



As Live Read Ads are proven more effective and thus are now fetching top rates, a new on-air and script management system -specifically for these ads - is available from Power-Link / Proof Of Play.

*Our vision is to give live read scripts the **accountability** that they merit.*

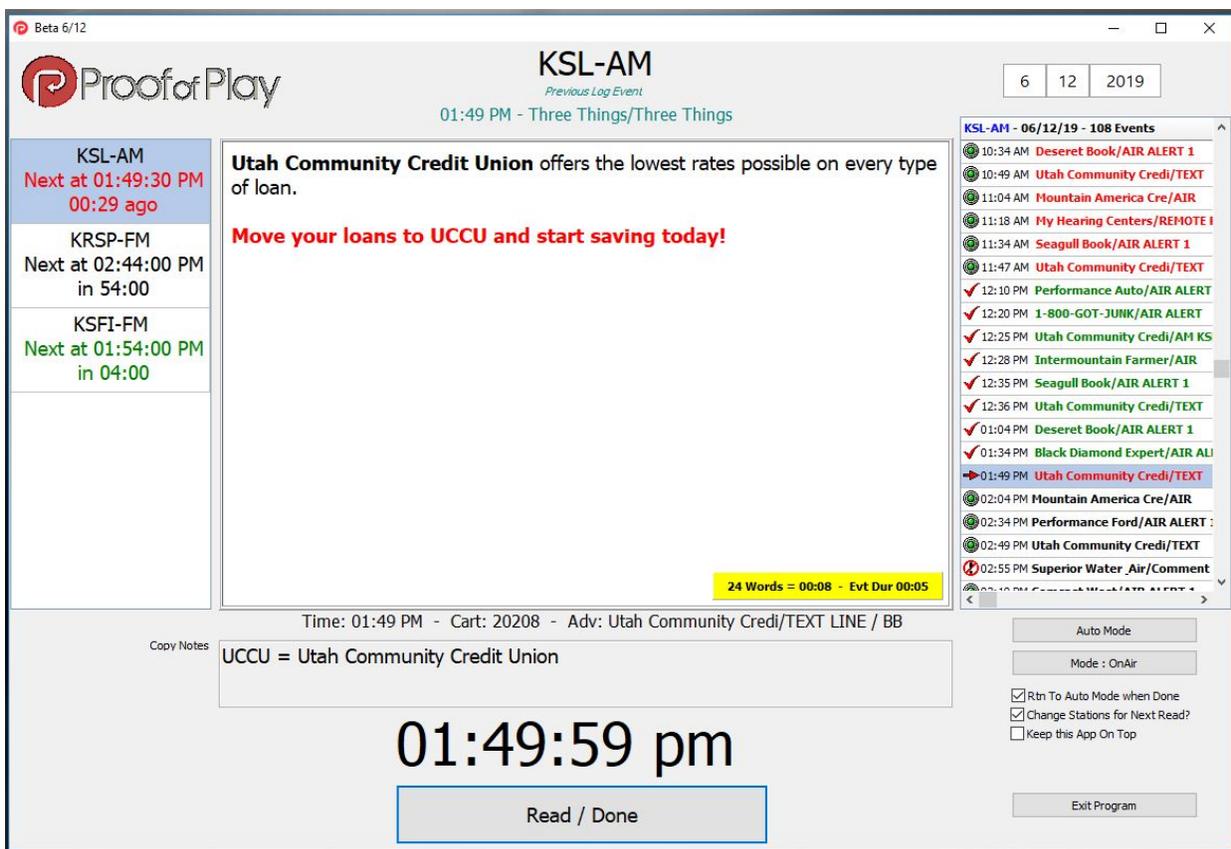
## A quick look at the “On-Air Mode” view

The on-air user screen can keep a busy air talent always prompted with the next live read that is scheduled to be read even when there are multiple stations. If allowed, it will even change stations to stay current.

The schedule on the right shows in a glance any ads that were missed and allows the user to go back and make them up. The icons indicate the presence of copy and the color indicates whether it has been read.

All activity is logged and reconciliation of these ads are enabled as precise as run logs are made.

During the reading and the editing of these events - the estimated time to read is constantly tabulated and turns yellow when it is more than the scheduled duration.



Copy notes are available below the script to pass on to the on air personnel pronunciation or any advertiser notations.

“Previous event info” helps the user know where they are on the program log or to know the prior event before this event is scheduled to be read.

*All script data herein is fabricated for development and demonstration and is NOT actual data.*



## Production Mode View

Each station's script base is either shared or individual and clicking on the Mode button (if permitted) allows the user to change to the production mode and potentially edit the event that was currently highlighted.

Each event of script and notes can be assigned a future start date to auto start.

A Kill date can be assigned to flag the users that the script is out of date.

A screenshot of the Proof of Play software interface. The window title is 'KSL-AM'. The top left shows the 'Proof of Play' logo and 'Beta 6/12'. Below the logo is a sidebar with station names: 'KSL-AM Production Mode 82 Scripts', 'KRSP-FM', and 'KSFI-FM'. The main area displays a script for 'Utah Community Credit Union' with the text: 'Utah Community Credit Union offers the lowest rates possible on every type of loan. Move your loans to UCCU and start saving today!'. A yellow box at the bottom of the script area indicates '24 Words = 00:08 - Evt Dur 00:05'. Below the script is a 'Copy Notes' field containing 'UCCU = Utah Community Credit Union'. The top right has controls for 'Start Date', 'Kill Date' (set to 07/01/19), and 'Purge Date'. The right side features a list of 82 events, with '20208 - Utah Communi' selected. At the bottom right, there are buttons for 'Mode: Production', 'Keep this App On Top', and 'Exit Program', along with a 'Save to File' button.

A Purge Date can be assigned so that on that date the event's associated script and notes will be purged to an archive folder.

Both Scripts and Notes are "Rich Text Format" which allows for the selection of Font, Bold, Italics, Underlined and the text color to format the script in a more effective manner. They can both be edited in this program or natively by using MS Word or WordPad.

A formidable script maintenance scheme accompanies this program so that scripts are potentially exchanged in an orderly and programmable manner.

The Word count and duration are calculated in real time as text is entered and uses a user setting (EG: 3 words per second) for a speech rate used in these calculations.

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## Built In “Media Checking”

Each time a new log is seen or revised a complete script readiness “Media Check” email is generated to let users know of every live read event’s readiness.

Each unique cart number is reported showing it’s scheduled duration, it’s script duration as calculated by the speech pace parameter and if the script is not found then a link that can be clicked on will bring up the correct file into WordPad for editing.

The Word Cnt / Read Dur area is not highlighted if the lengths are somewhat correct. If the script is not found then the background is yellow and if the script is significantly shorter then it is light blue..

Kill Dates and Purge dates are shown. If a Kill date has past it will be highlighted in yellow.

### PL Live Read Script Check

#### Log Check report for Wed 06/12/19 Station KRSP-FM

\* No Advertiser or Duration Changes were detected in this log \*

#### Testing 12 unique carts found in 18 events

Cart #	Advertiser/ISCI	1st Airtime	Sch Dur	Word Cnt / Read Dur	Kill Date	Purge Date
20390	CertaPro Painters/CERTA PRO LIVE	06:13 AM	01:00	99 Words - that are 00:33 seconds	TFN	TFN
20414	Motor Sportsland/MOTR SPRTL D LIVE	06:33 AM	01:00	\\pldev\Programming\Delphi_XE5_projects\LiveReader\Scripts\20414.RTF Not Found	TFN	TFN
20315	Riverton Chevrolet/RIV CHEVY LIVE	06:50 AM	01:00	\\pldev\Programming\Delphi_XE5_projects\LiveReader\Scripts\20315.RTF Not Found	TFN	TFN
20499	The Kroger Co/REMOTE CALL IN	07:10 AM	01:00	\\pldev\Programming\Delphi_XE5_projects\LiveReader\Scripts\20499.RTF Not Found	TFN	TFN
20451	Dick's Boat Shop/DICK BOAT LIVE E	07:13 AM	01:00	\\pldev\Programming\Delphi_XE5_projects\LiveReader\Scripts\20451.RTF Not Found	TFN	TFN
20309	Les Schwab Tire Centers/TRAFFIC	07:14 AM	00:05	23 Words - that are 00:08 seconds	TFN	TFN
20331	Intermountain Health/IHC LIVE ENDOR	12:13 PM	01:00	9 Words - that are 00:03 seconds	TFN	TFN
20102	Ken Garff West Valle/LIVE ENDORSEME	12:44 PM	01:00	42 Words - that are 00:14 seconds	TFN	TFN
20452	RJ DeBry & Associate/RJB LIVE ENDOR	02:44 PM	01:00	\\pldev\Programming\Delphi_XE5_projects\LiveReader\Scripts\20452.RTF Not Found	TFN	TFN
20432	Hercules Credit Unio/HCU LIVE ENDOR	04:13 PM	01:00	\\pldev\Programming\Delphi_XE5_projects\LiveReader\Scripts\20432.RTF Not Found	TFN	TFN
20453	RJ DeBry & Associate/RJB LIVE ENDOR	04:44 PM	01:00	175 Words - that are 00:58 seconds	07/01/19	TFN
20392	Parris RV/TRAFFIC	04:48 PM	00:05	\\pldev\Programming\Delphi_XE5_projects\LiveReader\Scripts\20392.RTF Not Found	TFN	TFN

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There is also an area that optionally can report script cart numbers that are frequently used across many advertisers. This is likely for generic mentions or where individual copy is not required. We will work with continuity personnel to see that this report is customized to assist them.

20281	Summerfest Arts Faire	00:10	2 days ago	Zions Bank (A)	00:10	Copy Already Exists in 20281.RTF
20111	Seagull Book	00:10	2 days ago	Zerorez	00:10	Copy Already Exists in 20111.RTF
20111	Snowbird	00:10	2 days ago	Seagull Book	00:10	Copy Already Exists in 20111.RTF
20146	Black Diamond Experts	00:10	4 days ago	Bedrock Quartz	00:10	Copy Already Exists in 20146.RTF
20158	Utah Online	00:10	2 days ago	Tracy Aviary	00:10	Copy Already Exists in 20158.RTF
20111	Intermountain Farmers Associat	00:10	> 7 days ago	Snowbird	00:10	Copy Already Exists in 20111.RTF
20111	Ogden's Carpet	00:10	2 days ago	Intermountain Farmers Associat	00:10	Copy Already Exists in 20111.RTF

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