

BBSRADIO.COM
HOST HOW-TO MANUAL
INSTRUCTIONS
For
Content Creation, Linking of Social Sites,
Statistics Dashboard and Program Syndications

ALMOST EVERYTHING PURPLE/PINK IS A LINK, which means it will take you to a URL location when clicking on the words - usually somewhere else within BBS Radio.

Many of the **MENU LINKS** will have a plus sign next to them. Press the **PLUS SIGN** to open up more choices!

CHANGES TO CONTENT CAN TAKE 30-60 minutes to show up on BBS Radio; this is due to caching elements to maintain website speed. So when you go an **EDIT** something on BBS Radio, it may not show up right away. Don't get worried. It will show up eventually!

Every Host has **TWO PAGES** (initially), their **SHOW PAGE & PROFILE PAGE!**

- The User Profile page - includes only the host's profile (biography, picture, email, name, etc).
- The Show page - includes everything! It includes a block containing your User Profile information below a block containing your talk show information (content type = "talk show include"). All other content blocks containing videos, blogs, articles, audio clips, banners, headlined shows, guests, show archives, syndication locations, etc.. will appear on this page.

Go to your "My Content" link in the **USER MENU** to find the "Talk Show Include" for editing! You can search for content using the 'content type' search function. Search for "Talk Show Include." Click on the link of the title (titles are almost all clickable). An edit button will appear at the top of the page.

LINKS on the **USER MENU** and **MAIN MENU** will have text associated with each link, which will show up when you scroll over the link with your mouse. If you are curious as to what each link does, scroll your mouse over the link (without clicking anything) and words will appear near the link describing what to expect. **ALL CONTENT** you create **WILL HAVE** an **EXPLANATION** below each input field. **VERY IMPORTANT! THIS WILL** give you the directions you need! If you do something wrong then it will be obvious, **YOU DID NOT READ THE INSTRUCTIONS** below the field! Anything to do with timing directions, like a broadcast date, are **VERY IMPORTANT**, so read the instructions! Some timing elements **USE MILITARY TIME**, and some do not. **FORMATS MUST BE EXACT!**

MOST IMPORTANT - whenever you upload an image or a file, a **TITLE** and **ALT** fields will show up. **FILL THEM OUT!** The **TITLE** is the **ONLY WAY** the search engines will be able to **BECOME AWARE** of your image or file - If you do not fill out the **TITLE** field then your content **WILL NOT** get maximum search engine penetration.

Search engines LOVE TITLES! Coders LOVE TITLES!! This is more important than most people understand! BBS Radio also uses your **TITLED** stuff in code to maximum benefit. The **Alt** field is also important if the image or file does not show up (for some reason or not). Both fields can be filled out with the same words (example, your guest first and last name).

Show Page URL Location:

Each show page's location has the following format: <http://bbsradio.com/nameofshow> ("nameofshow" would be replaced with your show name - keep in mind, there are **NO SPACES** and it's all in **LOWERCASE**)

Log In:

Go to left hand column near the bottom of your your show page. When you are logged in, a **USER MENU** will appear in the same location as the **LOGIN AREA** on your show page. Just scroll down the page - it will be on your lower left column.

User Menu:

All important links will be located within the **User Menu!** This is a list of links that will show up once you are logged into **BBSRadio.com** (It will **ALWAYS** be located on the left hand column of the website). It will **ALWAYS** show up **IF** you are **LOGGED IN!**

Edit content:

Once you are logged into **BBSRadio.com**, when viewing content, you will notice a **VIEW** and **EDIT** button located at the top of each content piece created in your name. This will **ONLY** occur if the content has been created in your name.

Publish or Unpublish content:

Buttons may show up like **PUBLISH** or **UNPUBLISH**, at the top of the content, which allows you to make some content available to the world or some unavailable (like episode information content).

Deleting Content:

In order to **DELETE CONTENT**, you must first click the edit button then scroll to the bottom of the page and click the delete button. **VERY IMPORTANT** - Deletions are **Permanent!** So be careful!

EXTREMELY IMPORTANT: When you see a BODY FIELD area where you can input information into a text area... You can copy and paste information from other locations, however, by copying and pasting information into these fields, the information may not always turn out how you want it to... The reason is, when you copy and paste text and images, you also copy and paste the CODE BEHIND the data. To eliminate this code (so text and everything appears perfect), simply HIGHLIGHT the TEXT and press the "Tx" (icon key above the body text area - editor functions above the text box).

Privatizing Content check boxes:

Many of the fields in your User Profile may be privatized. Under these fields you will have a box below that says **PRIVATE**. If you check this box, no one but you and BBS Radio administrators will see the information that shows up on BBSRadio.com. You WILL STILL SEE! It will show up for you when you look at the website, but others WILL NOT see it! So don't be alarmed if you check mark private and you still see the information show up on the website. Fields you may wish to mark private include your home address, email address and phone number fields.

User Menu Links:

My Profile link:

This is the location where you can find, view and edit your user profile information. USERNAME field: represents your username (1st input field). This is how everyone will know you! It shows up everywhere. So we recommend that you DO NOT CHANGE your username! All other fields are self-explanatory! Remember, there are always directions/explanations located just below each input field!

Linking Your TWITTER, FACEBOOK and LINKEDIN Accounts:

When you press the **EDIT** button on your My Profile link, you will notice Tabs for **linking your Facebook, Twitter and LinkedIn accounts**. When you link your social network accounts, all important posts you make on BBS Radio will be sent to your social networks automatically. Furthermore, your posts will automatically be sent to BBS Radio's social sites! This is **HUGE EXPOSURE!** If you don't link your social network accounts, then you are truly losing out on IMMENSE EXPOSURE and AWARENESS for your Blog posts, Written Articles, Headlined Shows and Featured Guests.

VERY IMPORTANT: YOU MUST RECONNECT with your social network sites EVERY 60 DAYS! It only takes seconds, but you must reauthorize these connections every 60 days!

LINKING FACEBOOK:

When you connect your account - press the **Connect to Facebook account** link (This works instantly if you are already logged into your Facebook account through another browser window) it will remark that your Connection is valid till: (date given through the next 60 days) and your Picture will show up! Below that will be a box that says PAGE ID (forget about it), unless you want to link your Facebook Page instead of your personal Facebook account. If this is your intention. You need to go to your Facebook Page and right click your mouse on the front page of your Facebook Page and click VIEW PAGE SOURCE. Then search through the code to locate a 12-20 digit number and place that number in the PAGE ID box. Then press save! It's that easy! (you may see something like this: PagesTimelineTabController_108672721396)

LINKING LINKEDIN:

When you connect your account by pressing **Go To LinkedIn** (This works instantly if you are already logged into your LinkedIn account through another browser window) it will remark that your account is associated with your name and provide a link to your account. If you wish, check mark the box that says on actions such as posting content, update your linkedIn status. We would, but this is up to you!

LINKING TWITTER:

When you connect your account by pressing **Go To Twitter to add an authenticated Account** (This works instantly if you are already logged into your Twitter account through another browser window) it will Show you an area with your picture, Twitter email, description, and name. The other check mark boxes that show-up, you can disregard. NOTE: If you select the **GLOBAL** checkbox, then other posts that show up on BBS Radio (from other hosts) will also show up on your Twitter feed!

My Content link:

Whenever you create content, it WILL SHOW UP under your **My Content link!** Content created under your name will show up here (ALL CONTENT)! The PULL DOWN MENU at the top (representing the TYPE of content) allows you to select all the content from a related CONTENT TYPE! Then hit apply! Once the content shows up, simply click on the pink text (representing the TITLE of the content type) and it will allow you to view and edit the content. On this page are three column headings including, TITLE, CONTENT TYPE and POST DATE! If you have lots of content you may scroll through the pages of content by clicking on the pager elements below the list.

VERY IMPORTANT - Each time you create content and then press save, a **NEW CONTENT ITEM** is created. This is true for EVERY content creation link. So if you want to make changes, because you notice you've made a mistake, don't click the link again and create another content item, but rather go to your "**My Content**" link and find the content you created, click the pink title of the content, and edit the content for any changes you wish, otherwise you will be end up making multiple pieces of content for the same thing, and then things will tend to duplicate themselves on your show page (a NO NO).

Write a Blog link:

Write a Blog! This information will show up in our NEWSROOM and on many FEATURE SLIDERS throughout the website, including on ALL BBSRadio.com main pages, including the Home Page of BBS Radio, Station 1 and Station 2 Pages, and the All Blogs page, etc... It is a lot of visibility!

IMPORTANT - DO NOT use this content as a way to promote your show. This is for information about almost anything but your talk show and show guests. There are other smarter ways you can promote your show guests and talk show programs that are even more powerful, feature rich and garner even more visibility (as you will find). Use blogs more for informal bits of information like thoughts, ideas, conversational comments, etc...

VERY IMPORTANT! DO NOT copy and paste content from other websites that you did not write! DO NOT use pictures that you did not create or that you do not own! However, you may link to other people's content and images, but do not plagiarize or use other people's work! You could be fined or worse by those content owners!

All Blogs link:

This is the location where you will find a list of all the blogs being posted to BBSRadio.com including your own blog. Just click a Blog Title and it will take you to the full blog post.

Feature Your Event link:

Upload Special Events information that you want people visiting BBS Radio to know about. This should NOT BE USED to feature your talk show events. This information is for events like **CONCERTS, GATHERINGS, SEMINARS, WORKSHOPS, RETREATS**, and other special events that you may want people to become aware of! This information will get a lot of exposure! It will show up on a SPECIAL EVENTS CALENDAR page, on a featured block located on the right side column of BBS Radio's home page, and on many FEATURE SLIDERS throughout the website, including in the middle of BBS Radio's home page and on both Station 1 and Station 2 pages.

Leave Feedback link:

This feedback should be about BBS Radio, the staff, the website, guests, and/or other radio shows. **This is NOT** where you leave feedback about your own show. There is another link location for this activity called "**Add Program Feedback**" located lower down the USER MENU in the HOSTS link section.

Host links:

The "**Hosts**" link under the User Menu is **NOT IMPORTANT** but the other links under the "**Hosts**" link are very important! Each link does something different. As mentioned before, simply hover your mouse over any link and text will show up detailing what the link does. Links located in this area are for the creation of content and will be associated with your Talk Show Page, as well other unique locations within the website.

REMEMBER - once you create a piece of content from one of these links, it will show up in the link entitled "**My Content**". When you click into one of these links, each field has an explanation below it. Simply follow the instructions. It is simple, easy and straightforward. Have fun! The more content you create the more statistically relevant you become in all major search engines, throughout all the major social sites and throughout all of BBS Radio's website. They are the catalyst to growth and awareness of your show.

FEATURE A GUEST

When you log in to BBS Radio you'll see this choice under the User Menu. This is an optimal way to pre market your guests throughout the search engines, the website, major social networks, syndicated feeds, program pages, and more. If you featured guests prior to broadcasting live, that information would be propelled throughout our website and other affiliate websites.

If you do not Feature A Guest, then you haven't done that person justice. You can even feature yourself as a guest. Once a host has confirmed a guest will be on their show, the Host should immediately Feature A Guest. Even if it's a month or two prior to the broadcast. Get that information out!

Headline A Show

When you log in to BBS Radio you'll see this choice under the User Menu. This is an optimal way to pre market your guests, or just your broadcast, throughout the search engines, the website, major social networks, syndicated feeds, program pages, and more.

If you are not interviewing anyone, you should still consider clicking the link, Headline A Show, even if you've already used the link, Feature A Guest, you should Headline A Show a day, or

more, in advance of the live broadcast. Just post a few sentences on what they can expect, show details, just enough to entice the reader to become a listener, and not miss out!

If you **Headline A Show** or **Feature A Guest** prior to your live broadcast, that information will be propelled throughout our website and other affiliate websites. You can do both, Feature A Guest and Headline A Show. Advanced marketing and promotions of upcoming shows and guests to social networks, search engines, web pages, affiliate feeds, and more. Some of those locations include:

- BBS Radio Home page
- BBS Radio Station pages (on both Station 1 and 2)
- BBS Radio Syndication feed - our Station's RSS feed for affiliates to grab
- BBS Radio Newsroom
- BBS Radio's Facebook page
- BBS Radio's Twitter page
- BBS Radio's LinkedIn page
- Host's own profile page
- Host's Facebook page (if they entered this desire into their user account and added that social network - takes seconds to do)
- Host's Twitter page (if they entered this desire into their user account and added that social network - takes seconds to do)
- Host's LinkedIn page (if they entered this desire into their user account and added that social network - takes seconds to do)
- The BBS Radio mini feeds (ie: The Program info, The Guest info, Headlined Show info, etc)
- That's not all the places either. Bear that in mind!

Add Guest Information link:

This is where hosts input GUEST information; upcoming guests that will be on your show! This must be done BEFORE you can feature your guest on BBS Radio's home page, or include the guest in your archive description. Please do a search for the guest's name by searching the "**Guest Database**" link (just below the Add Guest Information link) because they may already be in our database. If the guest is already in our database, you do not need to add the guest again to the database, unless you want to update the information. If you want to add new information or change the information, you can either create a new data base

entry for the guest (Add Guest Information link) or email contact@bbsradio.com requesting access to the content. The guest name will appear on drop down lists where and when necessary, and all you will need to do is select their name. When putting in guests names, try to stick with FIRST and LAST names only. Middle names are okay. If you want to use titles, do not use periods in the abbreviations. **VERY IMPORTANT - Don't use periods (dots)!**

Feature A Guest link:

If you've already input your guest information, or if the guest is already in the system, then you can quickly Feature Your Guest on BBS Radio's home page and on your Show Profile Page just by selecting your show name, guest name and providing a broadcast date. This takes seconds, but will appear everywhere instantaneously (this is well worth doing). This information will show up in the NEWSROOM and on the largest and most visible Information SCROLL at the bottom of BBS Radio's home page and at the bottom of Station 1 and Station 2 pages. It will also feature itself on your talk show page (it's a lot of exposure)!

Headline A Show link:

This is NOT to be confused with the "**Feature A Guest**" link (wherein only GUESTS are featured), but rather, this is where you input a blurb about upcoming shows you wish to headline on your show profile page! This information WILL show up in the NEWSROOM and on many FEATURE SLIDERS throughout the website, including on ALL BBSRadio.com main pages, including the Home Page of BBS Radio, Station 1 and Station 2 Pages, and the on your show page. It is a lot of visibility!

Add Episode Info link:

This **IS** the **MOST IMPORTANT** link! This is where you input information regarding each of your show broadcasts. This information is the source of all data provided to other syndication platforms (so we can syndicate your radio show to itunes, stitcher, an other locations upon request). A few of these fields in the directions below, state WE WILL DO THIS FOR YOU! Keep this in mind, because some of these fields can only be completed by BBS Radio on your behalf (like uploading your audio files after editing). Extensive explanations are given under each field!

Add Program Feedback link:

This information will show up when someone clicks your FEEDBACK link located on your show profile page. Each piece of feedback can be input separately, although not necessary. It takes seconds. When someone says something nice to you in an email that warrants attention, please add it to your feedback!

Upload Audio Clip link:

You can upload audio clips like Show Introductions, Audio Advertisements, Show Commercials, Sponsor's Audio Ads, etc. These audio clip will show up on your show profile page on the left side margin near the top. **IMPORTANT**, file clips should not be longer than 10 minutes (30 seconds - 5 minutes is best), and must be in one of the following four formats: **mp3 wav wma aiff**. You can upload up to 5 audio clips (one at a time) and position them from top to bottom.

Upload Small Banner link:

Here you can quickly add images and hyper link the small images to any URL (for example, you can link the images back to your website). Each small Image/Banner (picture or book cover, etc) you submit will be included on your show profile page (on the lower left hand side of the page)! If you wish to delete an image banner (or change it) simply go to the "My Content" link. All your content will show up there!

Upload Large Banner link:

Here you can quickly add large images and hyper link the images to any URL (for example, you can link the images back to your website). Each large Image/Banner (picture or book cover, etc) you submit will be included on your show profile page (in the middle of the page)! If you wish to delete a large banner advertisement (or change it) simply go to the "My Content" link. All your content will show up there!

Add Program Handouts link:

Upload Program Handouts for your listeners that may include .doc, .pdf, .txt files that can be read or downloaded at their leisure. This information will be located near the top middle of your program page. You can also add guest books in text format, show promotions, etc... (use it any way you wish).

Add or Upload Video link:

Upload Video Clips for your listeners to watch. This information will be located near the middle bottom of your show program page!

Note: **VERY IMPORTANT**, you must first check **FULL HTML** in the pull-down menu below the ABOUT VIDEO SECTION, and then you can use the **EMBED** code usually provided on any YouTube Video and paste it in the section. The code will usually be located, after you press **SHARE** button, under the YouTube Video, then press the **EMBED BUTTON**. You will see a sentence of code! This is the code you need to paste into the body section, and it will look something like this:

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/zt05FqPyvHA?list=RDzt05FqPyvHA"
frameborder="0" allowfullscreen></iframe>
```

You can center the video on the page by surrounding the above code in [paragraph code](#)... (but it's not necessary) See below:

```
<p class="rtecenter"><iframe width="560" height="315"
src="https://www.youtube.com/embed/zt05FqPyvHA?list=RDzt05FqPyvHA"
frameborder="0" allowfullscreen></iframe></p>
```

We usually simply it, and remove the width and height commands, so the video can refresh itself for the right size for all devices types trying to access it. Phones have smaller screens, which will have a more difficult time with the video if you allow for these parameters to remain (we also remove the `frameborder="0"`; which is unnecessary code).

BEST CODE CHOICE:

```
<p class="rtecenter"><iframe
src="https://www.youtube.com/embed/zt05FqPyvHA?
list=RDzt05FqPyvHA" allowfullscreen></iframe></p>
```

Another way of including a video is simply uploading a video in the field called "Video Upload", but this **MUST BE YOUR CONTENT, OWNED 100%** by you!

WHEN ADDING PICTURES (.jpg .png .mp3) and FILES REMEMBER!

You can add an image in field locations that ask for an image to be uploaded. In essence, what you are uploading is a "FILE" with a NAME (example: mypicture.jpg). If you keep using the same picture as an uploadable option across multiple content types, things can go buggy. WHY?

Because if you upload the **SAME PICTURE**, basically a FILE with the SAME NAME; **SAME FILE NAME**, to two different content types, the rendering of your information may not show up correctly, as the system gets easily confused! For example, when you feature a guest, then headline a show, but use the same guest picture for each content type, your show page will not act appropriately. Basically you are asking the system to upload the same picture, with the same name, with the same size, on the same page in multiple locations! It's a bad habit! Break it if you got it!

Best thing to do is ALWAYS, rename a picture if you are uploading it in multiple locations. **ALWAYS RENAME IT!** For example, rename an image file you just used on one content type, John-doe.jpg, and before using the image again, rename it John-doe-2.jpg, before you upload it!

This is true for ALL FILES you upload, including audio, video, picture files, etc...

Interview Candidates link:

Review Interview Candidates for possible appearances on your talk shows. These Candidates are not considered Headlined Guests until they have appeared, or are scheduled to appear, on a BBS Radio Talk Show! DO NOT CONFUSE this with Featured Guests (guest who have appeared on a BBS Radio Talk Show), which means they are NOT IN THE SYSTEM. If you want them in the system, because they appeared on your talk show, you must first fill out a FEATURE A GUEST (link) for the guest, only then you can add them into your episode information or highlight them on your show page and BBS Radio's home page (and other feature slider locations which happens automatically).

Candidate Overviews link:

A quick presentation of the guest candidates, like name, email, website address, show categories and pitch (the reason they feel they are worthy of being a guest).

Search Feature link:

Search for people or keywords. Note: There is an ADVANCED SEARCH link (below the search text box) which when pressed, allows more feature rich search functions so you can search in selected content type categories using various key word methods.

Background Music link:

This area will provide you with close to 1,000 short electronic tracks you can chose from when selecting background music for talk show, including INTROs, OUTRO, Show Promos, and Advertisements, etc... Simply mark down the names of the tracks you like, email contact@bbsradio.com, and we can use those tracks to create the above mentioned items for your talk show. VERY IMPORTANT - This music can ONLY BE USED for background music in audio tracks that are being playing on the BBS Radio or you could be found liable for the illegal use of these tracks.

Host Dashboard link:

IMPORTANT TO REMEMBER: On the 1st day of every month, the previous month's statistical data will be deleted (and start over from zero) and stored in the "UV CUMULATIVE" column, which will reflect the prior months unique visitor accumulative data only, for a period of 30 days. "UV" stands for Unique Visitors.

Show Name pull down menu, please disregard (location top left of dashboard) unless you have more than one show on the network.

COLUMNS Definitions:

UV CUMULATIVE: Unique Visitors for the past month, a time period which includes the 1st day to the last day of the prior month.

PAGE VIEWS: The number of times unique visitors visited your pages in the current month (from the 1st of the current month to present day)

(Numbers accumulate for up to 31 days and starts again at zero at the beginning of every month)

UNIQUE VISITORS: The number of unique visitors in the current month (from the 1st of the current month to present day)

(Numbers accumulate for up to 31 days and starts again at zero at the beginning of every month)

CLICK THROUGH: The number of times unique visitors clicked on a link, or a banner, or a file, in the current month, which in most cases are hyper-linked to other locations. For example a picture could be linked to the full page of the content or another website, same with a link or a feed, and if a person presses on the image or the link (it is counted as a click through event).

(Numbers accumulate for up to 31 days and starts again at zero at the beginning of every month)

ROWS Definitions:

Show Page Internal = People that visit your Talk Show Page only, and they come from other locations within BBS Radio's website

Show Page External = People that visit your show page only that come from other locations on the World Wide Web (not BBS Radio's website)

Host (internal) = People that visit your User Profile Page only, and they come from other locations within BBS Radio's website

Host (external) = People that visit your User Profile Page only that come from other locations on the World Wide Web (not BBS Radio's website)

RSS Feed link = The number of unique visitors that USE YOUR FEED so your show information and show archives are automatically pulled in by SYNDICATING WEBSITES... (one example would be iTunes, that pulls in your information via a FEED... Other examples would be, when people subscribe to your feed, and want your SHOW ARCHIVES and data sent automatically to their browsers, for listening at their leisure (like Firefox or explorer). If you syndicate your show to places like iTunes, Stitcher, Podgallery, Feedburner, Zeno Radio, Spreaker, and other website that accept your information via code. If they subscribe to your feed then EVERYTHING OCCURS AUTOMATICALLY.

MORE DATA STATS:

Statistical Information on data elements that may be numerous in number... For example, you may write more than one Blog. In the Row titled Blogs you will find the statistics on all the Blogs you have written (for a period of one month - the first day of the month is the start date and the end of the month is the end date for data accumulation). This data will only be good for 30 days, and will zero itself out at the end of each month and then be stored for a period of 30 days in the right most column (providing summary 30 days statistics from the 1st day of the previous month to the last day of the previous month). If you are able to create multiple items of a content type (items below) then each piece of content will have numbers associated with it. Simply click into the row representing the content type (the rest is self-explanatory).

- Blogs
- Featured Columns
- Headlined Shows
- Featured Guests
- Program Handouts
- Small Banner Ads
- Large Banner Ads
- Audio Clips
- Program Archives (episode podcasts)

LIVE LISTENER STATS (*for BROADCASTERS ONLY*):

In order to get your totals for LIVE LISTENER DATA STATS, you must add up all the information contained with in all four row that show up below (and sum them together)!

What is a PULL? PULL (DEFINITION) = It is difficult to know the number of live listeners resulting from one pull. A phone could be one pull. A computer could be one pull (but with many people in the room listening). Another Radio Network could be one pull (and we have dozens of affiliate networks with our streams). How? Another radio network can access our data stream (representing one pull) but send the sound stream to thousands of their listeners - we would notice ONE PULL! So keep that in mind; a pull can be thought of as, at minimum, one live listener.

Note: The higher the "K" (in the fields below), the more tones and sounds can be processed, the better the sound quality transmitted to the listener.

Note: WE DO NOT CAPTURE the number of listeners (or any statistics) from people who listen to your show via a dial up phone connection (usually a REGULAR PHONE (without internet) to dial into a conference

number which can allow for callers that do not have an Internet connection. They can dial a regular phone number and still listen to the live broadcast). This information is available to the network but not to the hosts via code, therefore it will not be provided, even upon request! Companies providing these type of services do not have code you can access that allows for its integration elsewhere (basically they do not provide a feed to the data).

24K Phone App Stream = Listener information for people listening to your Talk Show program on Android or Apple iPhones, tablets and/or other devices (not a computer).

24K Internet Stream = Listener information for people listening to your Talk Show program on the Internet that have slower computer connection speeds to the Internet (for example, dial up Internet connections)

64K Internet Stream = Listener information for people listening to your Talk Show program on the Internet. This stream is our MOST USED STREAM...generally.

128K Internet Stream = Listener information for people listening to your Talk Show program on the Internet that have fast computer connection speeds to the Internet.

Total Pulls = Total pulls that have accumulated from the first day the last day of the previous month.

Last Show Pulls Only = Total pulls associated with your last show that aired on BBS Radio only.

Peak Pulls = Highest number of Total pulls received on any one show during the prior month and the current month.

SYNDICATING YOUR TALK SHOW

Take the **SHOW FEED** link, found on your program profile page, under your small picture near the top of the page. The SHOW FEED link is a URL! Other people can subscribe to the content generated at this location by clicking subscribe, then your show updates go to their browsers and devices for instant access on their device. Kind of like a bookmark! Copy the URL and provide it when requested. It WILL BE the key toward syndicating your show to other websites. Once you submit your show to other websites, everything else happens automatically. Our system will provide show information, audio files, and requested content, to their specifications, so your show will appear on 'their' website.

When syndicating your show, you may need to provide some other information, sign up to their website,

etc... (it varies)! It is VERY SIMPLE! We started you off by placing you in iTunes. We leave the rest up to you...

None of the syndication locations offer you money! In fact, it is best not to syndicate a show unless you are generating revenue somehow (through show sponsors).

We built a mechanism so you can easily syndicate your shows (but it doesn't mean you should).

We DO NOT syndicate your show except to iTunes (which we can easily abstain from doing).

It's best to not get too excited about syndicating your show, unless you are advertising during your show, and you want maximize your visibility. Note, the companies you syndicate to will add their own advertisements (which they will not compensate you for).

Advertising revenue generated is miniscule compared to revenue garnered by sponsors of a radio show. Advertisers, for the most part, pay only \$1.00 or slightly higher for each 1000 impressions, and their ads can be very intrusive (like google ads).

WHEN YOU SYNDICATE A SHOW, you don't get any revenue! You give that up! In essence, you are giving free goods to someone who is making money on your broadcasts. Your listeners will most likely experience audio ads that are injected into your broadcasts (which you have no control over). In the end, when you syndicate a show, even this small advertising revenue they negotiate (for themselves) is lost for a place in their audio library of shows.

Companies like iTunes, Spreaker, Stitcher, PodDirectory, Blubbry, etc. won't pay you a cent, but they will take your show, and use our server bandwidth to deliver your show to their audience, ultimately using our resources to make a profit, and not pay you or us a dime! THE MODEL IS CHANGING! It is happening now! (but we are still on the fence)

General Submission Requirements

While the submission requirements vary from directory to directory, if you have the following information about your podcast available and ready to hand during the submission process, then you should have most things covered:

1. Your **podcast RSS feed URL** (preferably containing just your podcast episodes)
2. The **title of your show**
3. A short **description** of your show
4. Your **website's URL**
5. Your **e-mail** address
6. The **genre / category** of your show
7. Your show's **cover artwork**
8. Your **twitter** handle

Our system is extremely powerful. We allow each host to have their own individual RSS global podcast syndication feed. Normally the stations will provide only one main RSS feed for all their talk radio show programs, which limits the amount of attention and notoriety that each host will receive on their syndicated podcasts. Using our system, you can individually select which shows you wish to hide from syndication.

Most Talk Radio Stations (broadcasting live or podcasting) cannot handle the bandwidth issues associated with the spiders, bots and cron jobs to facilitate individual feeds for all their broadcasters. They would need their own dedicated servers or use content delivery networks, which can help by storing audio files and images in cache, delivering the information using the most direct route, to reduce processing demands by their primary software engine (server). The next level up, but more costly, is Cloud delivery networks that act as firewalls and content delivery systems.

We have developed our own custom broadcasting and podcasting system unlike most others. We are pioneers in this industry and have spent a lot of time and money to provide a unique and diverse system capable of powerful promotions. It takes great coders and linux techs working their magic!

We ideally see our broadcasters and podcasters having the most powerful marketing and syndication system imaginable, syndicating globally and properly with the resources and know how to help them acquire notoriety. BBS Radio's system creates a full and dynamic episode for each podcast that automatically syndicates your show, and each broadcaster and podcaster can separately promote their own feeds to all the major radio portals, even individual subscribers. Such portals include: iTunes.com, TuneIn.com, Stitcher.com, Blubbry.com, Libsyn.com, Spreaker.com, etc.

SYNDICATION LOCATIONS:

iTunes (((DONE FOR YOU)))

iTunes is without doubt is the big kid on the block and if you don't submit your podcast to any other directory then you should at the very least submit your podcast to this directory. To submit your podcast to iTunes you will need to have a copy of **iTunes** running on your computer, an **iTunes account** and your **SHOW FEED** url. [Submit your podcast to iTunes](#)

Stitcher

Stitcher is an excellent and rapidly growing place to submit your podcast to and they also provide some interesting **statistics** about the downloads of your podcast and the listening habits of your subscribers. Stitcher is available as an app for smartphones and is also installed in the in car entertainment systems of over 60 different vehicle models. [Submit your podcast to Stitcher](#)

Tunein Radio

Tunein is available as a mobile app and as a [website for listening to podcasts](#) and radio shows and they are currently looking to enhance their offerings to podcasters. To submit your podcast to this directory you need to e-mail podcasters@tunein.com with your

show's **title**, geographical **location**, **cover art** (1200 x 1200px, JPG or PNG, < 2MB), **SHOW FEED url**, **website address**, **genre**, **twitter handle** (*optional*) and **your e-mail address**.

doubleTwist

doubleTwist is a popular cross-platform podcast app for mobile devices with its own directory. To submit your podcast to this directory you need your **name**, your show's **title**, **SHOW FEED url**, **description**, **genre/category** and **your e-mail address**. From their contact page you need to select **Request New Podcast**. [Submit your podcast to doubleTwist](#)

Blubrry

Blubrry produce the popular [PowerPress](#) plugin for facilitating podcasting with WordPress which, with an appropriate Blubrry account, also offers a wonderful set of **statistics** for your podcast. The Blubrry directory is also featured in set-top boxes such as Roku. To add your podcast you need to create a **free account** and add your **show's title**, **keyword**, **category**, **website address** and **SHOW FEED url**. [Submit your podcast to Blubrry](#)

OTHER SYNDICATION LOCATIONS

Note: They come and go, and there are a great many websites that will take your content via a FEED - search google for podcasting with rss feeds, and other terms to highlight these websites. Below is a brief list, although more exist! Some you have to pay to be in their directory!

<http://www.digitalpodcast.com/>

<http://player.fm/>

<http://www.plazoo.com/>

<http://www.podcastdirectory.com/>

<http://poddirectory.com/>

<http://www.shortorange.com/>

1) Optional: If you wish to record a quality video production of you and/or any guests that are involved, we can easily record the video portion of your radio broadcast and send you the final version. Additional fee is \$29/hr. You can then add that file to your own web pages and/or YouTube account(s). Basically you end up with an audio podcast 'mp3' and a video production 'mp4' which can also be attached 'uploaded' to your globally syndicated episode/podcast. (that's right!)

2) Optional: If you wish to telecast your program live, essentially broadcasting the video live, throughout BBS Radio and to various video portals such as Facebook.com, the additional fee is \$49/hr (this includes the \$29/hr recording fee).

3) Optional: If you wish to have edits done to the video production after the recording / streaming session (cropping, splicing in transitions, textual additions, images, extra video components, documents, etc.) the additional fee is \$39/half-hour (minimum) or \$69/hr.