

Using the ESPN “Special Events” Game Scheduler

The legacy Starguide system required separate audio cards for every channel-based program your station used. The XDS system is designed to supply all the programming a station uses from a single call-letter assigned port. This created a challenge- how do you schedule live play by play (with its unpredictable end times, rain delays, extra innings etc) into a receiver schedule that’s fairly rigid? It’s easy to know when to switch **to** the game- the start time is fixed. But how do you know when it’s time to rejoin your regular programming? To solve that problem, we created the Special Events Game Scheduler.

On your Affiliate Program Scheduler (go to <http://myxdsreceiver.CitMedEng.com>) you will see a new tab called “Special Events”. A Special Event is a piece of programming that has either an Unknown Start Time, an Unknown End Time, or both. If your station is authorized for such programming, you will see it listed under this tab.



The idea for the Special Events Scheduler is simple- **The programming you select will override your existing program schedule for the duration of the Game or Special Event.**

If you select a program on the Special Events scheduler, you are in effect “arming” the mechanism that will switch it to your XDS receiver’s output port when the game starts, and then return to your regular program schedule when it’s over, or when it’s interrupted due to a rain delay. You can also stack multiple games in the scheduler and have them default to each other depending on the circumstances of the games.

IMPORTANT: You *must* broadcast the game from the XDS audio port assigned to your station’s call letters in order to receive the correct regional commercials for your market. **Do not** set another port on your receiver to MLB1 and take the game that way or you may not receive the correct commercials for your market. It’s essential for revenue and accountability purposes that you only broadcast product from your primary Call-Letter-Assigned port.

How to use the Special Events “Game” Scheduler

Let’s say you are an ESPN Full-Time affiliate but you want to take the MLB game on Sunday night that starts at 7:35pm ET. The game is on ESPN MLB1. Your regular Program Schedule has the standard ESPN talk shows scheduled during that period.

Go to the Special Events tab on the scheduler where you will see the Special Programming authorized for your station. Click on the line where indicated to create a Special Event schedule for that product (in this case, MLB1).



You want to “arm” the receiver to switch to the Game or Special Event you select. When the event begins, the receiver will switch to it. When the event is over, or interrupted by Rain Delay, the receiver will switch back to your regular schedule, if you have one programmed.

A dialog box will open where you are asked to define two things:

1) A Date Range for the “arming” to be valid

- For the period of time defined in this range, any time this special event occurs your schedule will be overridden by this event- in this case, MLB1

Set the Date Range for this Temporary Schedule to be in effect:

Start Date

End Date

If the End Date is not specified, this Temporary Schedule will continue to repeat on the days checked below.

2) A Day-of-Week range

- This defines what day(s) you allow the “arming” to be in effect.
 - o For example, you may want the game on Sunday but not the game on Saturday. If you check Sunday, the game will override your regular schedule on Sunday but not on Saturday.

Check the Day(s) of the Week for this Temporary Schedule to be in effect:

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

How the Game Scheduler works for One Game

This would be for a single game. You arm the Special Events Game Scheduler for that game.

Example: Where Game 1 is on MLB1 and you normally run a regular talk show schedule

<u>Action</u>	<u>Result</u>
Game 1 Begins	Receiver switches to MLB1
Game 1 goes into rain delay	Receiver switches to regular schedule
Game 1 resumes play	Receiver switches to MLB1
Game 1 ends	Receiver switches to regular schedule

Stacking multiple games

When there are multiple games offered on the same day (such as Holidays and playoffs), you can set up your receiver to switch to both games, following the same rules.

However, if Game 1 is delayed for a long time or goes extra innings where it is still in progress when Game 2 starts, it will remain on-air until it's over or goes into Rain Delay.

Example: Where there are two games and Game 1 runs long and Game 2 starts before Game 1 is over:

<u>Action</u>	<u>Result</u>
Game 1 Begins	Receiver switches to MLB1
Game 2 Begins, Game 1 still in progress	Receiver remains on MLB1
Game 1 goes into rain delay	Receiver switches to MLB2
Game 2 now goes into rain delay	Receiver switches to regular schedule
Game 1 resumes play	Receiver switches to MLB1
Game 2 resumes play	Receiver remains on MLB1
Game 1 ends	Receiver switches to MLB2
Game 2 ends	Receiver switches to regular schedule

ESPN will provide elegant cutaways and rejoins from program to program whenever the status of a game changes- begins, ends or goes in or out of rain delay.