

# Studio

**blogtalkradio**<sup>sm</sup> 

# Studio

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# **The BlogTalkRadio Studio Help Manual**

## Studio Overview

This lesson gives you an overview of the different functional areas of Studio, and what they do.

### The Big Picture



The screenshot shows the Studio interface with the following elements highlighted by callouts:

- 1:** On Air Status and Episode Time Clock (00:12:50).
- 2:** Guest Call-In number (714) 123-4321 and Toll-Free Call-In number (800) 123-4321.
- 3:** Call A Guest Outdial button.
- 4:** Skype button.
- 5:** Host Call-In number (213) 987-6543 and Host PIN.
- 6:** End Show button.
- 7:** Blue "i" icon for host information.
- 8:** Switchboard section showing 9 callers.
- 9:** Audio Uploads section with tracks like Intro, Guest Interview, Applause, and Commercial.
- 10:** Promote section with social media sharing options for Facebook, Twitter, and BlogTalkRadio.

1. The upper left corner of the Studio application shows your On Air Status, as well as your Episode Time Clock that displays time-related information about your episode in various ways.
2. To the right of the On Air Status and Time Clock, Your Guest Call-In number is displayed. If you have added the Toll-Free Guest Calls feature to your account, your toll-free number will also be displayed. These numbers are what you give to your listeners, so they can call in to ask you questions and talk, live on the air.
3. To the right of the Guest Call-In number, the Call A Guest Outdial button is displayed. If you have a premium account that has the Outdial feature, you may use this button to have the BlogTalkRadio conferencing system place a call to your on-air guests. Some guests like this feature so they do not have to pay for their call into your episode.
4. The Skype button allows you to use Skype to connect your host call into the BlogTalkRadio conferencing system. This is a premium account feature.
5. To the right of the Skype button, your Host Call-In number and PIN are displayed. You need this information to connect your host call to the BlogTalkRadio conferencing system.
6. The End Episode button is only displayed when your episode is in progress. Clicking it will end your episode and begin the process of creating the on demand version.
7. The blue "i" icon in the upper right corner of the Studio Application allows you to see your Host and Show ID numbers, and also your Host Call-In and PIN numbers. This information is useful when calling our support team for help with your webcast.

8. The lower left part of the Studio Application is your Switchboard. This is where you control muting, screening, and hang up for your host line and your guest callers, and where you can see and change the information displayed about your callers.
9. The lower middle part of the Studio Application is the Audio Uploads section, which lets you upload audio clips for playback into your episode, as well as see the clips you already have, play them back, and adjust their playback volume.
10. The lower right part of the Studio Application displays the tabs for promoting your show, for viewing and editing your episode's information, and for chatting with your audience.

## On Air Status and Episode Time Clock



The On Air Status and Episode Time Clock area of the Studio application displays a number of different statuses and time information, before, during, and after your episode.

There are three possible states for the On Air Status display section:

1. The default state is a darkened "ON AIR" display, which means that your show has not started yet, or that it is over.
2. When your episode is live and on the air, the display will show the "ON AIR" text in a bright red.
3. When your episode time slot has ended, but you have not ended the show, the conferencing system goes into a recording state, shown with the yellow text "REC." This is a grace period to allow you to wrap up your episode for the on demand archive version. In this state, you can record audio for the on demand show, but you will not be able to take guest calls, nor will your webcast be live. The amount of time available to you depends on your account - premium users get a longer grace period to end the on demand version of your episode.

Next to the On Air Status area, there is an Episode Time Clock that counts down or counts up, depending on where you are in your episode's timeline.

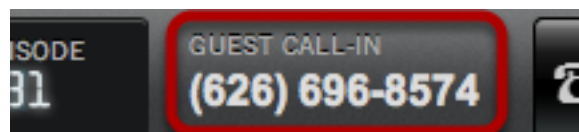
There are six possible states for the Episode Time Clock:

1. Before your episode's scheduled start time, the Time Clock will display a countdown of the time remaining until the start. The text above the clock will state "Time Until Episode."
2. Once your episode's scheduled time slot has passed, if you are not connected to the conference, the Time Clock will display a countdown of the available time remaining in your stream, and the text above the clock will state "Waiting For Host." When you see this, you

should connect immediately! It means your webcast is live, and your audience may be listening to dead air. You can use the clip playback controls to play audio clips, regardless of if you are connected to the conference or not. However, if you'd like to speak live to your audience, you'll need to either Skype or Call-In to start or re-start your host conference.

3. During the episode's time slot, the Time Clock will display a count down of the amount of time left in your Episode's time slot. The text above the clock will display "Stream Left." If your host call disconnects unexpectedly for any reason, the text above the clock will change to state "Host Disconnected" - you should call back into your episode immediately if this happens, and you will be re-connected with your live audience. You will also get error warnings when this happens, to alert you to the problem so you can fix it as soon as possible. Note that when you are disconnected unexpectedly, you can always play an audio clip using the Audio Clips section, so your audience does not hear dead air when you are not connected.
4. When your episode's scheduled time slot has ended, and your show is in the grace "Recording" period, the Time Clock will count down the time left in your grace period. The text above the clock will say "Recording Left."
5. When you end the episode manually, or your grace period ends, the Time Clock will be blank, and the text above the clock will say "Episode Ended."
6. If you log into the Studio application more than 24 hours before your next scheduled episode, the Time Clock will display all zeroes, and the text above will read "No Episode Set." This may also happen if there is an error in the application. If you're sure you have an episode scheduled within 24 hours, wait a while and the application will reload the episode. If you don't see the Studio Application load the episode and start counting down the time until it starts, check your network connection and reload your browser window.

## Guest Call-In Number



The Guest Call-In number is the number you give to your audience, so that they can call into your episode. This number is unique to your account, and when your users call it they will be able to listen to your show, and let you know when they want to ask a question. At the Premium Plus and above account levels, you will also see a toll-free number here, which you can give to your audience instead so they don't have to pay to call into your episode.

## Call A Guest Outdial Button



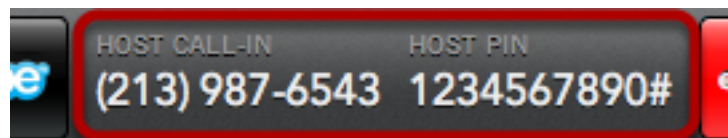
If you are a Premium account holder or above, you can use the "Call A Guest Outdial" feature. This allows you to tell the BlogTalkRadio conferencing system to make a phone call to your on-air guests. This feature is described in more detail in the [Guest Calling: Outdial](#) section.

## Skype Button



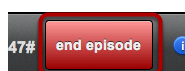
The button with the Skype logo on it starts up the host call using Skype. This feature is described in more detail in the [Using Skype For The Host Call](#) section.

## Host Call-In and PIN Numbers



The Host Call-In and PIN Numbers display area shows the telephone and PIN numbers that you will need to start the host conference if you're not using Skype. Call the number, and enter the Host PIN when prompted, and you will be connected to the BlogTalkRadio conferencing system to start your episode.

## End Episode Button



The End Episode button is only displayed during your episode's time slot. Clicking it ends your episode, and starts the processing of the on demand version. You will be given an opportunity to cancel the end episode operation, if you accidentally click the button.

## Episode Information Button



The Episode Information button displays a dialog box with your Host Call-In and PIN Numbers, as well as your Host and Episode ID numbers. The Host and Episode ID numbers are used by the BlogTalkRadio support team to help troubleshoot any issues you may be having with your webcast.

## Switchboard



The Switchboard section is the heart of the Studio Application. It is where you control your own microphone, as well see the callers to your episode and control their audio as well.

The controls of the Switchboard are as follows:

1. The first line in your caller list is always the Host call, if it is connected. That's you! You will see the host caller ID number, if available, and also see three controls - the Live button represented by a microphone, the Mute button represented by a microphone with a slash



through it, and the Screen button, which connects you to the private screening conference. The private screening conference is for you to talk privately with your guests - callers in the screening conference are NOT heard on the live webcast, nor in the on demand audio file of a past episode. When a button is clicked, it becomes active, which is shown by the icon lighting up. When a button is inactive, the icon will be darkened. Note that you cannot hang up the host line with the Studio Application, so there is no Hang Up button as there is for the guest callers.

2. Below the Host call are your guest callers. They will be added in the order in which they call into your episode. The Caller ID number, if available, will be displayed for each caller, and below that area is an editable Notes field which you can edit by clicking. The Notes field is text that only you see as the Host, where you can enter a short note with whatever you would like about the caller - their name, perhaps, or information about their question. To the right of the number and notes display are four control buttons. The first three are exactly the same as for the host, but they operate on the guest caller they're associated with - the Live button represented by a microphone, the Mute button represented by a microphone with a slash through it, and the Screen button, which connects you to the private screening conference (Private Screening is a premium feature). When a button is clicked, it becomes active, which is shown by the icon lighting up. When a button is inactive, the icon will be darkened.
3. To the far right of the Guest caller display, there is an X or Hang Up button - clicking this will disconnect that caller from your episode.
4. At the top of the Switchboard, the number of Guest callers you have in your episode is displayed in yellow text.
5. In the upper right corner of the Switchboard section, the Filter and Call a Guest buttons are displayed. Clicking on the filter button, represented by a magnifying glass icon, will drop down a text form field which you can use to search among your guest callers. This can be useful if you have a large number of guest callers and can't find the one you're looking for quickly. Next to the magnifying glass is the Call A Guest Outdial button - it functions exactly the same way as the larger Call A Guest Outdial button above does. Clicking this allows you to tell the BlogTalkRadio conferencing system to make a phone call to your on-air guests. This feature is only available for Premium account holders, and is described in more detail in the [Guest Calling: Outdial](#) section.

## Audio Clips



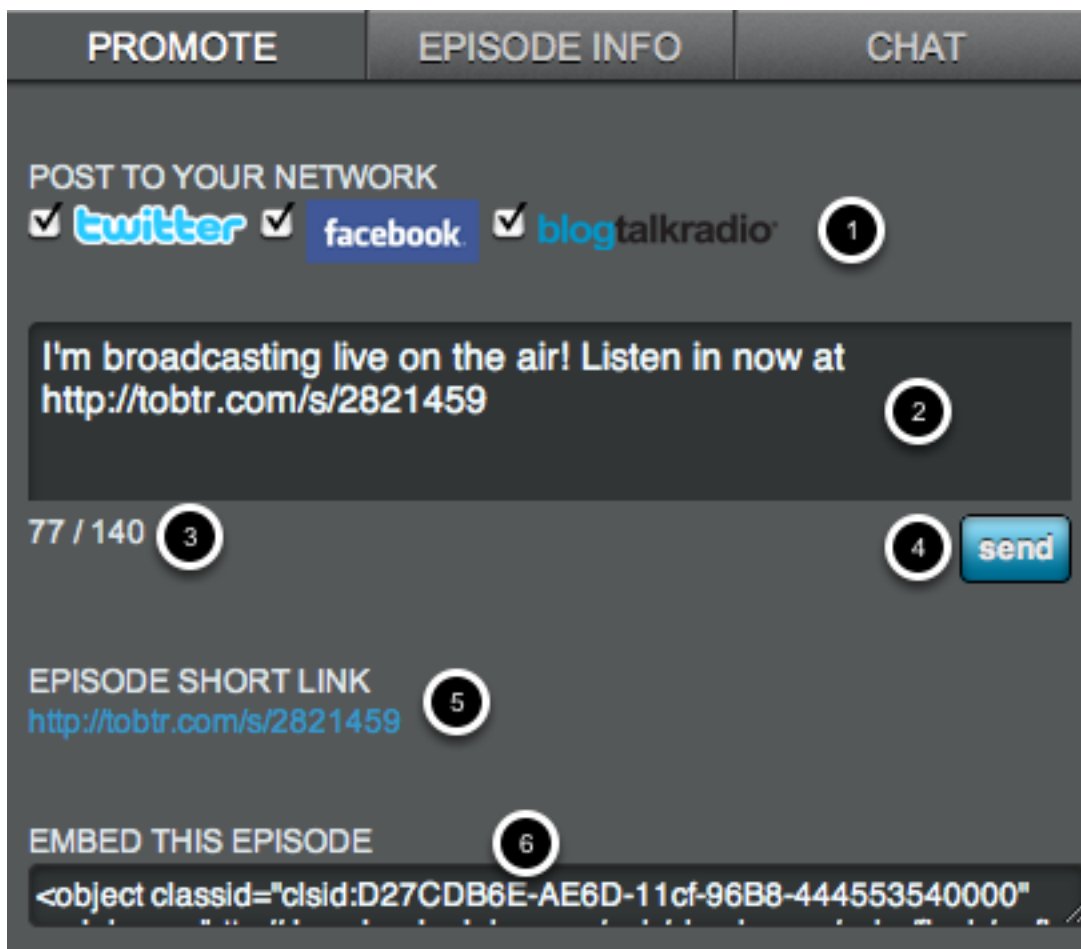
The Audio Clips section displays the Audio Clips that are available for playback in your episode. Each clip is displayed on its own line, and has its own playback and volume controls, as well as a time display. Note that before you connect your host call, you cannot play back any clips: therefore most of the controls will be hidden until the host conference is connected.

The contents of the Audio Clips section are detailed below:

1. The name of each audio clip is displayed in the upper left hand corner. This display name is editable in your MyBTR account tools, and you can also set this when you upload new audio clips using Studio.
2. Each audio clip has its own volume control. The Studio Application remembers your last setting for volume of each clip - once you find the ideal playback volume for each clip, you can leave it set that way. When you set the volume control above the red line indicators, the volume feature has the ability to add more volume than is present in the original audio file, and this can lead to unpleasant distortion effects for your audience. Listen to the audio clip as it plays back, you can hear exactly what your users hear and you'll know if there are problems.
3. Each audio clip has two time displays: the one at the top is the total time of the clip; the one at the bottom is the estimated playback time of the clip. The playback time of the clip counts up from zero once playback has been engaged.
4. The Play button, when clicked, will start the playback of your audio clip into the webcast. When a clip is playing back, the button changes to a Stop button. Clicking the Stop button stops playback of the audio clip, and resets the playback time to zero.

5. The two icons in the upper right corner of the Audio Clips section are the Filter and Upload Controls. Clicking on the filter icon, represented by a magnifying glass, will drop down a text form field which you can use to search among your audio clips. This can be useful if you have a large number of audio clips and can't find what you're looking for quickly. Next to the magnifying glass is the "+" icon. Clicking the + will allow you to upload new audio clips. This functionality is described in the [Audio Clips: Uploading](#) section.

## Promote Tab



The Promote Tab is the first tab shown on the lower right of the Studio Application. This tab allows you to promote your show to your users. It is described in more detail in the [Promoting Your Show](#) section.

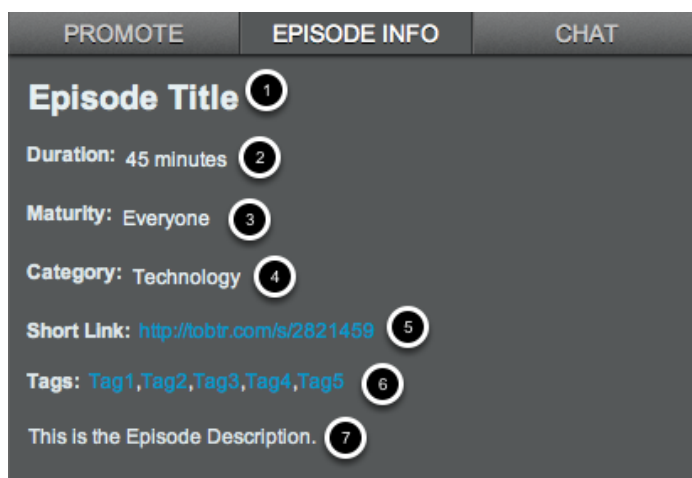
The controls of the Promote Tab are as follows:

1. The first part of the Promote Tab allows you to select the social networks that you want to post

to. You can post to Twitter, Facebook, and to your BlogTalkRadio Followers. You can post to one or any combination of these three services, simultaneously, by selecting the checkboxes next to each logo. When the checkbox is clicked and the logo is colorized, the service is enabled for posting. For Twitter and Facebook, if the logo is not colorized, the service is not connected with your Twitter or Facebook accounts - click the checkbox to start this process and enable posting.

2. The area below the network selection is the message form. This is the area where you enter your message that will be posted to your social networks, and also sent to your followers as a BlogTalkRadio system message. We populate a default message for you, which includes your episode's short URL link. You can use this default message, or edit it to create your own.
3. The character count of your message is displayed below the message entry form, if Twitter posting is enabled. This allows you to make sure your message fits within Twitter's 140 character requirements.
4. The Send button posts the message you've entered to the selected social networks.
5. The Episode Short Link is the shortened URL that links to the Episode page for your audience. You can copy and paste it into the message form when necessary, or use it to open a new window with your episode's public page.
6. The Embed This Episode area provides the HTML embed code for you to insert a BlogTalkRadio audio player into your own webpages. The player when embedded will link to the episode you're currently working on. This is a Pro Account feature, contact your BlogTalkRadio support representative to inquire about enabling it for your account.

## Episode Information Tab



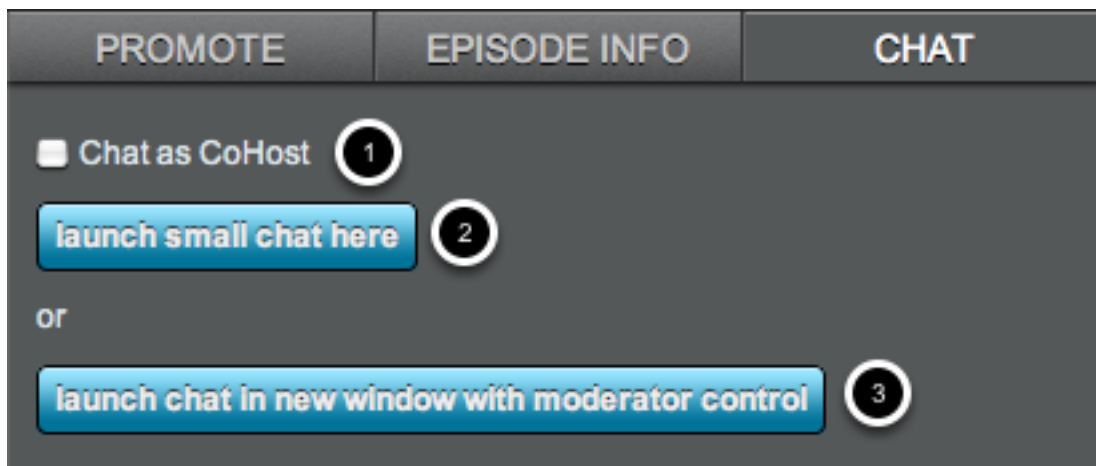
The second tab in the lower right hand side of the Studio Application is the Episode Information tab. Here you may view, and edit, your episode's data. This section is described in more detail in the [Editing Episode Information](#) section. To edit any entry, simply click on the text you want to edit,

and an inline editor tool will be created.

The information displayed is as follows:

1. Your Episode Title is the first item displayed. When you edit this, a text form box is provided.
2. Your episode's duration in minutes is the next item. When you edit this, a list of available time slots are provided.
3. The Maturity setting of your episode is displayed next. When you edit this, a list of maturity settings is provided.
4. Your episode's category is displayed. When you edit this, a list of possible categories is provided.
5. Your episode's short link is displayed after the category. The short link is not editable, but clicking it will launch a new browser window with your episode's public page.
6. Your tags are displayed after the short link. You cannot edit tags here, but they can be edited in your [Upcoming Episodes](#) page.
7. Your Episode Description is displayed last. When you edit this, a text form box is provided.

## Chat Tab



The Chat tab allows you to start a chat for your episode, which will be displayed on your episode's public page in which your users can have a text chat.

The Chat controls are as follows:

1. The Chat as CoHost checkbox lets you enter the chat room that a host has created, as the CoHost. If a chat room has not been created, one will be created when you click one of the launch buttons.
2. The Launch Small Chat Here lets you start a new chat room, and launches the mini chat interface which is inserted directly into the Studio application. The mini chat interface has



limited moderation capabilities, but otherwise allows you to chat with your guests.

3. The Launch Chat In New Window With Moderator Control button creates a new chat room when clicked, and launches the full-size chat client in a new window. The full-size chat window has full moderation controls.

## Understanding The On Air Status and Time Clock Display In Studio

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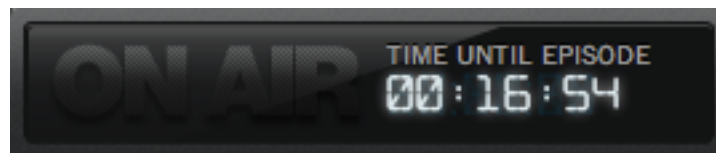
This lesson explains the different states of the On Air Status and Time Clock in the Studio Application, and what they mean when you're producing your episodes.

### On Air Status Indicator

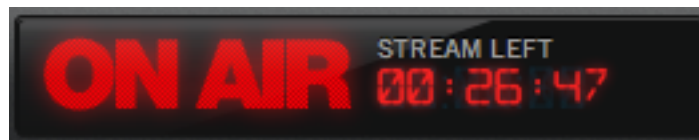


The On Air Status and Episode Time Clock area of the Studio application displays a number of different statuses and time information, before, during, and after your episode.

There are three possible states for the On Air Status display section:



The default state is a darkened "ON AIR" display, which means that your show has not started yet, or that it is over.



When your episode is live and on the air, the display will show the "ON AIR" text in a bright red.

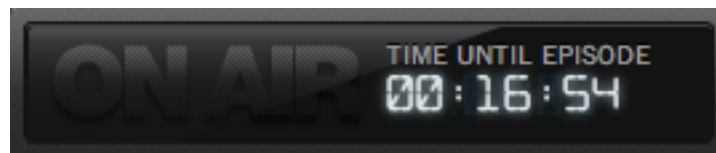


When your episode time slot has ended, but you have not ended the show, the conferencing system goes into a recording state, shown with the yellow text "REC." This is a grace period to allow you to wrap up your episode for the on demand archive version. In this state, you can record audio for the on demand show, but you will not be able to take guest calls, nor will your webcast be live. The amount of time available to you depends on your account - premium users get a longer grace period to end the on demand version of your episode.

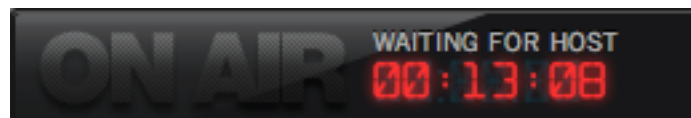
### Time Clock Display

Next to the On Air Status area, there is an Episode Time Clock that counts down or counts up, depending on where you are in your episode's time line.

There are six possible states for the Episode Time Clock:



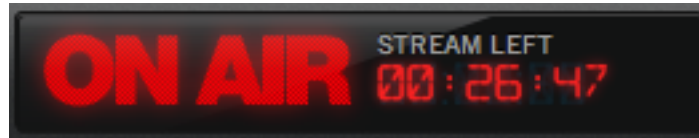
Before your episode's scheduled start time, the Time Clock will display a countdown of the time remaining until the start. The text above the clock will state "Time Until Episode."



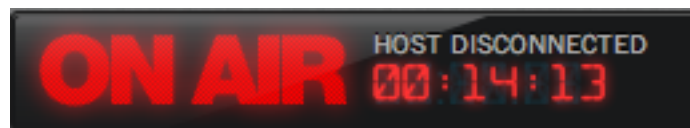
Once your episode's scheduled time slot has passed, if you are not connected to the conference, the Time Clock will display a countdown of the available time remaining in your stream, and the text above the clock will state "Waiting For Host." When you see this, you should connect immediately! It means your webcast is live, and your audience may be listening to dead air. You



can use the clip playback controls to play audio clips, regardless of if you are connected to the conference or not. However, if you'd like to speak live to your audience, you'll need to either Skype or Call-In to start or re-start your host conference.



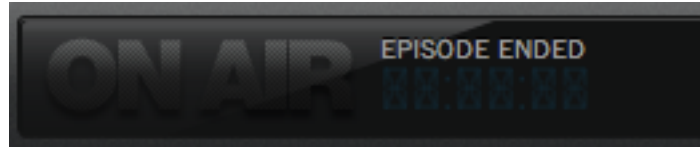
During the episode's time slot, the Time Clock will display a count down of the amount of time left in your Episode's time slot. The text above the clock will display "Stream Left."



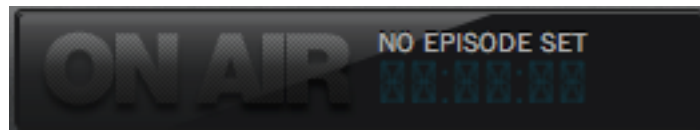
If your host call disconnects unexpectedly for any reason, the text above the clock will change to state "Host Disconnected" - you should call back into your episode immediately if this happens, and you will be re-connected with your live audience. You will also get error warnings when this happens, to alert you to the problem so you can fix it as soon as possible. Note that when you are disconnected unexpectedly, you can always play an audio clip using the Audio Clips section, so your audience does not hear dead air when you are not connected.



When your episode's scheduled time slot has ended, and your show is in the grace Recording period, the Time Clock will count down the time left in your grace period. The text above the clock will say "Recording Left."



When you end the episode manually, or your grace period ends, the Time Clock will be blank, and the text above the clock will say "Episode Ended."

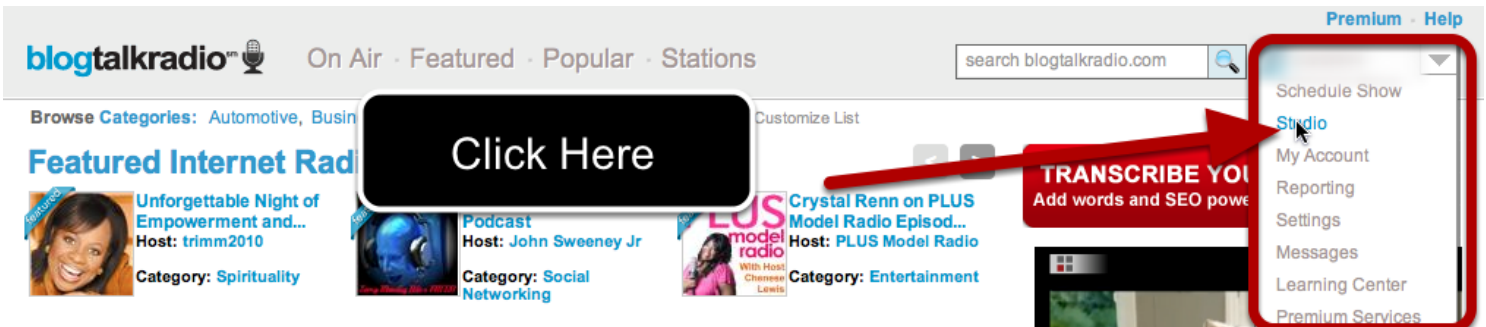


If you log into the Studio application more than 24 hours before your next scheduled episode, the Time Clock display will be blank, and the text above will read "No Episode Set." This may also happen if there is an error in the application. If you're sure you have an episode scheduled within 24 hours, wait a while and the application will reload the episode. If you don't see the Studio Application load the episode and start counting down the time until it starts, check your network connection and reload your browser window.

## Starting Your Episode

This lesson shows you how to start your episode using the Studio interface.

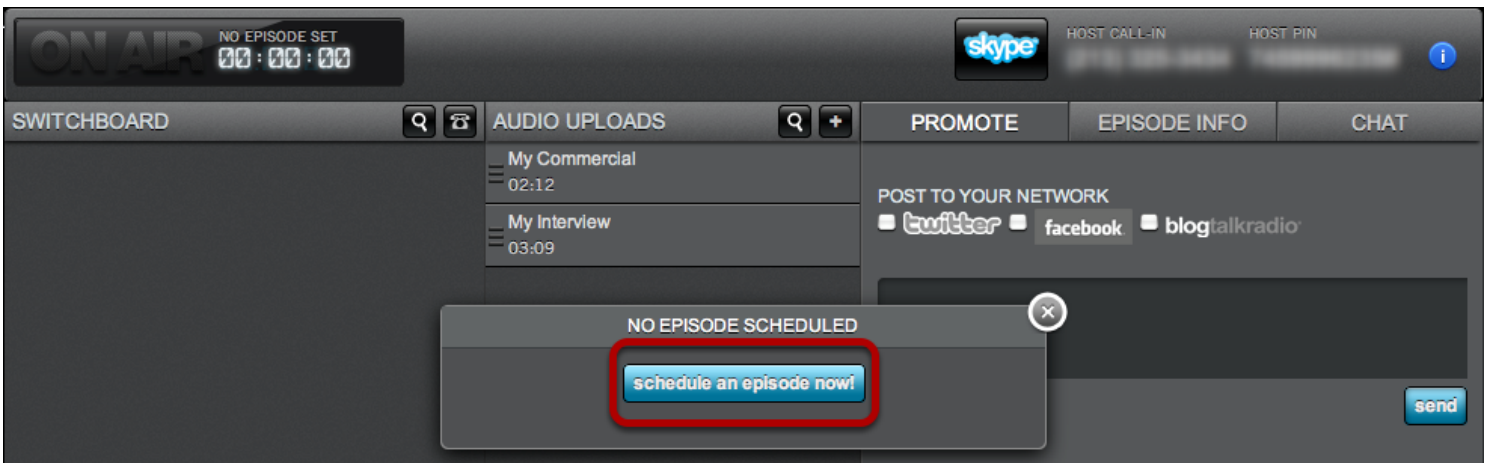
### Step 1: Open the BlogTalkRadio Studio



The screenshot shows the BlogTalkRadio website interface. In the top right corner, there is a dropdown menu with the following options: Schedule Show, Studio, My Account, Reporting, Settings, Messages, Learning Center, and Premium Services. The 'Studio' option is highlighted with a red box. A red arrow points from a black callout box with the text 'Click Here' to the 'Studio' option. Below the callout box, there is a red button with the text 'TRANSCRIBE YOUR SHOW' and a subtext 'Add words and SEO power'. The website header includes the BlogTalkRadio logo, navigation links (On Air, Featured, Popular, Stations), a search bar, and a 'Premium - Help' link. Below the header, there are featured internet radio shows with their respective hosts and categories.

To get started, open the BlogTalkRadio Studio by selecting "Studio" in your host menu, which is located in the upper right hand corner of every BlogTalkRadio page. This will open the Studio user interface in your browser.

### Step 2: Schedule Your Show



The screenshot shows the BlogTalkRadio Studio interface. At the top, there is a 'ON AIR' indicator with a timer showing 'NO EPISODE SET' and '00:00:00'. Below this, there are several tabs: SWITCHBOARD, AUDIO UPLOADS, PROMOTE, EPISODE INFO, and CHAT. The 'AUDIO UPLOADS' tab is active, showing a list of uploads: 'My Commercial' (02:12) and 'My Interview' (03:09). A dialog box is open in the center of the screen with the text 'NO EPISODE SCHEDULED' and a blue button labeled 'schedule an episode now!'. The button is highlighted with a red box. There is also a 'send' button in the bottom right corner of the interface.

If you have no show currently scheduled, Studio will prompt you to schedule your next episode. Click the blue button to go to the schedule an episode page in your BlogTalkRadio account. When you're done, you can return to the Studio page using the method in Step 1, and go to the next step.

If you have an episode scheduled already, you won't be prompted and you can skip this step.

## Step 3: Call In Using Your Phone

The screenshot displays the BlogTalkRadio Studio interface. At the top, there is a 'GUEST CALL-IN' section with a phone icon. To its right, a red box highlights the 'HOST CALL-IN' and 'HOST PIN' fields. Below this, the 'SWITCHBOARD' area shows '0 callers' and a 'Host' section with a red microphone icon. A red arrow points from the 'Host' section to a call display area labeled '2 Host Call Display'. Another red arrow points from the 'Host Dial-In Numbers' section (labeled '1') to the 'HOST CALL-IN' field. The interface also includes 'AUDIO UPLOADS', 'PROMOTE', 'EPISODE INFO', and 'CHAT' sections. A 'POST TO YOUR NETWORK' section is visible with social media icons for Twitter, Facebook, and BlogTalkRadio. A live broadcast announcement is shown at the bottom right: 'I'm broadcasting live on the air! Listen in now at http://tobtr.com/s/1957483' with a 'send' button. An 'EPISODE SHORT LINK' is also provided at the bottom right.

At any time up to 15 minutes before your scheduled episode time, you may call in to start the host conference. In the upper right corner of the Studio interface, you will see your host number, and PIN number (1).

Once you have called in, you will see the host call displayed in the Switchboard area on the left (2). You may use the live, mute, and screen controls at this time. The usage of these controls is described in the lesson: [Using The Switchboard: The Host Caller](#).

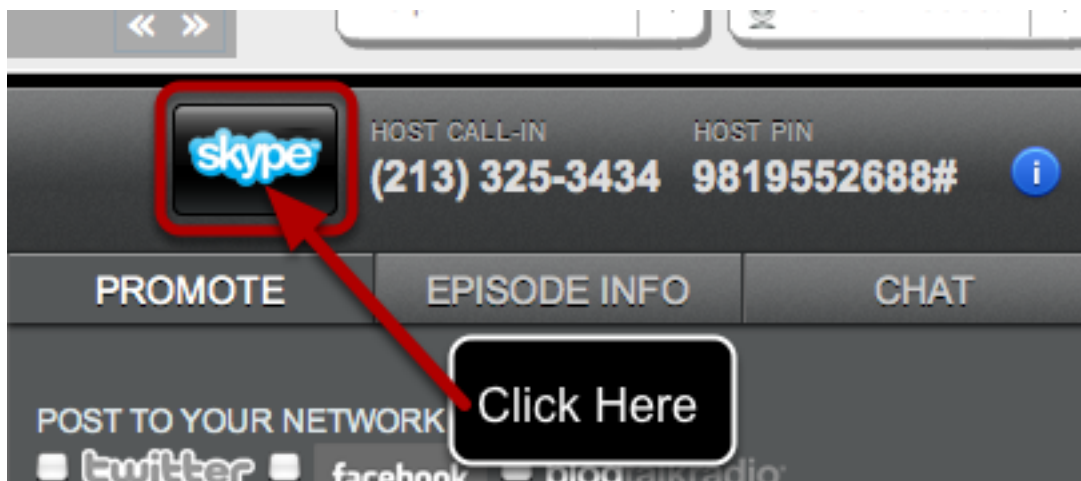
You may also use Skype to make your host call. This feature is described in the next section, [Using Skype For The Host Call](#).

## Using Skype For The Host Call

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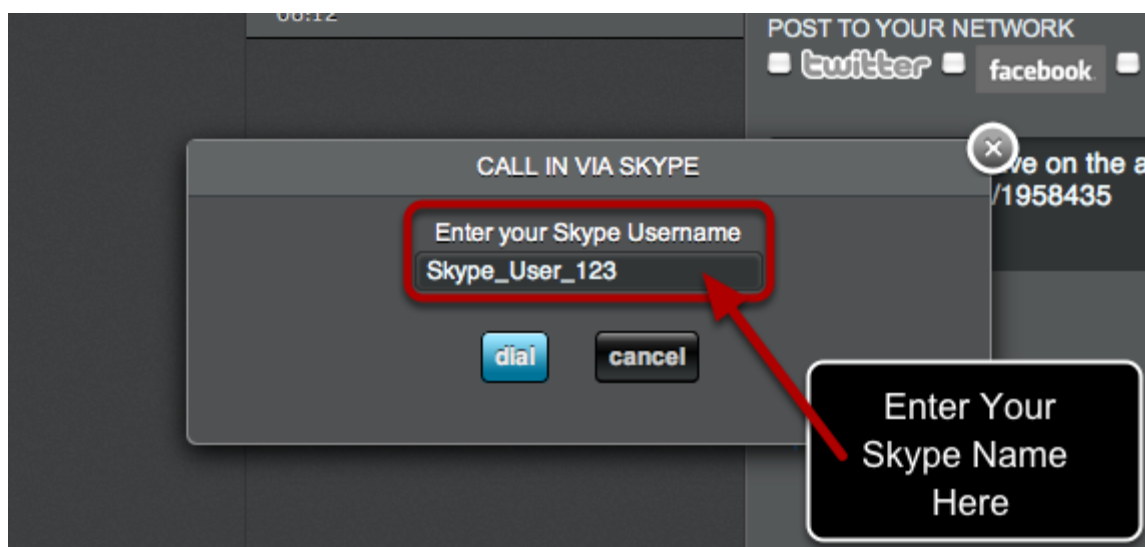
This lesson details how to use Skype to call into the BlogTalkRadio conferencing system as a host.

### Step 1: Click The Skype Logo Button



Click the button that has the Skype logo on it.

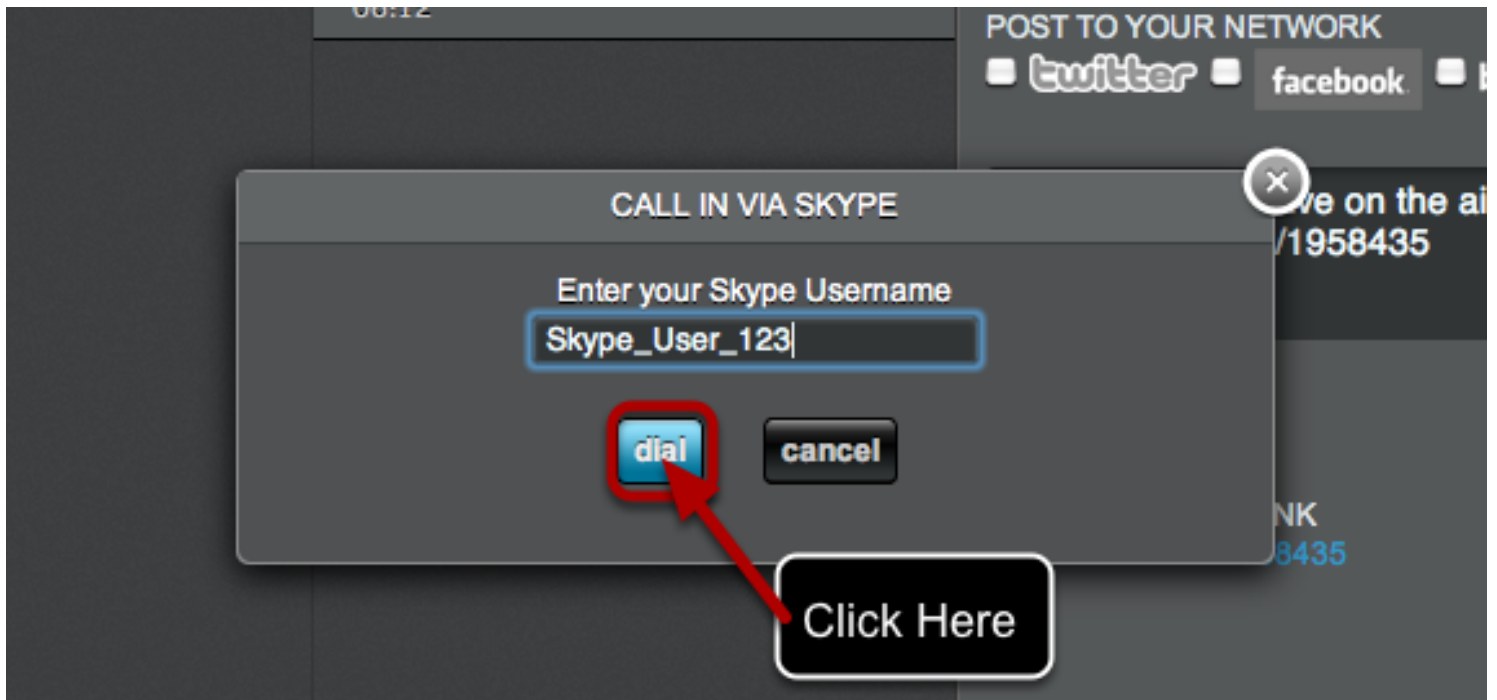
### Step 2: Enter Your Skype Name



When you click the Skype button, a dialog that asks for your Skype user name will be displayed. Enter the Skype Name you use to login to Skype, exactly as entered. (Your Skype user name is the name you use to login to the Skype service, not your display name.) You do **not** need to provide us

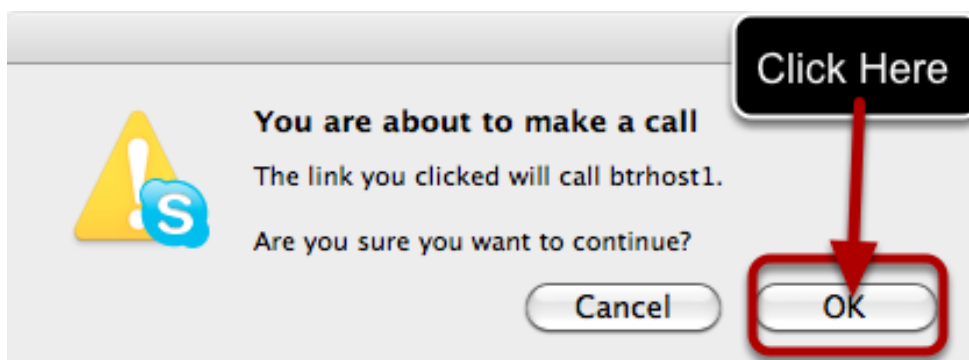
with your Skype password.

## Step 3: Click The Dial Button



Click the Dial button to initiate the Skype connection. This will launch the Skype application on your computer, and request that it make a call to us.

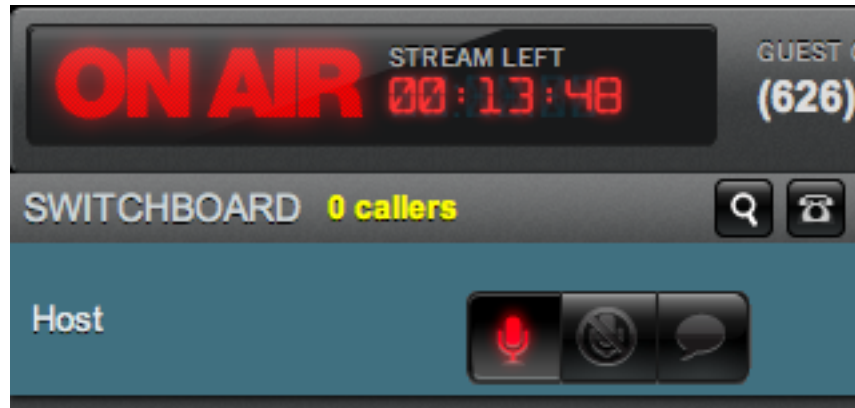
## Step 4: Let Skype Make The Call



When the Skype application is launched and receives a call request from an external program, it will ask the user if they want to continue the call. You must allow this call for the Skype feature to work. Click OK in the dialog box to let Skype to make the call to the BlogTalkRadio conferencing

system.

## Step 5: Return To Your Browser Window With The Studio Application



Once Skype connects the call, your Studio application will show the Host call in the Switchboard area. When your episode's start time has passed, you will also see the "On Air" light and the time remaining for your webcast will count down.

That's it, you're connected! Use your Skype application as you usually do, and you will be able to speak with your listeners.

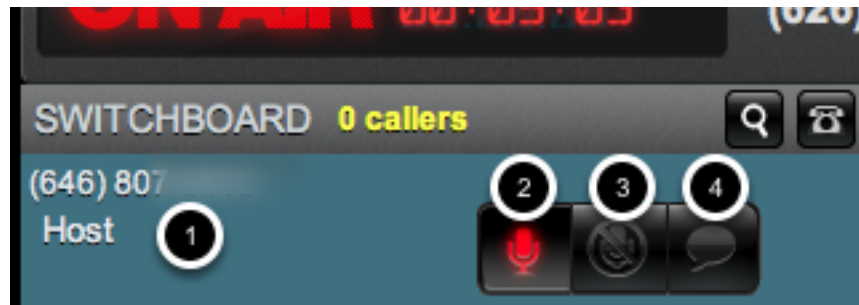
If your listeners complain that they can't hear you, make sure to check the sound inputs in your Skype preferences, to select whatever microphone or audio device you may have attached to your system, and also check your cable connections.

You can also use Skype's "Test Call" feature before your show, to test your audio setup before you're on the air.

## Using The Switchboard: The Host Caller

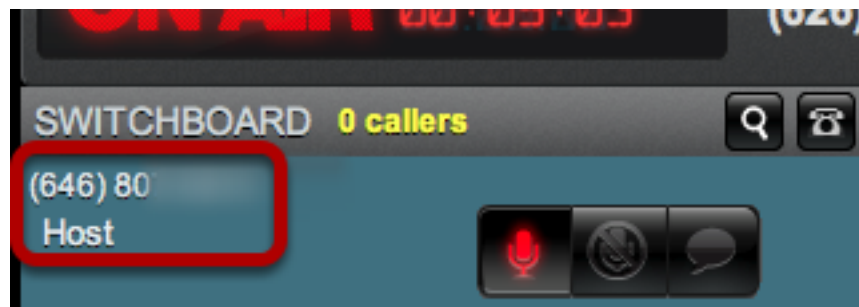
---

This lesson describes the Switchboard functionality for the Host Caller



The first line in your caller list is always the Host call, if it is connected. That's you! You can use the host caller area to control your presence in the live, or screening conferences, as well as being able to mute your host audio.

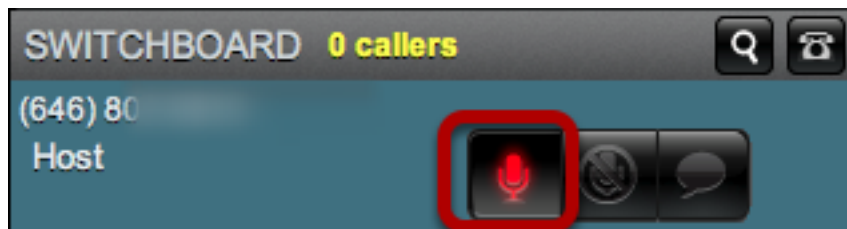
### 1. Host Name and Caller ID Number



In the first part of the Host Caller display, you will see the Host Name and Caller ID number, if available. The Host call is always designated in the Studio application as "Host."



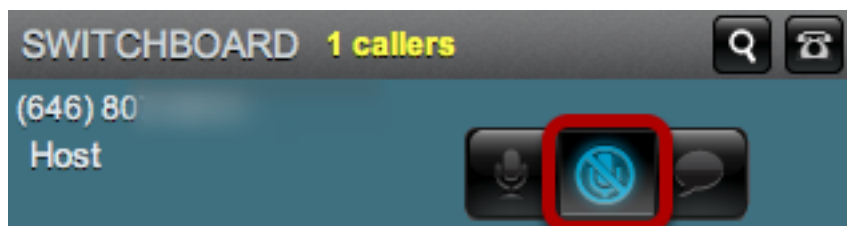
## 2. Host Caller Controls - The Live Button



To the right of the Host Caller name and Caller ID (when available), you will see the three controls you have for the host caller. The first is the Live button.

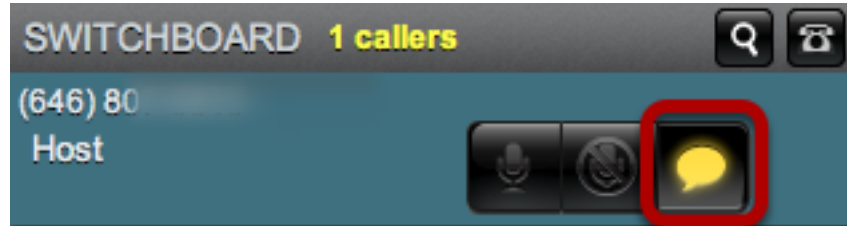
The Live button represented by a microphone - when this button is active and lit up as shown above, it means you are live on the air! Anything you say into your phone or your Skype audio connection will be heard by your audience. You will be placed into Live mode by default, when you call in to start your conference.

## 3. Host Caller Controls - The Mute Button



The Mute button represented by a microphone with a slash through it. When you click this button to make it active, it will light up as shown. When the Mute button is active, your phone, microphone, or other Skype audio connection device is muted - your callers will not be able to hear any sounds from your conference connection.

## 4. Host Caller Controls - The Screen Button



The Screen button is represented by a yellow "speech bubble." Clicking this button will place the host call into the private screening conference, and light up the button as shown.

The private screening conference is for you to talk privately with your guests - callers in the screening conference are NOT heard on the live webcast, nor in the on demand audio file of a past episode. Only the callers that are in the screening conference with you will be able to hear you.

Note that each guest caller you want to place into the private screening conference must also have the Screen button activated!

Private Screening is a Premium Feature, you will not be able to use this with a free account. This feature is described in more detail in the [Using The Switchboard: Private Screening Conference](#) section.

## Using The Switchboard: Guest Callers

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This lesson shows you how to use the Switchboard to control your Guest Callers.

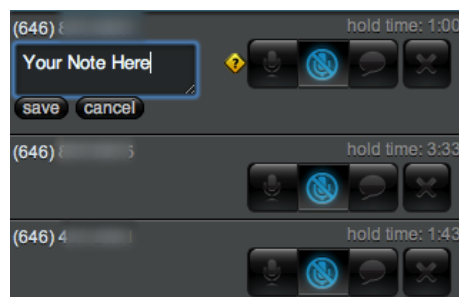
### Guest Caller List



Below the Host call are your guest callers. They will be added in the order in which they call into your episode. The Caller ID number, if available, will be displayed for each caller, and below that area is an editable Notes field which you can edit by clicking.

Also, note the Hold Time counter in the upper right corner of each caller display. It is a count up timer, estimating the amount of time a caller has been on hold. The counter is re-set to zero if you place a caller on the air, or in the private screening conference.

### Editing Notes For A Guest Caller



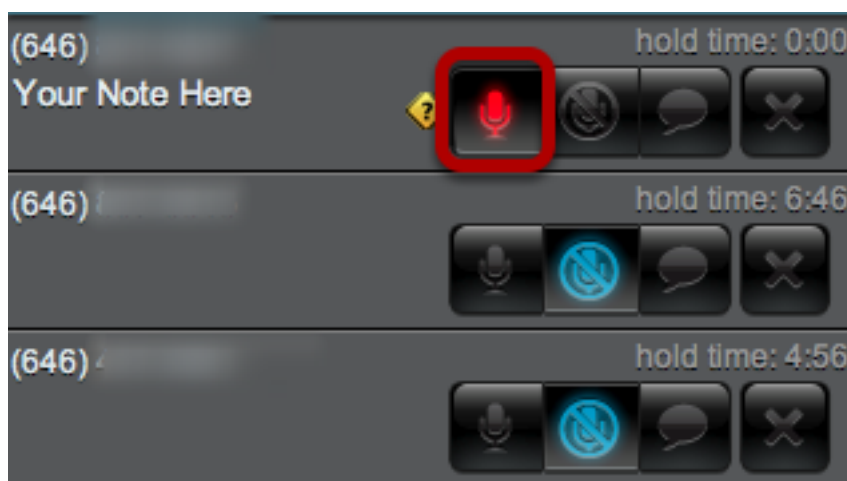
The Notes field is text that only you see as the Host, where you can enter a short note with whatever you would like about the caller - their name, perhaps, or information about their question. This information is saved for the duration of your episode, so that you may more easily remember

your callers.

To edit a caller note, click on the phone number of the guest caller you'd like to edit. A text form will be created, with Save and Cancel option buttons.

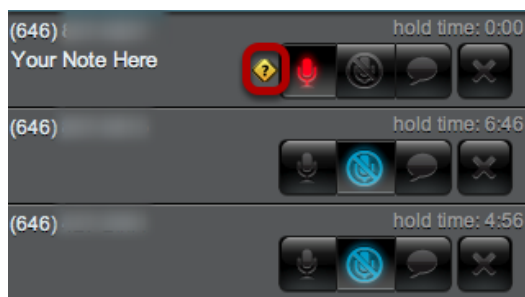
When you're done entering your text, click Save and the note will be saved.

## Making A Caller Live



To the right of the number and notes display are four control buttons. The first three are exactly the same as for the host, but they operate on the guest caller they're associated with. The first is the Live button, represented by a microphone. When you click it, it will light up as shown, and the Guest Caller will be placed on the air.

## Guests Who Want To Talk To The Host



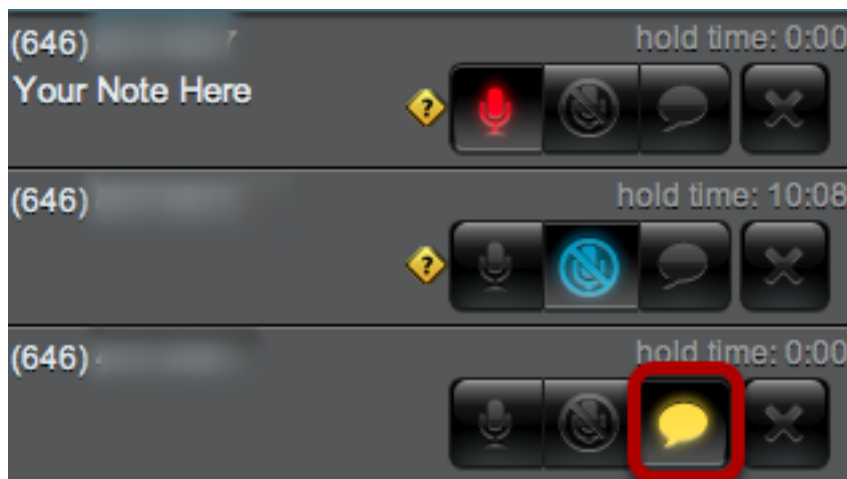
When guest callers are connected to your webcast, they can press "1" on their phone keypad to indicate that they want to talk to you. When they do this, it will be indicated in Studio with a yellow diamond next to the Live button, with a question mark in it.

## Muting A Guest Caller



In between the Live and Screen buttons, the Mute button is shown. It is represented by an icon of a microphone with a slash through it. Clicking this button lights up the button as shown, and mutes the caller from both the Live and Private Screening Conference.

## Guest Callers - Private Screening Conference



The Screen button is represented by a yellow "speech bubble." Clicking this button will place the guest call into the private screening conference, and light up the button as shown.

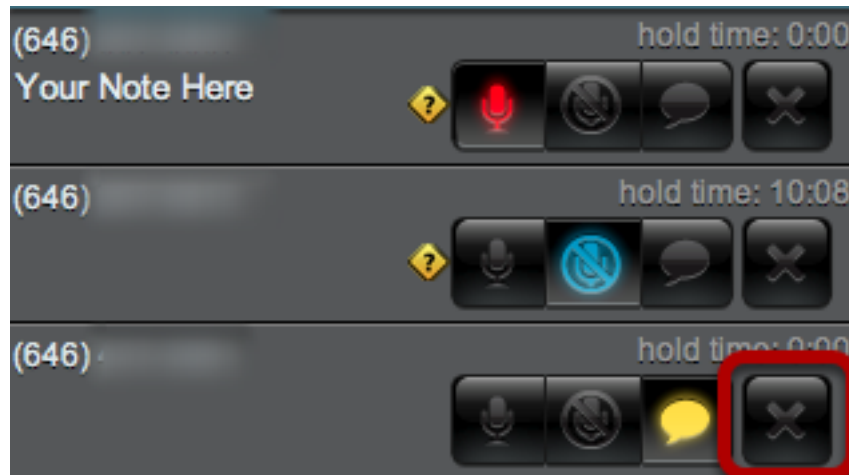
The private screening conference is for the host to talk privately with your guests - callers in the screening conference are NOT heard on the live webcast, nor in the on demand audio file of a past episode. Only the callers that are in the screening conference with the host will be able to

hear each other.

Note that each guest caller you want to place into the private screening conference must also have the Screen button activated, as shown in the example above.

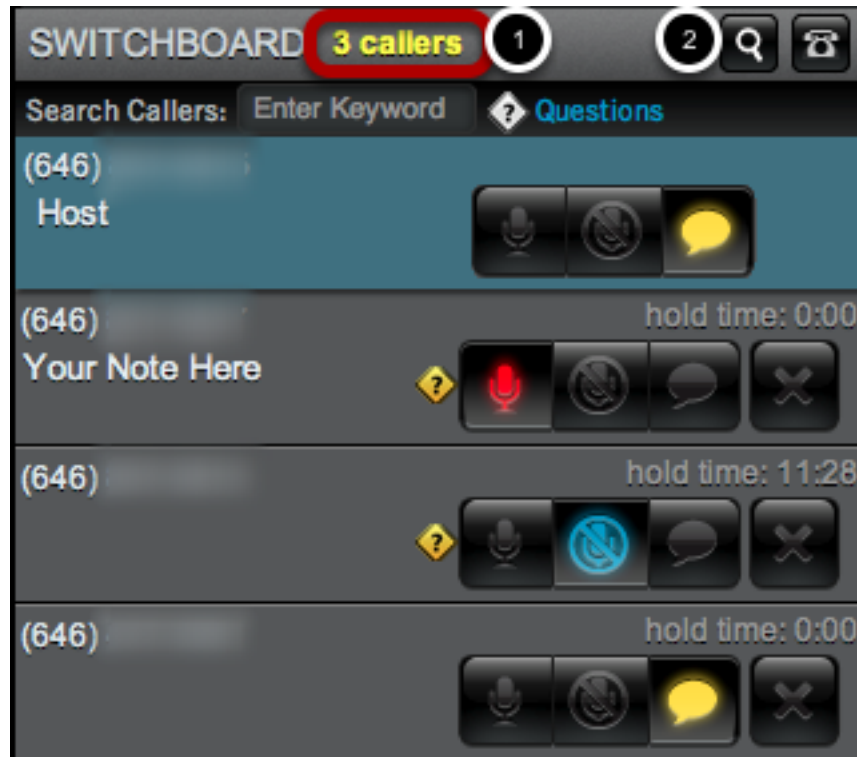
Private Screening is a Premium Feature, you will not be able to use this with a free account. This feature is described in more detail in the [Using The Switchboard: Private Screening Conference](#) section.

## Hanging Up a Guest Caller



To the far right of the Guest caller display, there is an X or Hang Up button - clicking this will disconnect that caller from your episode.

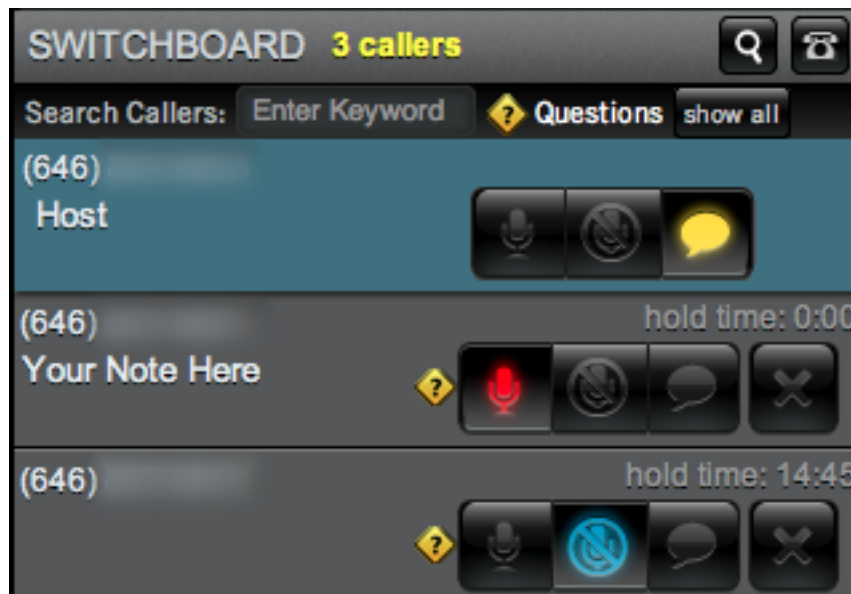
## Guest Callers - Other Features



At the top of the Switchboard, the number of Guest callers you have in your episode is displayed in yellow text (1).

In the upper right corner of the Switchboard section, the Filter and Call a Guest buttons are displayed (2).

## Filtering Guest Callers



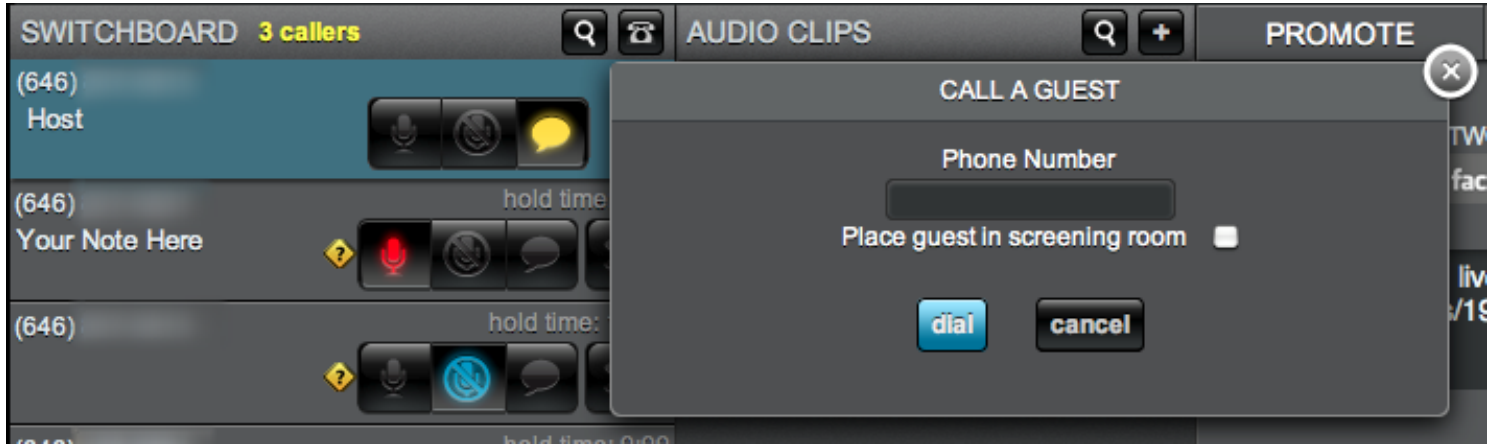
Clicking on the filter button, represented by a magnifying glass icon, will drop down a text form field which you can use to search among your guest callers. This can be useful if you have a large number of guest callers and can't find the one you're looking for quickly. To use the filter, enter text in the text form that is labeled "Enter Keyword" - any text you enter here will be matched against both the Caller ID phone number (when available) as well as any notes you've created for a caller.

Next to the Enter Keyword form, there's a diamond-shape icon with a question mark in it. Clicking this icon turns it yellow, as shown, and this will filter the caller list to show only those callers that have requested to talk to the host by pressing "1" on their keypads. This works in conjunction with the keyword filter.

Next to the "Questions" text, there is a button labeled Show All. This button clears out any keyword filter you've set, and/or the Questions filter you activated. Clicking this will show all callers who are called into your webcast conference.



## Call A Guest - Outdial



Next to the magnifying glass is the Call A Guest Outdial button - it functions exactly the same way as the larger Call A Guest Outdial button above does. Clicking this allows you to tell the BlogTalkRadio conferencing system to make a phone call to your on-air guests. This feature is only available for Premium account holders, and is described in more detail in the [Guest Calling: Outdial](#) section.

## Using The Switchboard: Private Screening Conference

This lesson details how to use the Switchboard to create a Private Screening Conference. Private Screening allows you to talk with your guests privately, without your audience hearing your conversation. Private Screening Conferences are a premium account feature, it is not available to free BlogTalkRadio users.

### Starting The Private Conference



The first step in starting the private conference is to place a caller into the conference. This can be either the host caller, or a guest caller - it doesn't matter which. Pick the first caller that you want to place into the private screening conference, and click the "speech bubble" or Screen button as shown. When the button lights up as in the example, that caller is in the screening conference. (They will hear silence, until at least one other caller is placed into the screening conference.)

Repeat the click on Screening button for every caller that you want to add to the screening conference, and they will be added.

Note that the Host caller does NOT have to be part of the Private Screening Conference. You may use the Screening Conference to allow several Guest callers to talk amongst themselves, while

not disturbing the live webcast in any way. Some hosts use the Screen functionality as a "Green Room" for their on-air guests to talk between themselves before they go on the air.

In this example above, we see both the Host, and the last Guest caller in the list, are in the screening conference. They will be able to talk to each other privately.

### **Removing Guest Callers From The Private Screening Conference**

To remove Guest callers from the Private Screening Conference, you can do one of several actions:

1. Click the Hang Up, or X button, to remove them from your episode entirely. The Guest will be disconnected immediately.
2. Click the Mute button (the mute button is represented by the blue microphone with the strike through). This will remove the Guest caller from the private conference, and place them in a muted state. They will be able to listen to your live webcast as any other audience member, but will not be able to speak into the webcast.
3. Click the Live button (represented by the red microphone icon) to place the Guest caller into the live webcast. They will be "on the air" and able to speak to your audience.

### **Removing The Host Caller From The Private Screening Conference**

To remove the Host caller from the Private Screening Conference, you can do one of two actions:

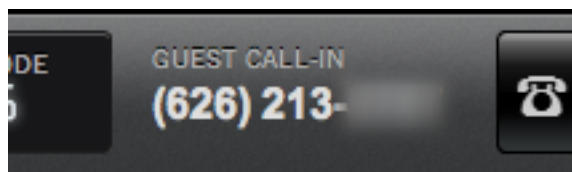
1. Click the Mute button (the mute button is represented by the blue microphone with the strike through). This will remove the Host caller from the private conference, and place them in a muted state. The Host will be able to listen to the live webcast as any other audience member, but will not be able to speak into the webcast as the Host is muted.
2. Click the Live button (represented by the red microphone icon) to place the Host caller into the live webcast. The Host will be "on the air" and able to speak to the audience.

## Guest Calling: Regular Call-In

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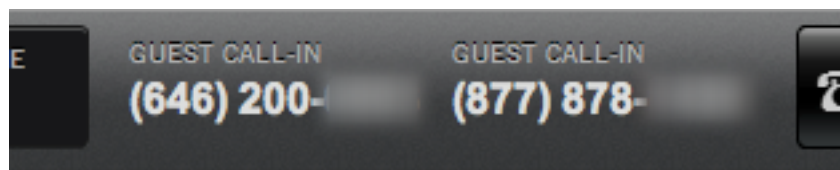
This lesson describes how your Guest callers can use the regular Call-In function to call into your episode.

### Guest Call-In Number



At the top of the Studio application, to the right of the On Air Status/Time Clock area, your guest Call-In numbers are displayed. If you have not purchased a toll-free Guest number, this will display a toll number only.

### Guest Call-In Number with Toll Free Option



For Premium Plus and Pro users, BlogTalkRadio offers the option to create a toll-free number for your guests to call in with - if your account has this option, you will see both a toll number, and a toll free number, displayed in this area.

It is your choice as a host which number to give out - remember that if you give your audience the toll-free number, you will be required to pay the toll charges for all callers who use it.

if you would like to enable this option on your account, contact BlogTalkRadio customer support.

### Give these Call-In Number(s) To Your Audience

These Call-In numbers are unique to your account, and do not change. When you give them to your audience members, they can call into your webcast when you are broadcasting live. When your audience members call into these numbers, they'll be displayed in the Switchboard as described in the [Using The Switchboard: Guest Callers](#) section.

## Guest Calling: Outdial

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This lesson describes how to use the Outdial feature to have the BlogTalkRadio conferencing system place the call to your on-air guests. This is a Premium feature, not available to hosts with free accounts.

### Click the Call A Guest button

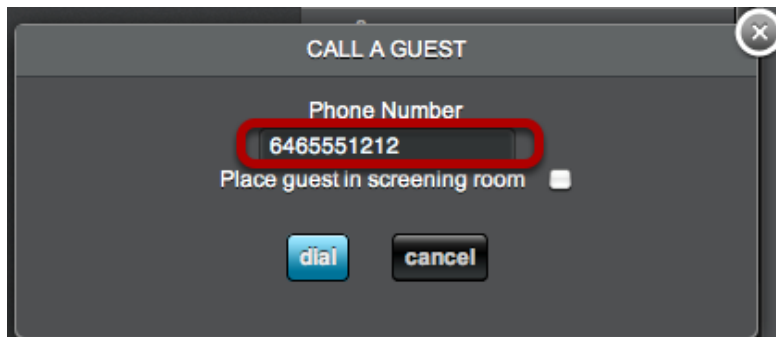


To request that the BlogTalkRadio conferencing system place an outdialed call to your on-air guest, first click the Call A Guest button. The buttons display an old style "Telephone" icon, and are located in two places for your convenience. The example above shows the large button, which is located at the top of the Studio application next to the Guest Call-In numbers.



The second Call A Guest button is smaller, and located in the top part of the Switchboard section, next to the Filer tool magnifying glass. Both buttons function exactly the same way. Clicking them will create a pop-up dialog with a form for you to fill out, to place your outbound call.

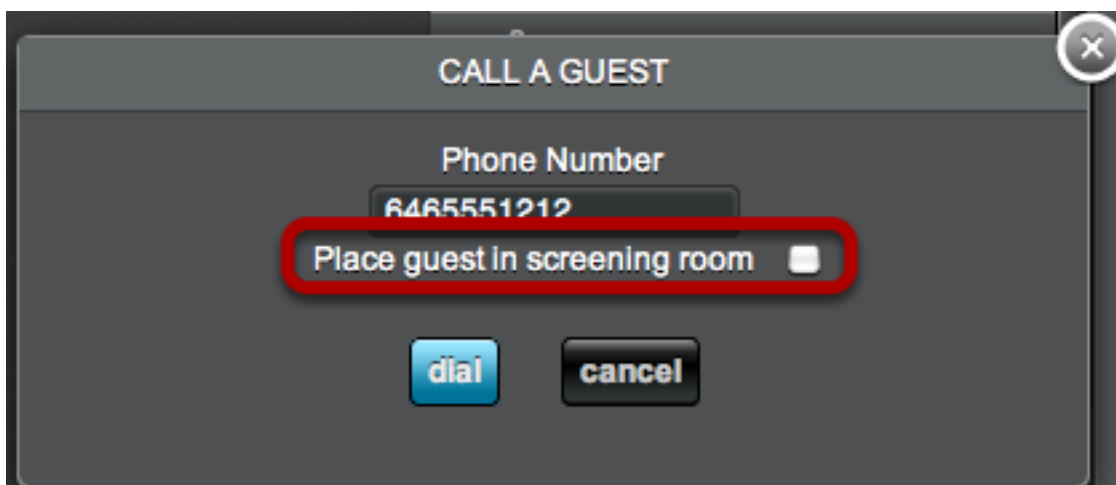
### The Call A Guest Form



When either of the Call A Guest buttons is clicked, a dialog will be created that presents the Call A Guest form.

The phone number entry area is highlighted above. Enter your Guest's phone number here, and proceed to the next step.

## Screening Room Option



The screenshot shows a dark grey dialog box titled "CALL A GUEST" with a close button (X) in the top right corner. Below the title is a "Phone Number" input field containing the number "6465551212". Below the input field is a checkbox labeled "Place guest in screening room", which is checked. At the bottom of the dialog are two buttons: "dial" (blue) and "cancel" (black).

Below the Guest phone number entry field, there is an option to place the guest call immediately into the Private Screening Conference. When this checkbox is checked, when the Outdial call is successfully completed, the Guest will be placed immediately into the Private Screening Room.

If this checkbox is not checked, the Guest will be placed into a Mute state once the Outdial call is successfully completed.

The Private Screening Conference functionality is described in the [Using The Switchboard: Private Screening Conference](#) section.

## International Outdial Option

Some users may have the capability to place Guest calls to International numbers. If you have this feature enabled, your Call A Guest Form will appear as in the screenshot above.

If you have this option enabled, first select the country which you would like to place your Outdial call to, and then enter the number as usual.

If you would like to enable the International Outdial option for your account, contact BlogTalkRadio customer service.

## Audio Clips: Playing Back Audio Clips

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This lesson details how to use the Audio Clips section of the Studio application. This area controls audio clip playback and volume.

### Audio Clips Overview



The Audio Clips section displays the Audio Clips that are available for playback in your episode. Each clip is displayed on its own line, and has its own playback and volume controls, as well as a time display. If you have no audio clips in your account, you will be offered the opportunity to upload new clips into your account. This functionality is described in more detail in the [Audio Clips: Uploading](#) section.

Note that before you connect your Host call, you cannot play back any clips: therefore, most of the controls will be hidden until the Host conference is connected.



## Audio Clips: Sorting



You can use your mouse to drag and drop each audio clip to change their sort order. Click on anywhere in the clip row except for the Play/Stop button, or the Volume Control, and you can drag the clip to re-sort them any way you like.

Any changes to the Audio Clip sort order will be saved, and re-loaded for you the next time you use the Studio Application. The sort order saving mechanism is specific to your computer and browser - if you load the Studio application on a different computer or in a different browser client, the sort order will go back to the default order.

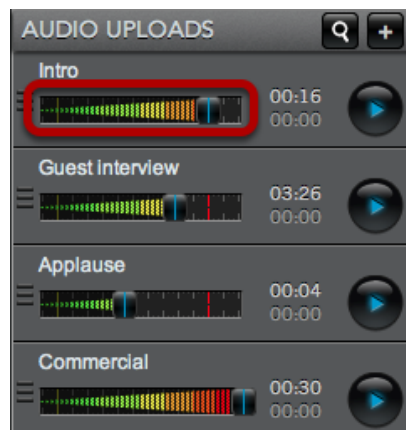


## Audio Clips: Name



The name of each audio clip is displayed in the upper left hand corner. This display name is editable in your MyBTR account tools, and you can also set this when you upload new audio clips using Studio.

## Audio Clips: Volume Control



Each audio clip has its own volume control. The Studio Application remembers your last setting for volume of each clip - once you find the ideal playback volume for each clip, you can leave it set that way. You can change the volume before starting playback, or during playback - if you change

the volume during playback, there will be a short delay before the volume change takes effect.

When you set the volume control above the red line indicators, the volume feature has the ability to add more volume than is present in the original audio file, and this can lead to unpleasant distortion effects for your audience. Listen to the audio clip as it plays back, you can hear exactly what your users hear and you'll know if there are problems.

## Audio Clips: Time Display



Each audio clip has two time displays: the one at the top is the total time of the clip; the one at the bottom is the estimated playback time of the clip.

The playback time of the clip counts up from zero once playback has been engaged.

## Audio Clips: Play Button



The Play button, when clicked, will start the playback of your audio clip into the webcast. When a clip is playing back, the button changes to a Stop button.

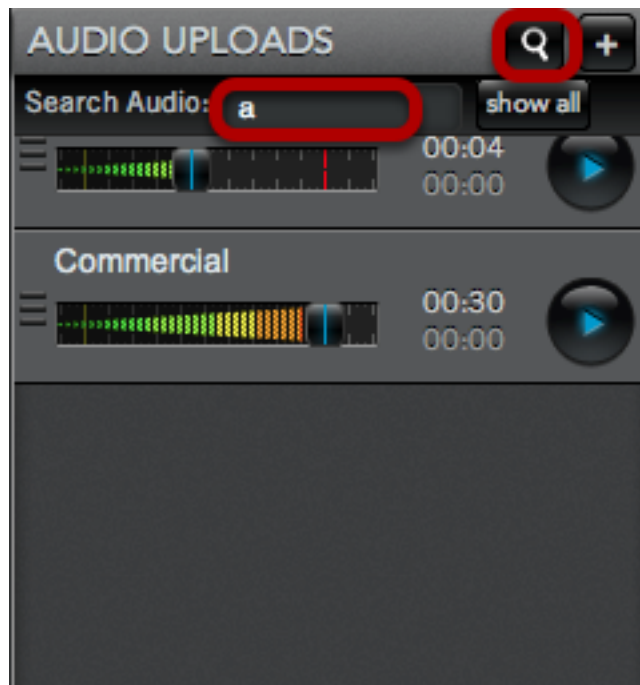
## Audio Clips: Stop Button



When a clip is playing back, the Play button changes state, into a Stop button.

Clicking the Stop button stops playback of the audio clip, and resets the playback time to zero.

## Audio Clips: Filtering



The two icons in the upper right corner of the Audio Clips section are the Filter and Upload Controls.

Clicking on the filter icon, represented by a magnifying glass, will drop down a text form field which you can use to search among your audio clips.

This can be useful if you have a large number of audio clips and can't find what you're looking for quickly.

Enter any keywords into the form entry field labeled "Enter Keyword" - any text you enter will be matched against the names of your clips, showing only those with names that match the entered text.

Next to the Enter Keyword text form, a Show All button is displayed. Clicking this will clear out any text you've entered into the Enter Keyword form, and will cause all of your audio clips to be displayed.

## Audio Clips: Uploading

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This lesson details how you can upload new audio clips into the Studio application, for playback in your episodes.

### Step 1: Click The Upload Button

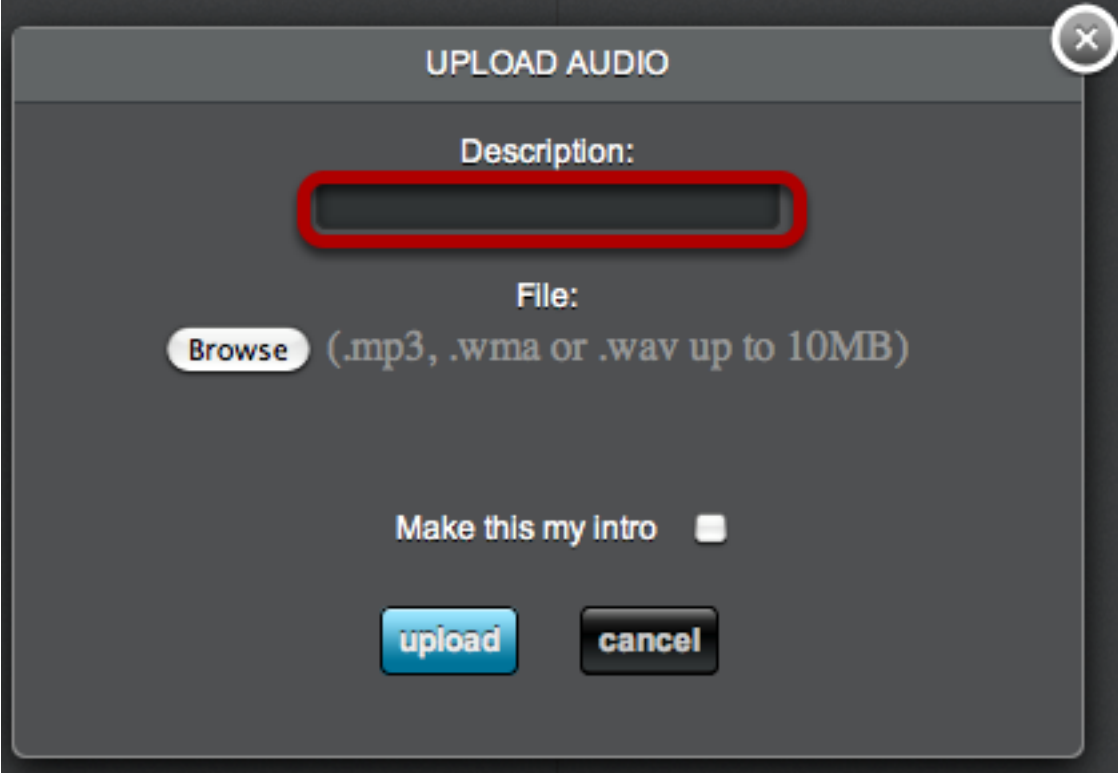


In the Audio Clips section next to the magnifying glass, is the Upload or + button.

Clicking the button will allow you to upload new audio clips.

Free users can upload up to three audio clips. Premium account holders can upload more audio clips. When you have reached the maximum amount of audio clips available for your account, you will not be allowed to upload more clips.

## Step 2: Enter Your Description



UPLOAD AUDIO

Description:

File:

Browse (.mp3, .wma or .wav up to 10MB)

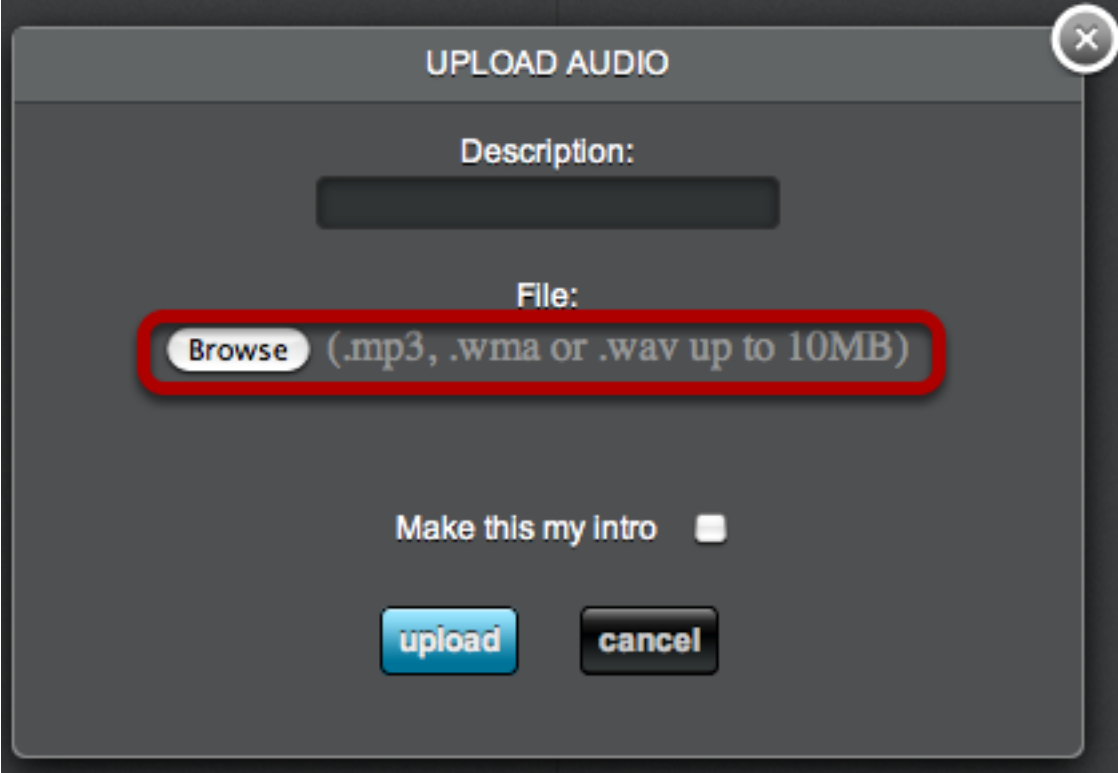
Make this my Intro

upload cancel

When you click the + button, an upload dialog form will be created.

First, enter the text description of the audio file you want to upload. This is a short name for your audio clip, that will be used in the Audio Clip list. Choose a name that is descriptive and helps you understand the content of the clip.

## Step 3: Browse For The File On Your System



UPLOAD AUDIO

Description:

File:

Browse (.mp3, .wma or .wav up to 10MB)

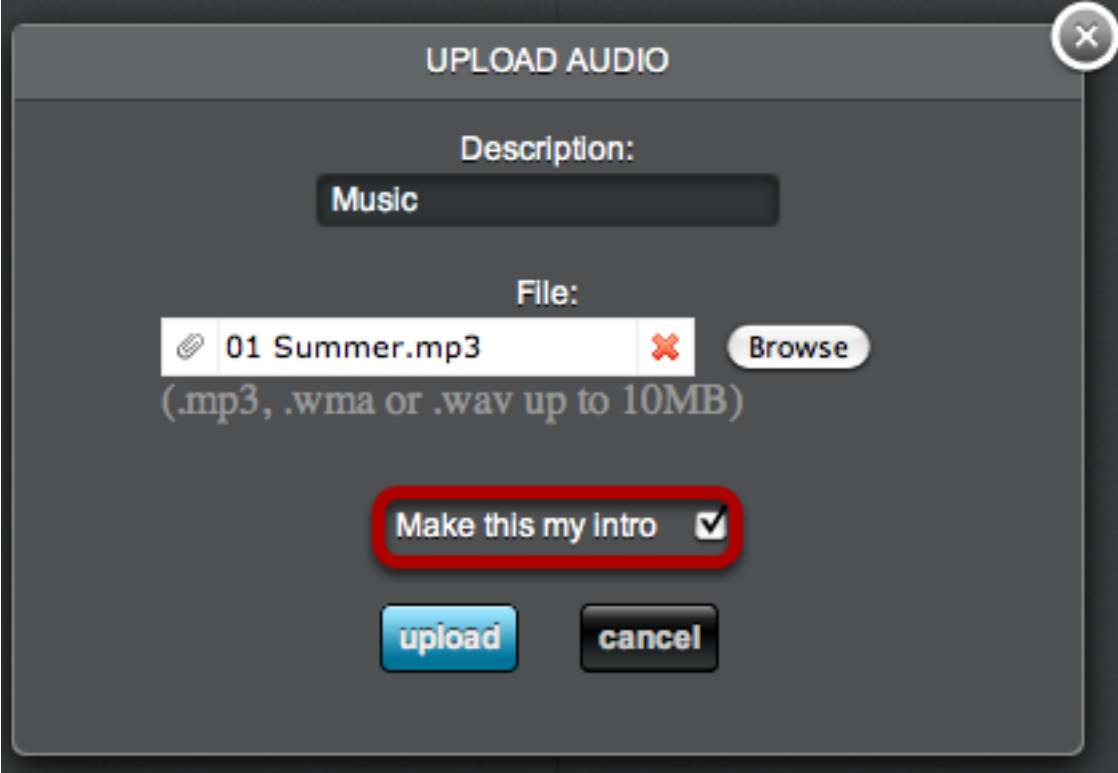
Make this my Intro

upload cancel

Then, use the Browse button to select an MP3, WMA (Windows Media), or WAV (Uncompressed PC Audio) format file on your system. This will create a file browser dialog on your computer, which you can use to find and select the audio file you want to upload for processing.


Note that any file you want to upload, must be less than 10 MB in size.

## Step 4: Optional - Make This My Intro



UPLOAD AUDIO

Description:  
Music

File:  
01 Summer.mp3  Browse

(.mp3, .wma or .wav up to 10MB)

Make this my Intro

upload cancel

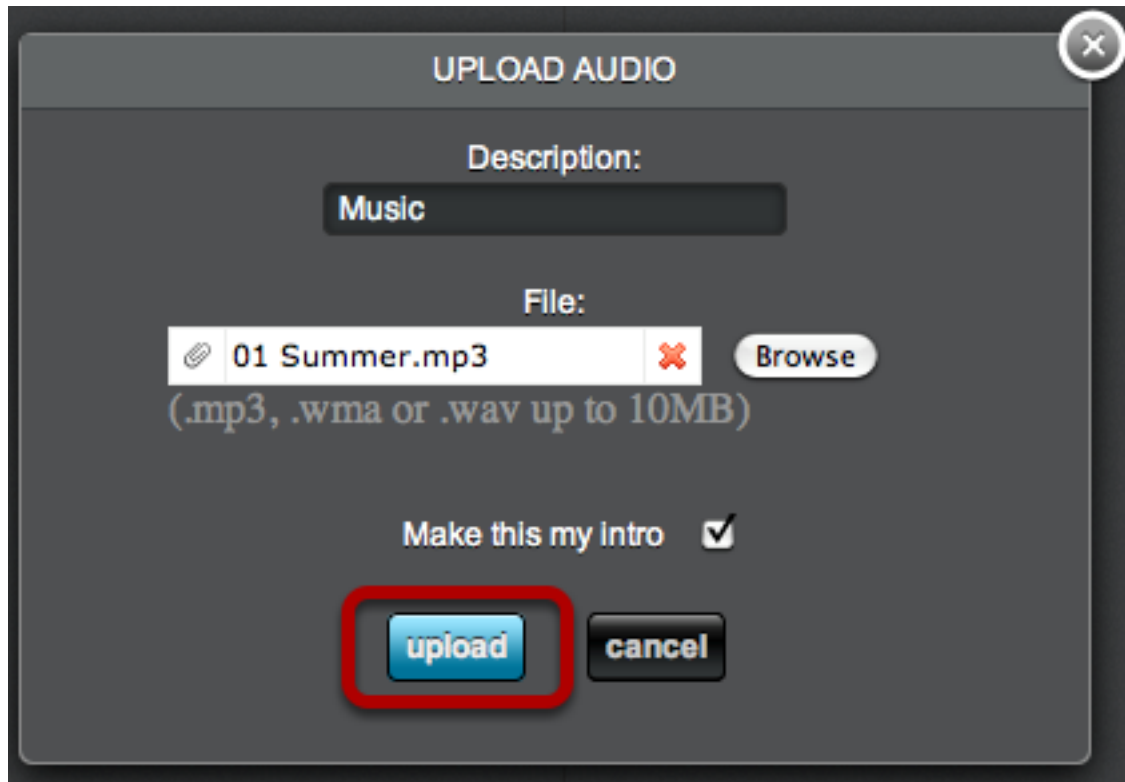
Next, you can optionally select to make any clip you upload your Intro clip.

Clicking the checkbox will mark this clip as your "Intro" clip. This replaces any other clip you may have previously specified as your Intro clip.

Intro clips are played back automatically at the start of every episode.



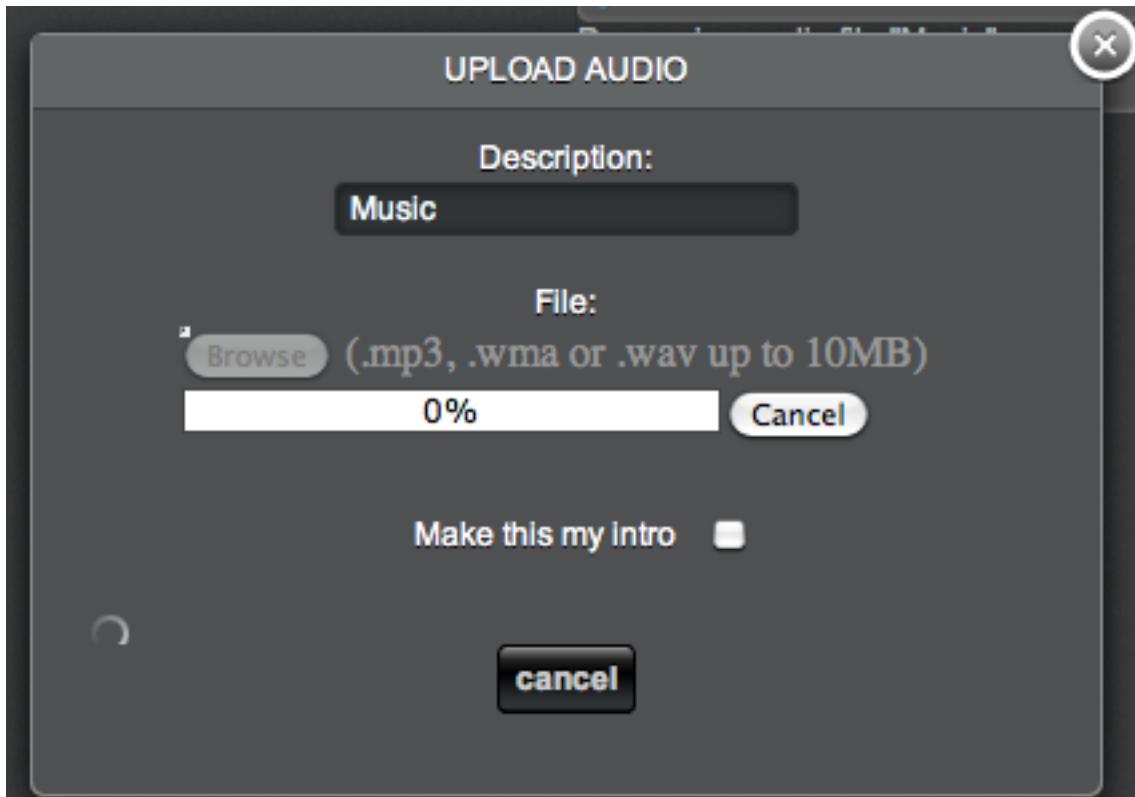
## Step 5: Click the Upload Button



Your last step is to click the Upload button. This submits your upload, and provides a progress bar so that you can monitor the progress of preparing your file for use in the BlogTalkRadio conferencing system.

You may also cancel your upload at any time before you submit it, by clicking the Cancel button.

## Step 6: Monitor Your Upload Progress



Your upload will take some time to upload, and be processed in our system. Several steps have to be accomplished before your audio clip is ready for use in an episode, and two different progress bars will be displayed that allow you to monitor the progress of the uploading and processing.

When the upload is complete, the progress bar in the dialog will reach 100%, and the dialog will disappear.

Your clip list will reload, and another progress bar will be displayed for the clip you just uploaded. When the processing is done, the progress bar will reach 100%.

When your new clip is ready for playback, the progress bar will disappear and your file will be available for playback into your episode.

## Promoting Your Episode

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This lesson will show Studio users how to promote their show using its social promotion tools.

### Step 1: Navigate to the Promote Tab



On the right-hand side of the Studio interface, there are three tabs available: Promote, Episode Info, and Chat. To access the Social Promotion features, select the Promote tab. The Promote tab is opened by default when Studio is first loaded.

### Step 2: Enable Your Social Accounts

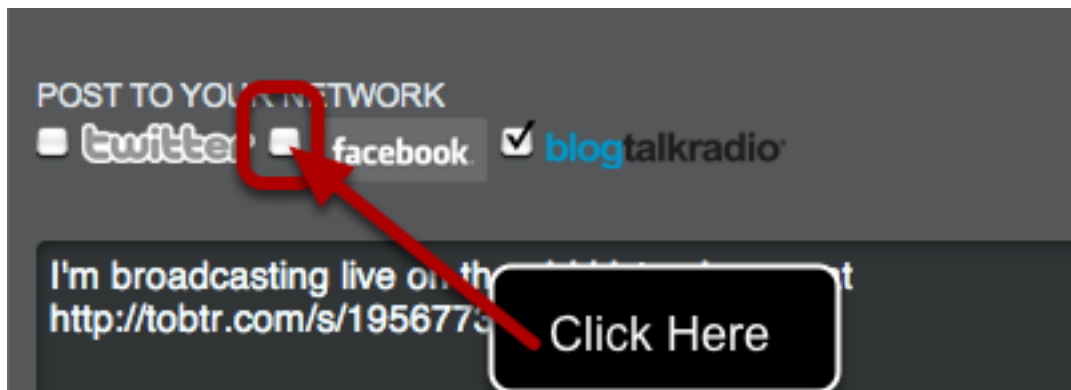
There are three types of promotion tools available in Studio: Twitter, Facebook, and BlogTalkRadio. BlogTalkRadio promotion tools are enabled by default, but Studio needs access to your Twitter and Facebook accounts before it can post messages to those services. Your account may already be enabled for a service, but if not, you can enable the account inside of Studio.

### Enabling Twitter



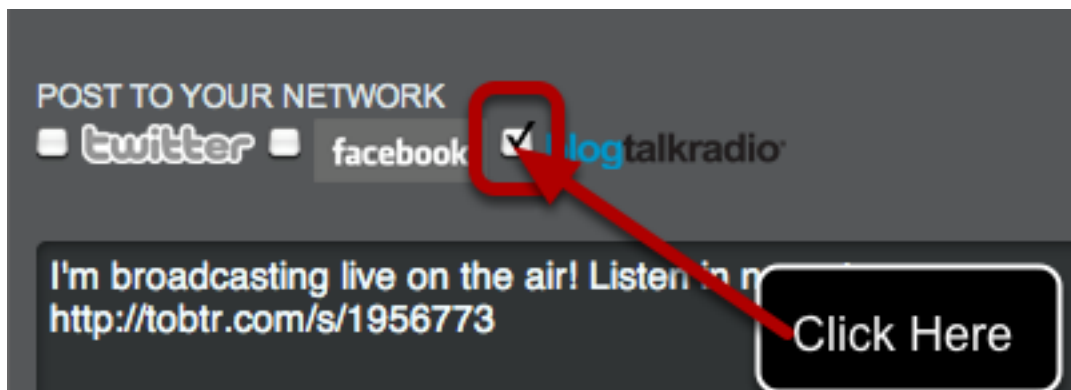
To activate Twitter posting in Studio, first click in the checkbox immediately to the left of the Twitter logo.

## Enabling Facebook



To activate Facebook posting in Studio, first click on the checkbox immediately to the left of the Facebook logo.

## Enabling BlogTalkRadio



To activate BlogTalkRadio posting in Studio, first click on the checkbox immediately to the left of the BlogTalkRadio logo.

## Step 3: Create Your Promotional Message

Once a service has been enabled, your next step is to create your promotional message. Note that you can post to one service at a time, or you can post the same messages to any combination of the three services available, all at once.

## A Note On Posting To Twitter



When posting to Twitter, your message must be 140 characters or less, including spaces and punctuation. When Twitter posting is enabled, a character count is shown, to help you ensure your message fits within Twitter's limits. The message you send will be posted to the Twitter account you've enabled in the second step, and all of the users who follow that Twitter account will get your message.

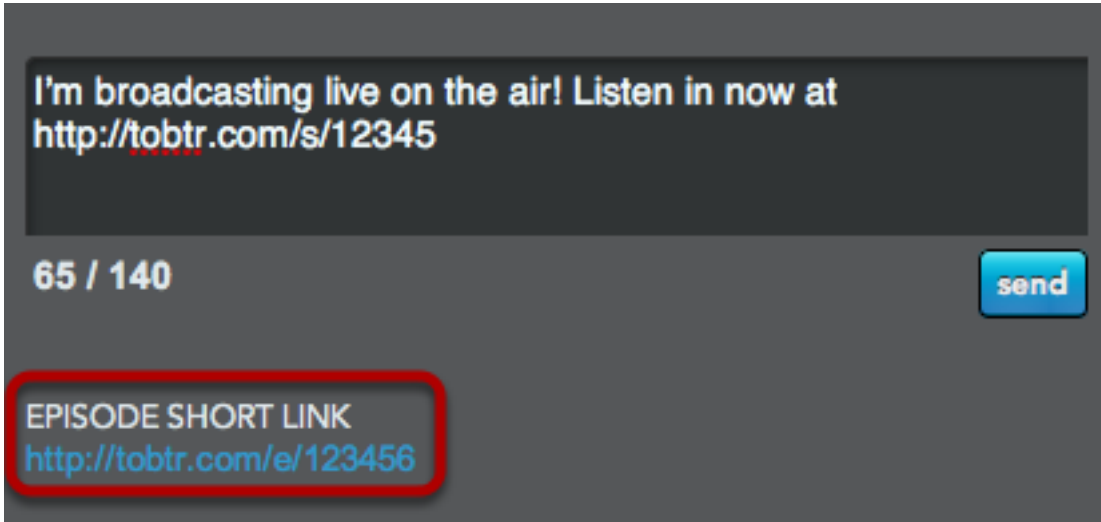
## A Note On Posting To Facebook

When you post a message to Facebook, the text you write will be posted to the wall of the Facebook account you've enabled in the second step. Your Facebook friends will get an item in their Facebook News stream about your post.

## A Note On Posting To BlogTalkRadio

When you post a message to BlogTalkRadio, the users that follow your account on BlogTalkRadio will get a message in their BlogTalkRadio mailboxes. If a follower has email or SMS notification enabled for their BlogTalkRadio mailbox, they will also get a message sent to their email account and/or mobile device.

## Step 4: Write Your Message



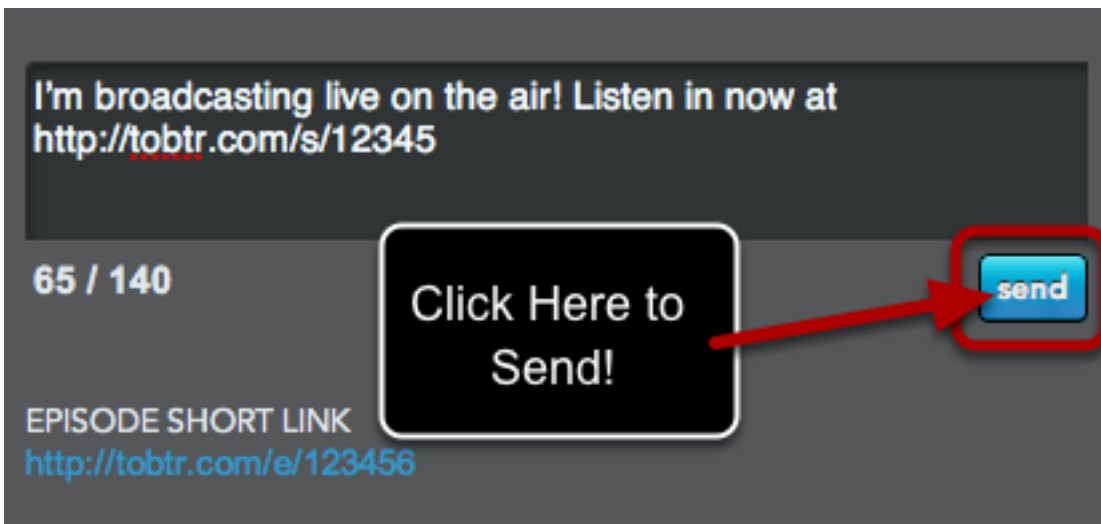
I'm broadcasting live on the air! Listen in now at <http://tobtr.com/s/12345>

65 / 140

EPISODE SHORT LINK  
<http://tobtr.com/e/123456>

Use the text form to enter the message that you'd like to send to your audience. Note that we have created a sample message for you - you may use this, or delete the text to create your own custom message. If you choose to make your own message, make sure to include your Episode Short Link so that users may find your page on BlogTalkRadio! We've included this link below the text form for your convenience.

## Step 5: Sending Your Message



I'm broadcasting live on the air! Listen in now at <http://tobtr.com/s/12345>

65 / 140

EPISODE SHORT LINK  
<http://tobtr.com/e/123456>

Click Here to Send!

Click the Send button to post your message to the selected social network. When you send your message.

### **A Note About Spamming Your Users**

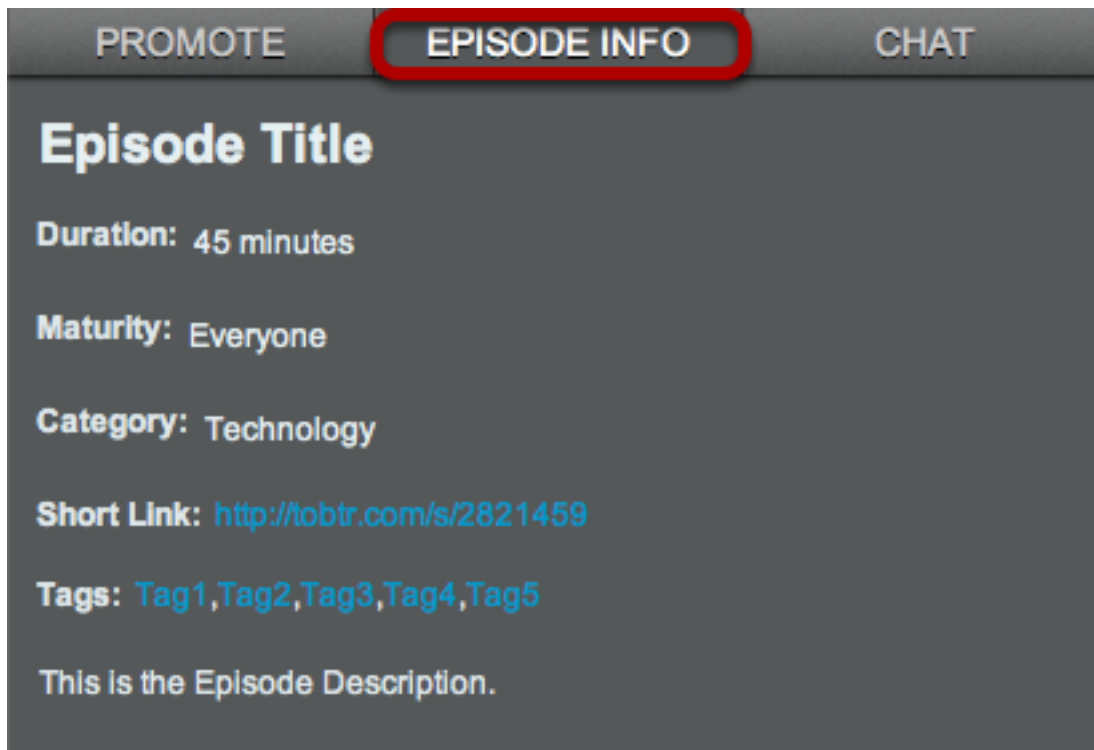
Studio gives you a lot of capability to promote your episodes to your audience and to Facebook and Twitter. When using the promotion features, always keep in mind how you're using your promotional messages, what channels you're promoting to, and how those users will receive your promotions. While it's great to notify your audience, make sure that you're not sending them so many messages - if your audience feels that you are spamming them, they'll tune out quickly! Don't lose the audience that you've worked so hard to build by overusing the promotional tools in Studio.

## Editing Episode Information

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This lesson describes how to use the Episode Info tab to edit your Episode's Metadata information.

### Step 1: Open the Episode Info Tab



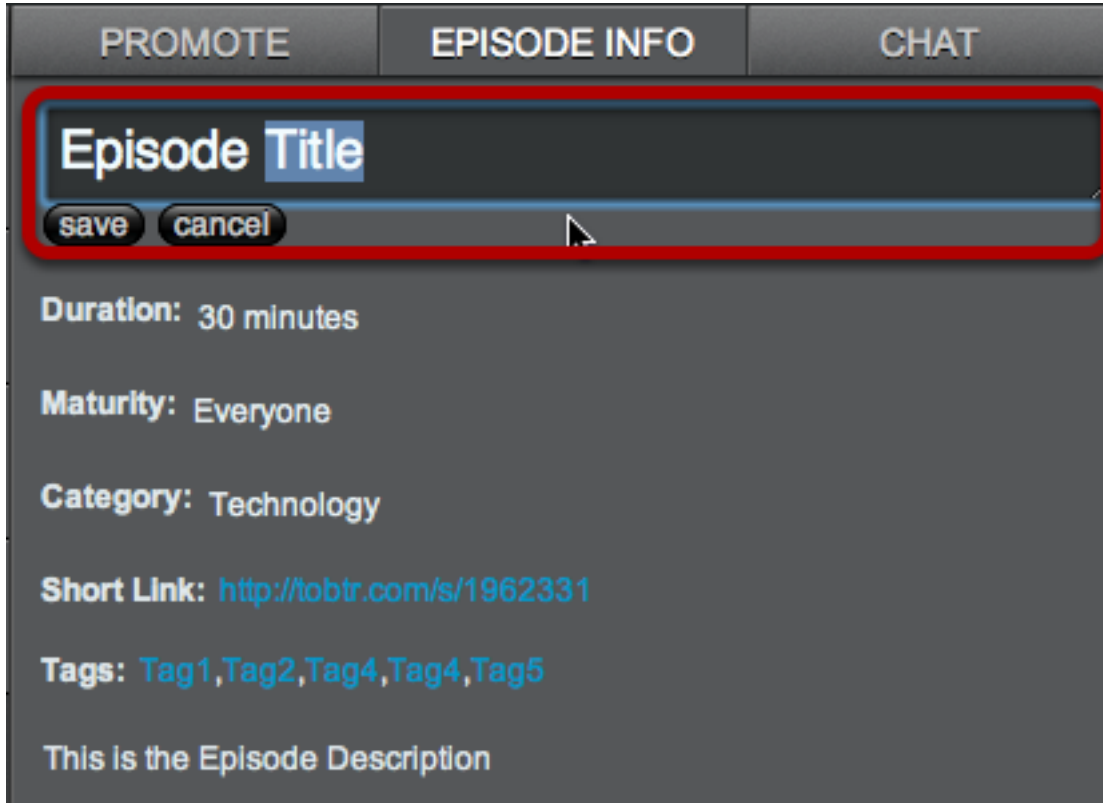
The second tab in the lower right hand side of the Studio Application is the Episode Information tab. You can get to this tab by clicking the text Episode Info as shown above.

Here you may view, and edit, your episode's data.

To edit any entry, simply click on the text you want to edit, and an inline editor tool will be created.



## Edit Episode Title



PROMOTE EPISODE INFO CHAT

Episode Title

save cancel

Duration: 30 minutes

Maturity: Everyone

Category: Technology

Short Link: <http://tobtr.com/s/1962331>

Tags: Tag1, Tag2, Tag4, Tag4, Tag5

This is the Episode Description

Your Episode Title is the first item displayed.

When you click to edit this, a text form box is provided.

You may Save, or Cancel, your edit by clicking the appropriate button.

## Edit Episode Duration



PROMOTE EPISODE INFO CHAT

### Episode Title

Duration: 15

Maturity: Everyone

Category: Technology

Short Link: <http://tobtr.com/s/1962331>

Tags: Tag1, Tag2, Tag4, Tag4, Tag5

This is the Episode Description

Your episode's duration in minutes is the next item.

When you click to edit this, a drop-down list of available time slots is provided.

You may Save, or Cancel, your edit by clicking the appropriate button.

## Edit Episode Visibility

PROMOTE      EPISODE INFO      CHAT

### Episode Title

Duration: 30 minutes

**Maturity:**

Category: Technology

Short Link: <http://tobtr.com/s/1962331>

Tags: [Tag1](#), [Tag2](#), [Tag4](#), [Tag4](#), [Tag5](#)

This is the Episode Description

The Visibility setting of your episode is displayed next.

When you click to edit this, a drop-down list of visibility settings is provided.

You may Save, or Cancel, your edit by clicking the appropriate button.

## Edit Episode Category

PROMOTE      EPISODE INFO      CHAT

### Episode Title

Duration: 30 minutes

Maturity: Everyone

Category:

Short Link: <http://tobtr.com/s/1962331>

Tags: [Tag1](#), [Tag2](#), [Tag4](#), [Tag4](#), [Tag5](#)

This is the Episode Description

Your episode's category is displayed.

When you click to edit this, a drop-down list of possible categories is provided.

You may Save, or Cancel, your edit by clicking the appropriate button.

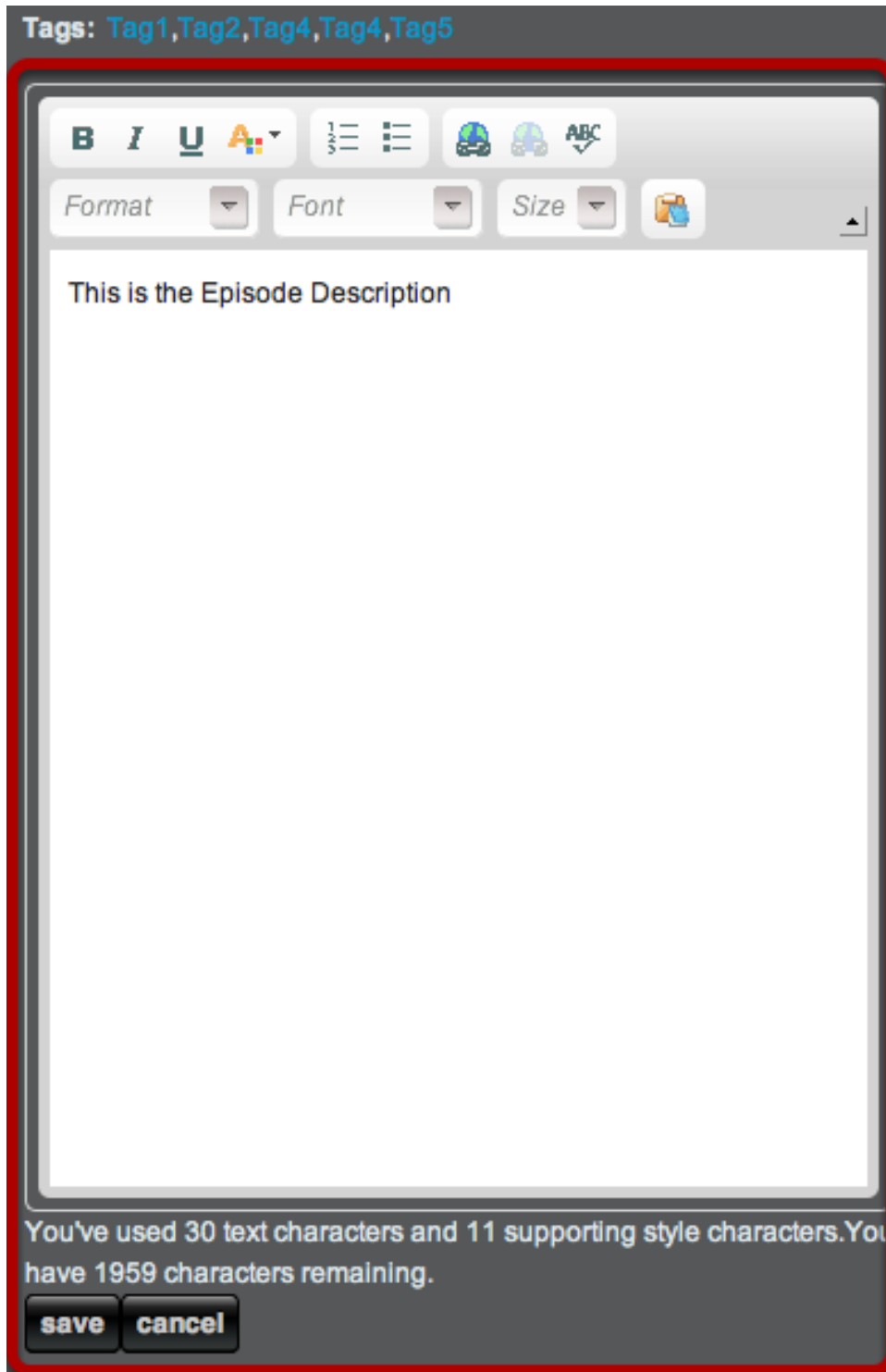
PROMOTE	EPISODE INFO	CHAT
<b>Episode Title</b>		
Duration: 45 minutes		
Maturity: Everyone		
Category: Technology		
Short Link: <a href="http://tobtr.com/s/2821459">http://tobtr.com/s/2821459</a>		
Tags: <a href="#">Tag1</a> , <a href="#">Tag2</a> , <a href="#">Tag3</a> , <a href="#">Tag4</a> , <a href="#">Tag5</a>		
This is the Episode Description.		

Your episode's short link is displayed after the category.

The short link is not editable, but clicking it will launch a new browser window with your episode's public page.

PROMOTE	EPISODE INFO	CHAT
<b>Episode Title</b>		
Duration: 45 minutes		
Maturity: Everyone		
Category: Technology		
Short Link: <a href="http://tobtr.com/s/2821459">http://tobtr.com/s/2821459</a>		
Tags: <a href="#">Tag1</a> , <a href="#">Tag2</a> , <a href="#">Tag3</a> , <a href="#">Tag4</a> , <a href="#">Tag5</a>		
This is the Episode Description.		

Your tags are displayed after the short link. You cannot edit tags here, but they can be edited in your [Upcoming Episodes](#) page.



Your Episode Description is displayed last.

When you click to edit this, the BlogTalkRadio WYSIWYG rich text editor is provided.



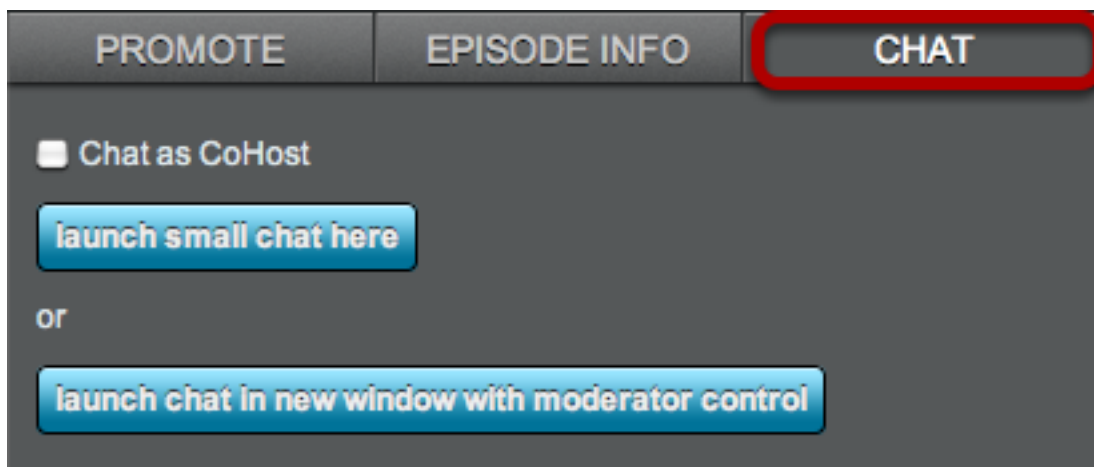
You may Save, or Cancel, your edit by clicking the appropriate button.

## Using Chat

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This lesson describes how to use the built-in Chat facility in the Studio application.

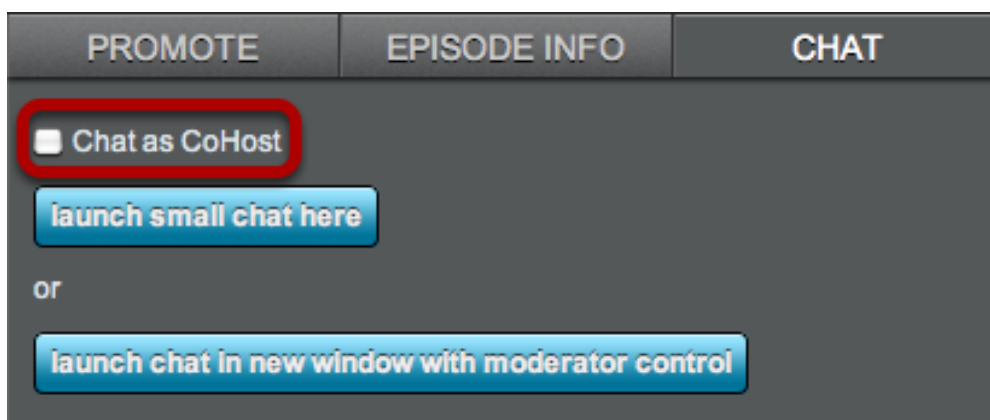
### The Chat Tab



The Chat tab allows you to start a chat for your episode, which will be displayed on your episode's public page in which your users can have a text chat.

You can get to the chat tab by clicking the Chat text as shown above.

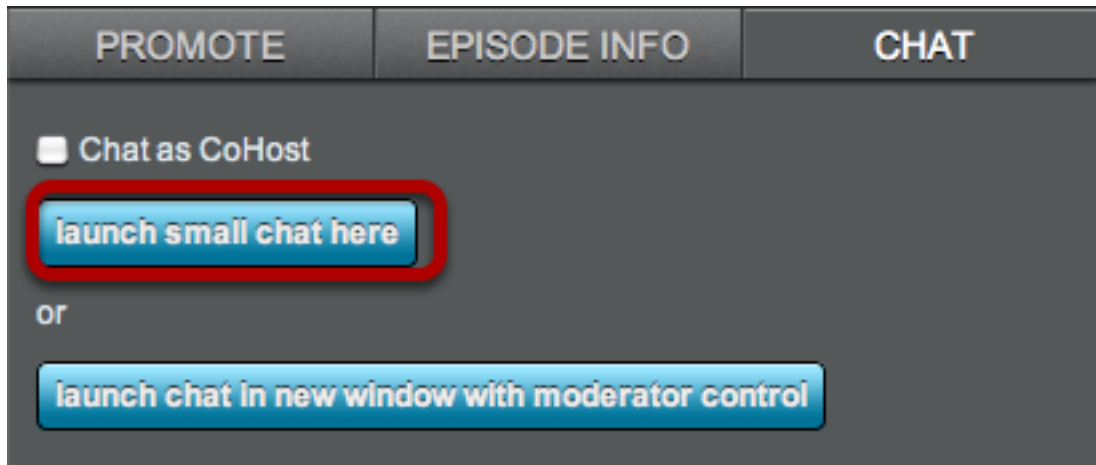
### Chat As CoHost



The Chat as CoHost checkbox lets you enter the chat room that a host has created, as the CoHost. If a chat room has not been created, one will be created when you click one of the launch buttons.

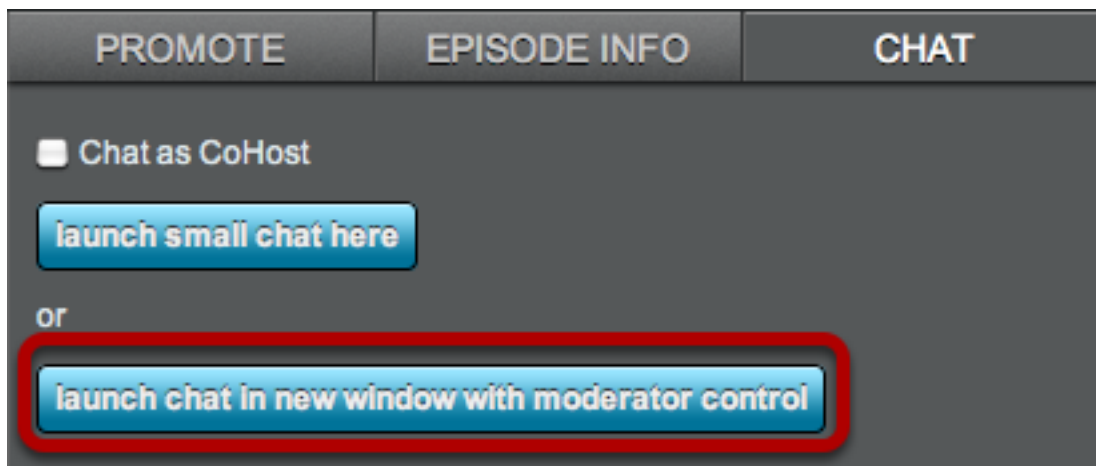


## Launch Small Chat



The Launch Small Chat Here lets you start a new chat room, and launches the mini chat interface which is inserted directly into the Studio application. The mini chat interface has limited moderation capabilities, but otherwise allows you to chat with your guests.

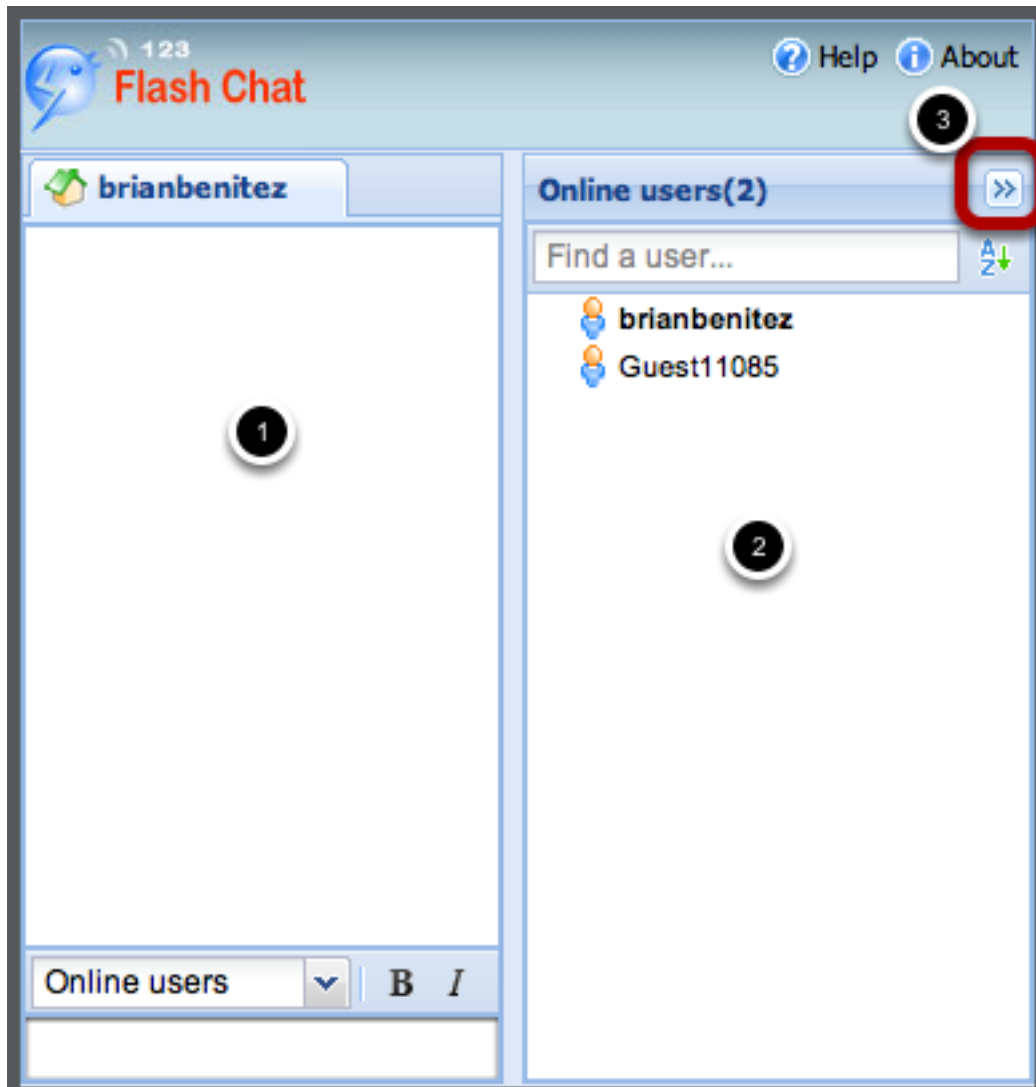
## Launch Chat In New Window



The Launch Chat In New Window With Moderator Control button creates a new chat room when clicked, and launches the full-size chat client in a new window.

The full-size chat window features admin and chat moderation controls.

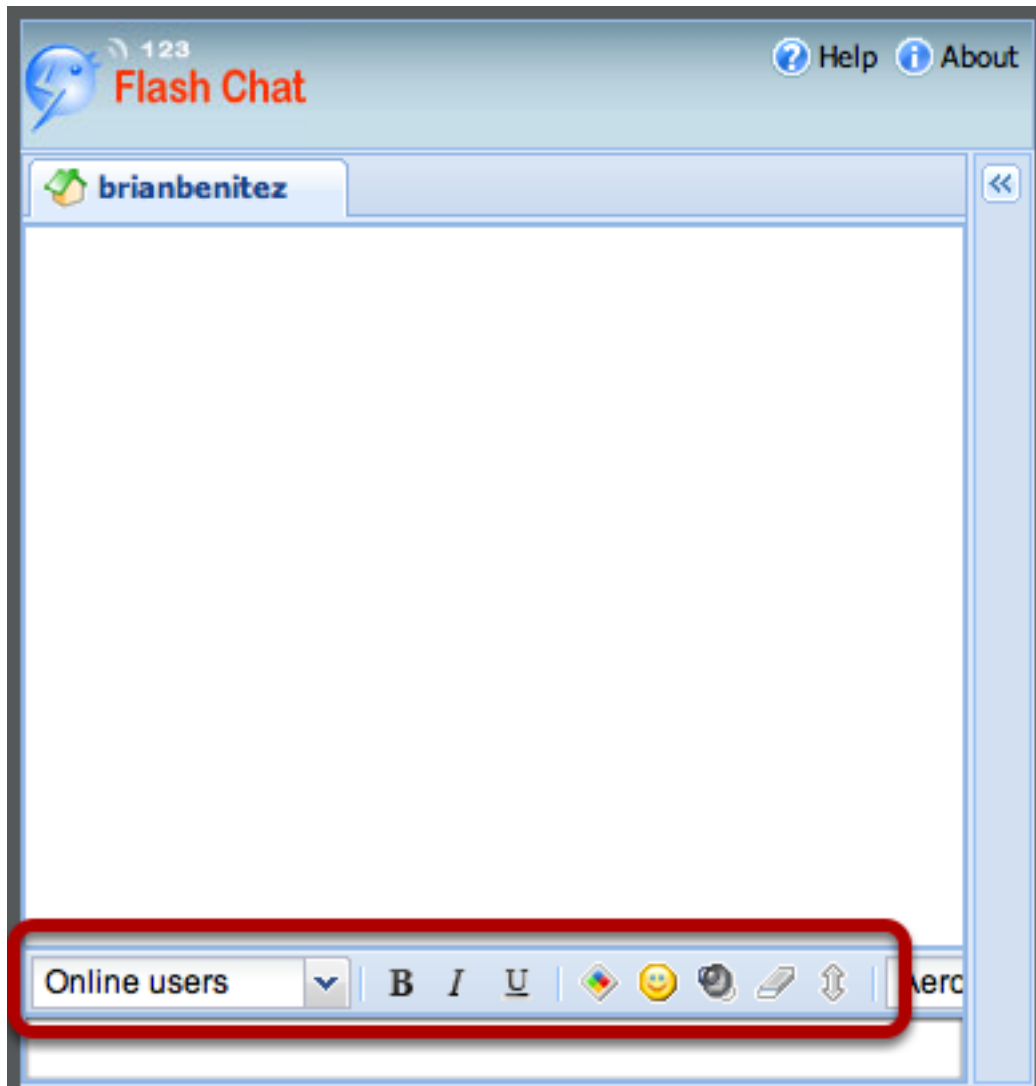
## Using the Small Chat



The small chat initially shows both the chat window (1), and the user list (2).

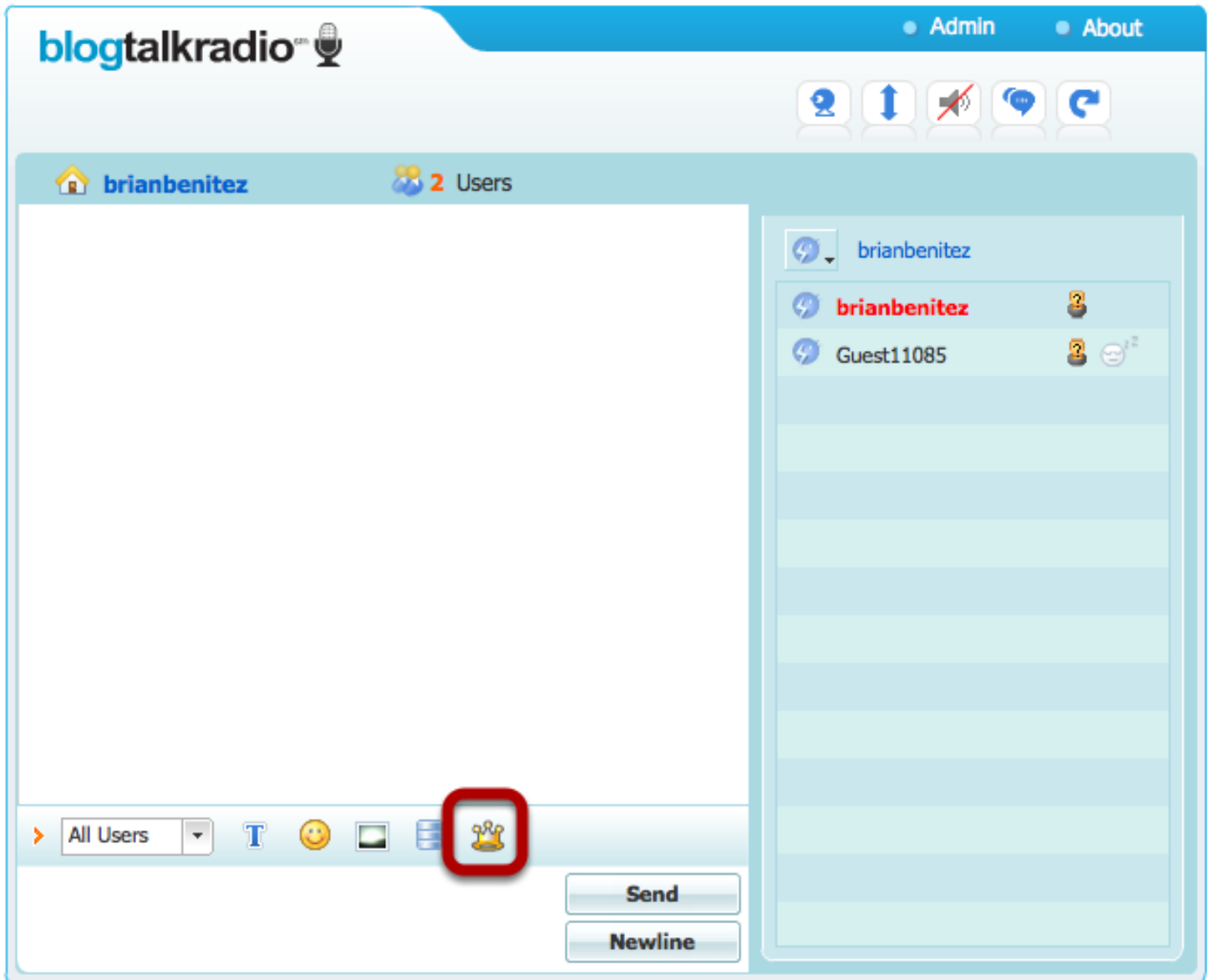
You can click on any user name in the user list to access the moderation controls for that user. You can kick or ban abusive users, send people private messages, etc.

The double chevrons (3) control shows and hides the user list - for most chat scenarios, hiding the user list will make your chat experience better.



This screenshot shows the chat interface with the user list hidden. Note that you can now see and use the other controls, such as sound on/off, in the icon control bar just above where you type your chat messages.

## Using The Moderator Chat Interface



The Moderator Chat interface is launched in its own window. it offers all of the same functionality as the small chat interface, but adds one key control - the "Moderated Chat" control. Clicking this button allows you to use the Moderated chat mode, where all chat messages must be approved by you in order to be seen by your audience.

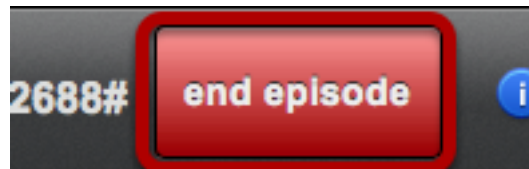
You can use the moderated chat mode to control the conversation, such as when you have a lot of users who are posting abusive messages that you want to filter out.

## Ending Your Episode

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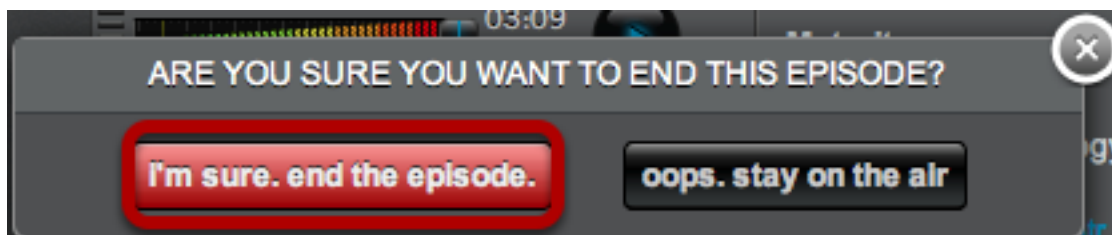
This lesson details how the host ends their episode.

### End Episode Button



The End Episode button in the upper right corner of the Studio Application is the main way the host can end their episode. Clicking on this button will start the End Episode routine.

### End Episode Confirmation Dialog



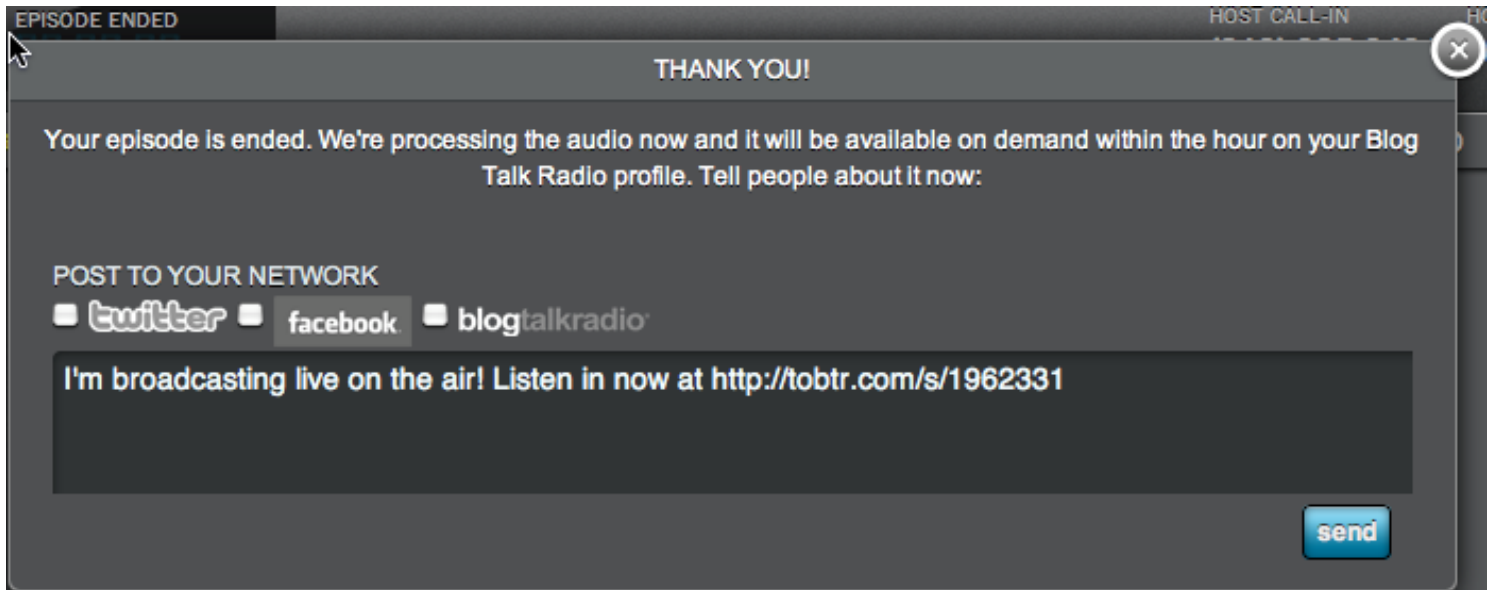
When a host clicks the End Episode button, they are given a confirmation dialog to make sure that they really wanted to end the episode.

If the End Episode button click was a mistake, click the Stay On The Air button, and the End Episode Operation will be cancelled.

If you are sure you want to end the episode, click the End The Episode button. Your episode will be ended immediately.

If you allow your episode to run all the way through the scheduled time slot, and recording grace period, your episode will be ended automatically by the Studio Application.

## Promote Your Archived Episode



EPISODE ENDED

HOST CALL-IN

THANK YOU!

Your episode is ended. We're processing the audio now and it will be available on demand within the hour on your Blog Talk Radio profile. Tell people about it now:

POST TO YOUR NETWORK

twitter  facebook  blogtalkradio

I'm broadcasting live on the air! Listen in now at <http://tobtr.com/s/1962331>

send

At the end of your episode, a dialog form will be created. It allows you one final opportunity to promote your episode using the social tools. This dialog works exactly the same way as the Promote tab works.

This functionality is detailed in the [Promoting Your Show](#) section.