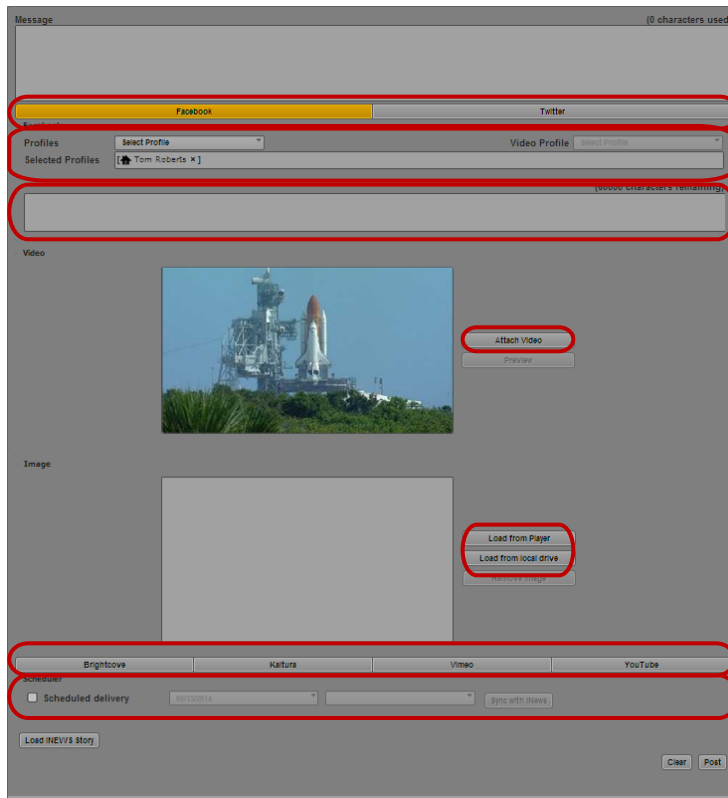
For information on opening media in the Asset pane, see “Navigating the Interplay | Production Database” in the *Avid MediaCentral / UX User’s Guide*.

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; 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 Media pane and a sequence is automatically created. The Attach Video button changes to the Remove Video button.

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

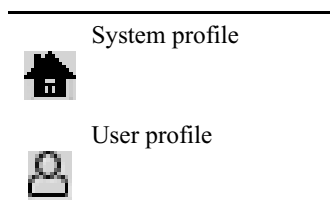
- ▶ Move the position indicator in the Media viewer to the appropriate frame in your video clip, and then click Load from Player.
- ▶ Click Load from local drive, navigate to the image stored on your system that you want to use, and click Open.

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



You can publish images to Facebook and Twitter from the Social Media pane.

7. 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.
8. 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.

9. 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 17](#).
10. Click Post.
The story is sent for approval and the Social Media pane clears all fields. For information on approving stories for publishing, see [“Review and Approval” on page 28](#).

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 28](#).

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.

The screenshot shows a 'Scheduler' window. On the left, there is a checkbox labeled 'Scheduled delivery' which is checked. To its right are two text boxes: the first contains the date '05/14/2014' and the second contains the time '12:00 AM'. Both text boxes have a small downward arrow on their right side, indicating they are dropdown menus. To the right of these text boxes is a yellow button with the text 'Sync with iNews'.

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 from Interplay Production to a WorldNow CMS” on page 24](#).

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.

The screenshot shows the 'Web Story' pane with the following sections:

- headline:** A text box containing the text "bomb scare".
- Summary:** A text box containing the text "bomb scare".
- body:** A rich text editor containing three paragraphs of text:

EMERGENCY CREWS IN LA CROSSE HAVE BLOCKED OFF A ONE-BLOCK AREA AROUND A HOME IN WHICH A MAN DIED OVER THE WEEKEND, TO DETERMINE WHAT "VOLATILE CHEMICALS" MAY BE INSIDE.

A FIRE DEPARTMENT SPOKESPERSON SAYS NO ONE HAS ENTERED THE HOME SINCE EARLY MONDAY MORNING AFTER THE CHEMICALS WERE DISCOVERED.

THE DANE COUNTY BOMB SQUAD IS GATHERING NEAR THE BUILDING WHERE ONE PERSON DIED EARLY MONDAY IN A FIRE IN A BASEMENT APARTMENT. SO FAR, NO ONE HAS BEEN EVACUATED
- Tags:** A text box.
- Select Profile:** A dropdown menu.
- Selected Profiles:** A section showing "Testweb2.com x]".

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

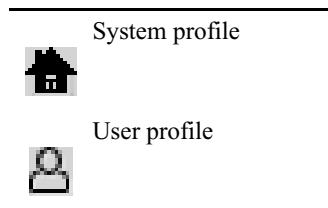
4. Click Load iNEWS Story.

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.

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 28](#).

Publishing from Interplay | Production to the Web

You can also publish your package to a Web site without using an iNEWS story by selecting video from Interplay Production, 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 from Interplay Production to a WorldNow CMS” on page 24](#).

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.

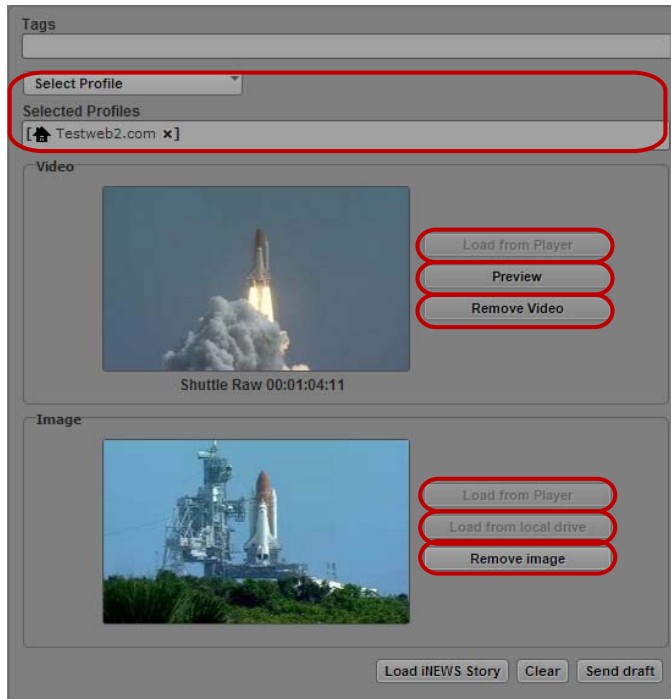
For information on opening media in the Asset pane, see [“Navigating the Interplay | Production Database” in the Avid MediaCentral | UX User’s Guide](#).

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; Load/Remove Image buttons; Load from local drive button

4. Click Load from Player.

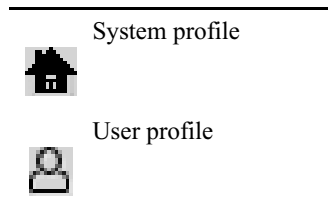
The video displays in the Video or Image area of the Web Story pane. The position indicator in the Media viewer determines the video poster frame that appears on your Web page.

5. (Optional) If you want to use a separate image to display in the Video area as the poster frame for 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.
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.
8. 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.

9. 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.
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 28](#).

Publishing from Interplay Production 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.

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 19](#).
2. Click Web Story.

The Web Story pane displays the WorldNow fields.

The screenshot shows the 'Web Story' pane in the WorldNow CMS. At the top, there are two tabs: 'Web Story' (selected) and 'Standalone Video'. Below the tabs are input fields for 'Story Headline', 'Section Title', and 'Content Classification' (set to 'News'). The 'Story Body' section features a rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, strikethrough, link, unlink, bulleted list, numbered list, indent, outdent, and quote. Below the toolbar are dropdown menus for 'Styles', 'Format', 'Font', and 'Size'. The story body text area is empty, with a character count of 0 out of 500. Below the story body is a checkbox for 'Align related content to the Right (default is Left)'. The 'Story Body Graphics' section includes a large image placeholder, buttons for 'Load from Player', 'Load from Disk', 'Remove Image', and 'Attach Image', and input fields for 'Description' and 'Credit'. To the right of the image placeholder is the 'Assign image to:' section with checkboxes for 'Story Body', 'Summary', and 'Abstract', each with its own 'Image Caption' and 'Size' dropdown. Below this is the 'Attached Images' section with a large placeholder. The 'Video' section at the bottom includes a video player placeholder, buttons for 'Add Video', 'Remove Video', and 'Preview', and input fields for 'File', 'Type', 'Creation date', 'Size', and 'Name'. To the right of the video player is the 'Headline' section with a dropdown for 'Use Headline as:' (options: 'Abridged Title', 'Browser Title', 'Page URL'), a 'Section' dropdown, a 'Content Classification' dropdown, and checkboxes for 'Clip Used as Commercial' and 'Enable Closed Captioning'.

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.

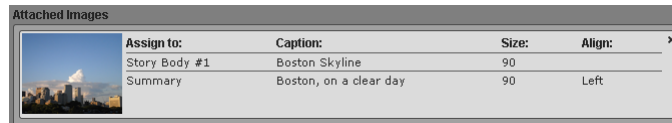
7. To add a frame from your video or a separate image as a graphic to the body of your story, do the following in the Story Body Graphics section:

- 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.

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 28](#).

To publish a story from Interplay Production to WorldNow CMS:

1. Prepare your video and open the Web Story pane as described in [“Publishing from Interplay | Production to the Web” on page 22](#).
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.
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 28](#).

Review and Approval

Most media packages created in the Social Media 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 unfloated 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.

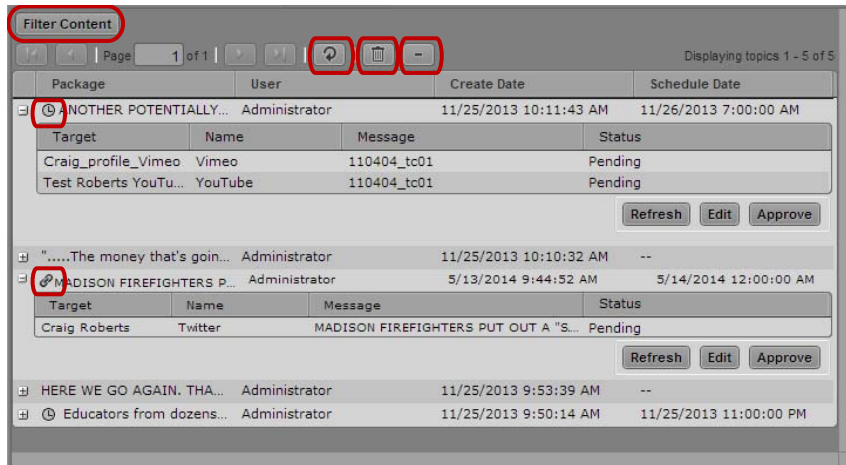
To view the submitted packages:

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.



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.

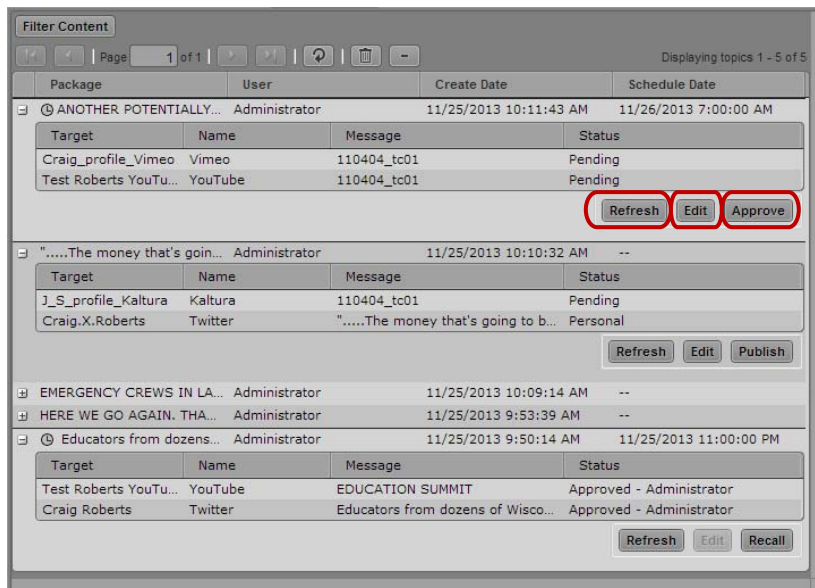
Approving and Publishing Media Packages

Users logged in to MediaCentral with as an Administrator or with an 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.



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.

2 Workflows for Media | Distribute

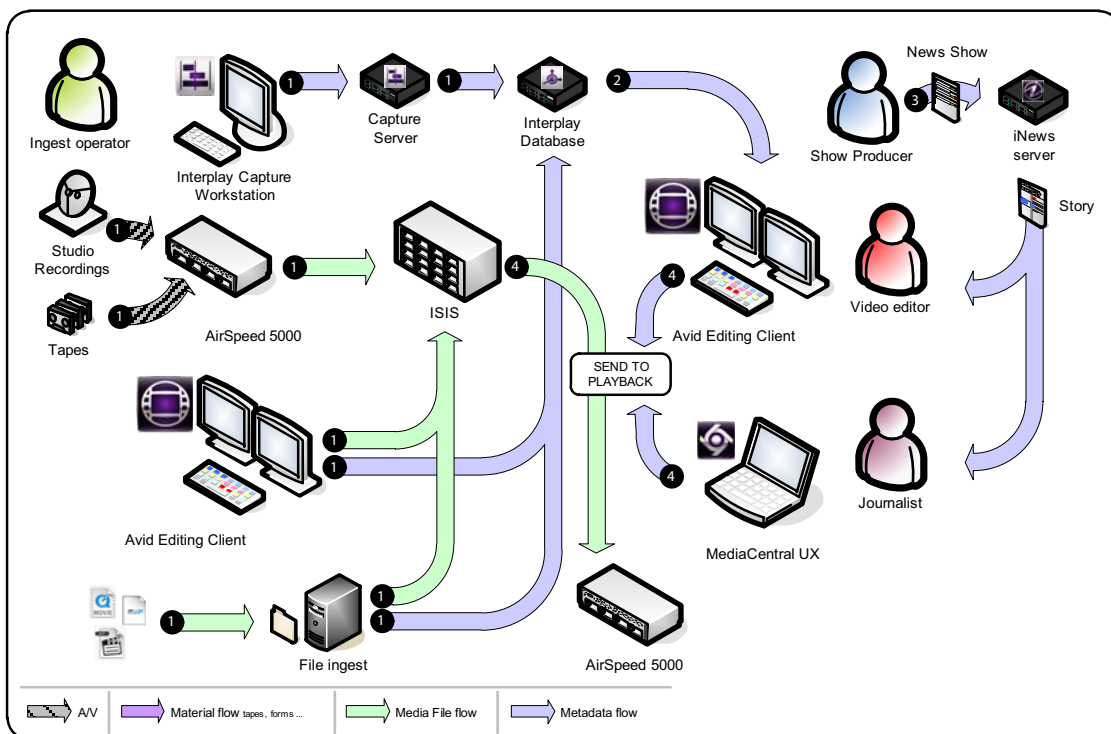
The following topics provide an overview of the workflows possible in Media Distribute in an Interplay | Production environment that includes Avid iNEWS.

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

Media Flow from Ingest to Publication

Interplay | Production and MediaCentral | UX Workflow

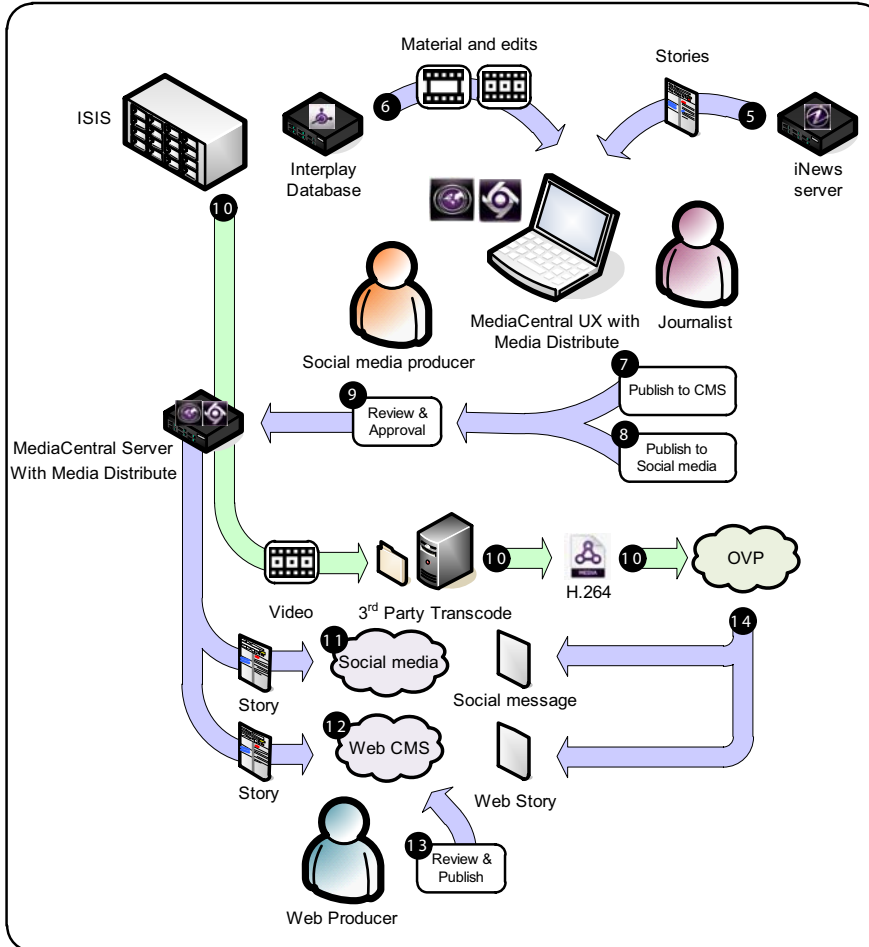
MediaCentral UX delivers workflow tools for media professionals using either Avid iNEWS or Interplay Production, or both. You can add different media formats to your projects, create and edit sequences, add rich media to your iNEWS stories, and then send the finished product directly to a playout device.



- 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 The Web 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

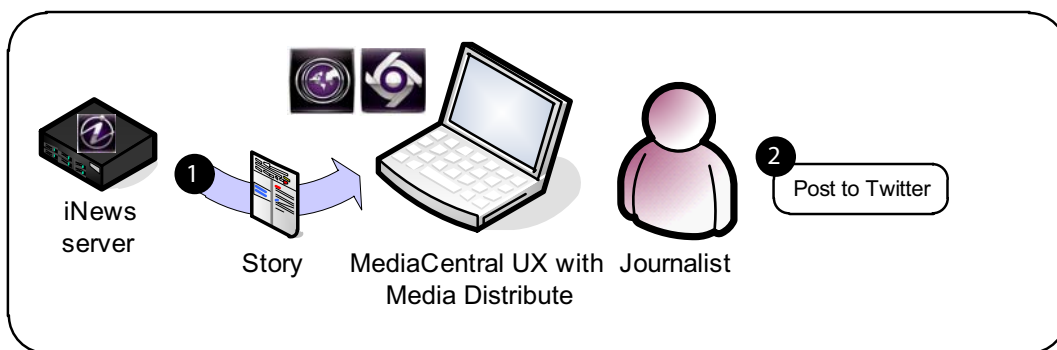
In MediaCentral UX, a role is a set of features, privileges, and layouts that are assigned to a user by a MediaCentral administrator. The roles for the Media Distribute workflow include the following:

- iNEWS journalist — creates iNEWS stories in iNEWS and publishes stories and teasers to social media.
- Advance Journalist — creates video sequences, combines them with iNEWS stories, and then sends them to air, social media, and Web CMS.

- News Producer — reviews and approves Web and social media packages prior to posting, and views final posts from the link created in the Packages pane.
- Web Producer — receives raw Web package in a CMS Inbox and then modifies it for Web publication. The Web Producer also views the final post with the link created in the Packages pane.

iNEWS Journalist

In this role, a reporter working for a news station has the task of creating stories within iNEWS and then posting the story to social media sites. The reporter follows a workflow performed entirely within MediaCentral UX or by working with both iNEWS and MediaCentral UX.



- 1 The iNEWS Journalist writes the story within iNEWS in MediaCentral UX (or in iNEWS directly). Once the story is completed, the Journalist uses MediaCentral UX to publish this story to a house account and to personal social media sites.

In MediaCentral UX, the Journalist opens the Media Distribute layout (if not already in it), and then opens the Social Messages pane (part of the Media Distribute layout). This provides the Journalist with the options required to post to the selected social media site..

The Journalist can choose to load the story from iNEWS and then modify it. Selecting the Twitter option automatically reduces the text to 140 characters.

- 2 When the message is ready to post, the Journalist chooses a social media profile (multiple profiles can be used), checks the story, and then posts it for the social media producer to approve.



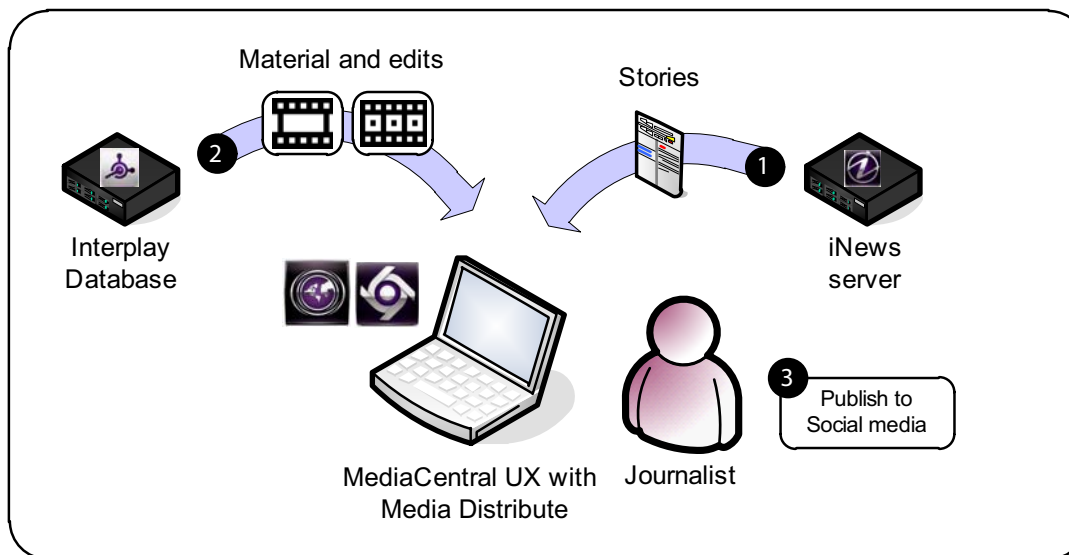
Personal account publication does not require review/approval.

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 iNEWS 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.

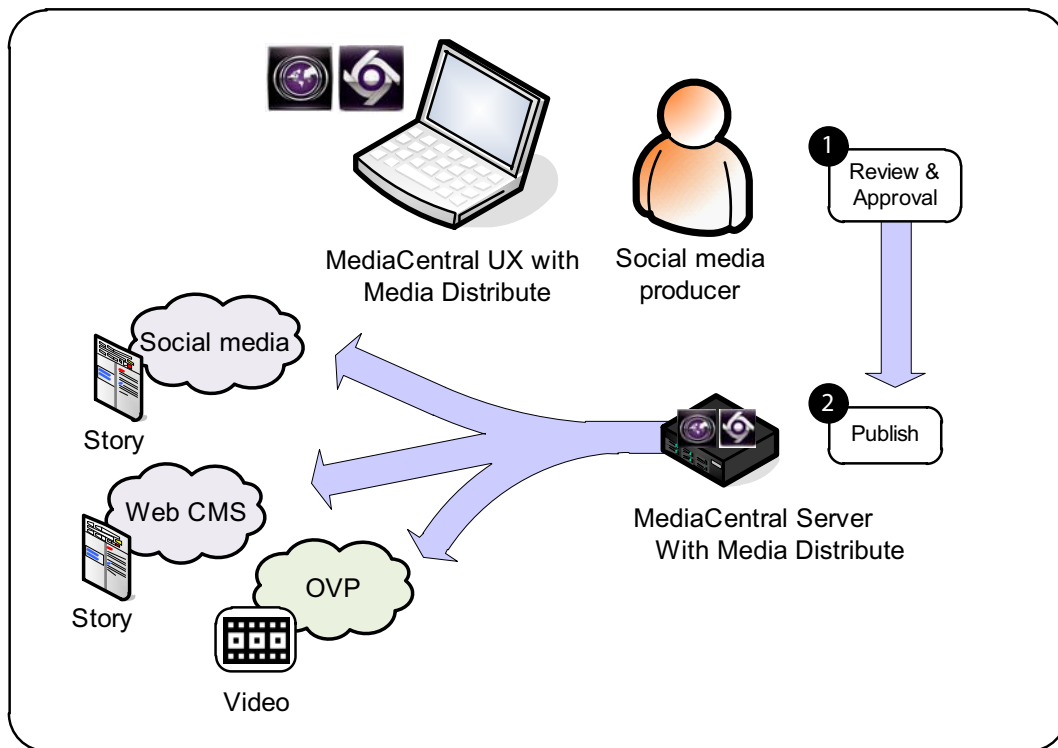


When you publish to Twitter, the text of the tweet itself is truncated to accommodate the link to the video clip.

-
- 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 News 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 Web producer for approval. The item does not get posted to the Web site until the appropriate team member approves it.
-

News Producer

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



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

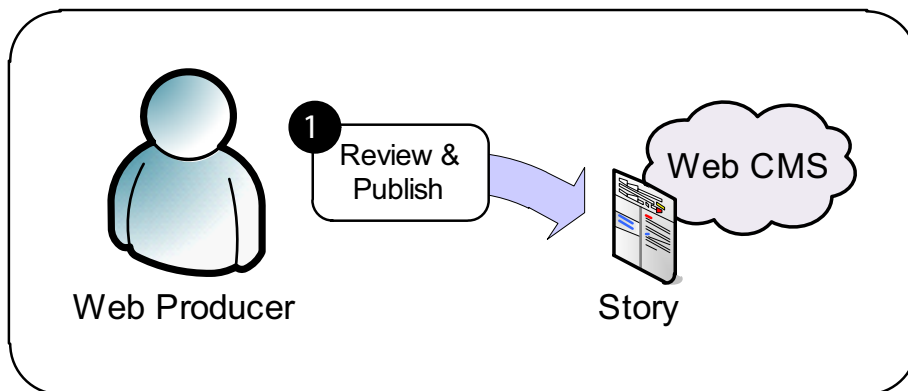
The News Producer can sort the content in the Packages pane by clicking any of the column headers. For example, to view the most recent content the producer can refresh the view and click the Create Date column.

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 iNEWS Journalist or 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 Web 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.
-

Web Producer

The Web Producer takes the raw content submitted using the Advance Journalist and News Producer roles and publishes it to the customer's CMS system — for example, to the broadcast station's Web CMS.



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- 1 After items have been submitted for publication in MediaCentral UX, the Web producer receives notification that items are available in the Web CMS. The Web producer then accesses these items and then publishes them directly to the online system.
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