



Power-Link Guidelines for Scheduling to the MicroFirst System

Assumption: User is Using Marketron-2000 with TV export enabled

General Rules & guidelines to be followed:

1. All events MUST have a duration. This is a MicroFirst rule and Power-Link will check this in its schedule verify routine.
2. The field known as "Event Source" to the MicroFirst, e.g. MAV70-D1, VTR1, VTR2 etc is coming from 1 of 4 places in the system. Firstly PL will check Marketron's "Source" field, as this is for programs only we will check it then check Marketron's Video field, then Marketron's Audio Field, if no value is found in any of these fields the value in the below describe "Default Event Source" will be used. This should NOT render any problems as my observation of WRJM's logs shows that they are using the Source, Audio & Video fields in a mutually exclusive manner (ie: using only **one** field at a time per event) and as only one of these values is used this mutual exclusivity should be continued. Since most of their events use MAV70-D1, if the default is configured as shown below, they need not place anything in Source, Audio or Video as the event will then take the value given as the "Default Event Source" from Power-Link's configuration.
3. To place a SMPTE starting point or "VTRPreset" (as it is referred to by MicroFirst) for (P)rogram and (S)egment type events, Marketron will instruct you on where the value is to be placed (in Marketron's Media Number field?) within the traffic systems data entry screens.

Overrides to the various event parameter defaults. In the Power-Link configuration there are defaults provided for several parameters of each event that is scheduled. In the event that the default needs to be overridden by an event, the following values can be placed in the “USER1” field.

The defaults are setup in Power-Link and will typically look like the below image:

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http://www.Power-Link.com
POWER-LINK Interface for Marketron-TV & MicroFirst for

Config For Station : WRJM      Description : TV      Station Code : R
WRJM PARAMETERS FOR MicroFirst 2.0

Output File Extension -----: TXT
Default Program Resource -----: PGM1
Default Event Source -----: MAV70-D1
Default Destination -----: PGM1
Default Channel for BetaCart -----: B
Default Fill / Key Input Number -----: 1
Default Event Mode -----: STER
Default Switch Type -----: CUT
Default Switch Rate -----: 1
Default Switcher Input-----: 1

Ctrl-Enter or ESC to Exit
```

NOTE: the fields described below are the field names in the MicroFirst System

These “default values will be put on all events except events that are “overridden” by the using **Marketron’s USER1** field and prefacing the desired value with a special character, those fields and their “special character” along with examples are discussed below.

Source Field (normally MAV70-D1) uses the Asterisk * in the Marketron User1 field: Example *VTR1 will change the source to VTR1

External Cue Resource Name (usually PGM1) uses the caret ^ in the Marketron User1 field: Example ^PGM2 will change it to PGM2

Start On Clock (usually No to wait for previous event’s cue) will be forced to Yes if an exclamation mark ! is found ANYWHERE in the USER1 field. Example : If an Exclamation Mark is found anywhere in the field the event will be a TIME STARTED event and will consequently start at the exact moment it is logged for.

Event End is a typically a D for start next event at the end of this event’s stated Duration. The “at” @ sign is the reserved character to override this default. Example @C will force an event to end at it’s scheduled END time. @Q will end the event on the receipt of an external cue and an @M will end the event by a Manual Next from the operator console.

VTR Stop At End : This is normally No indicating that the VTR roll on, if a dollar sign \$ is found anywhere in the USER1 field this parameter will be set to (Y)es so that the VTR will be commanded to stop at the END of the event.

Event Mode : This is normally defaulted to STER but the “pound sign” # will override it. Examples : #FULL , #MONO , #SPLIT , #VOC , #BUG , #MSAP , #SSAP are all valid overrides.

Switch Type : This is usually defaulted to “CUT” but the percent sign % can override it. Examples %DISSOLVE or %VFADE are other currently supported ending transitions.

End of Default field overrides

The below is Marketron’s narrative on how to access the USER1 field:

The field is accessed by the user in the following way:

When creating media, aka SpotCopy, they can enter a value into the "Production Orders" field. Not just anything in this field appears in the multi-purpose/User1 field, though. To make something go to automation, they must delimit the text with tildes (~). There are two ways to do it:

1. They can completely surround the automation codes with tilde:

~this will go to automation~ or..

2. They need only precede the automation code with a tilde, assuming nothing else is entered after the tilde but automation codes:

this won't go ~this will

So, this allows them to "embed" automation codes in a production orders field, or dedicate the entire field to automation codes. Here are several examples illustrating the different ways that the user could get the code "#123" into the multi-purpose field (Note: tilde are NOT put into the automation field, they get stripped off):

~#123

~#123~

This is a comment~#123

This is the start of a comment~#123~and the comment continues here