

# **MAXIMIZING RDS IN SMALL MARKETS**

**Mark Wittkoski**

**Wisconsin Broadcasters Clinic 2023  
October 10, 2023**



# TODAY WE'LL TOUCH ON

- Radio Automation metadata formats
- RDS Encoders
  - Many options to fit the budget
- RDS middleware software
  - Why it's needed
  - My solution
- My development journey

# RADIO AUTOMATION

- Various metadata formats
  - XML
  - IP, serial, file, etc
  - Simple output (Artist; Title)
  - Not enough information
  - Minimal customization available
  - No generic messaging

# RDS ENCODERS

- Many available options
  - Basic (\$350) to advanced (\$3000)
- Basic
  - DPS= & RT= (varies depending on encoder)
  - No customization
  - No scheduling
- Advanced
  - DPS= & RT= (varies depending on encoder)
  - Some customization
  - Daypart scheduling

# EQUIPMENT LIST (2009)

- AudioVault Output (V8.42)
  - Artist, Tile, Cut ID, Duration, Category, Etc...
- Audemat FMB-10
  - Simple Encoder
  - No Scheduling
  - Last Song Displays During Commercial Break

# THE “REAL” ISSUE

- Owner wasn't happy
- Program Director wasn't happy
- RDS middleware needed
  - Budget Provided



# THE PROJECT BEGINS

- December 2008
- Initial Goals
  - Receive metadata from Automation
  - Provide enhanced station branding
  - Message scheduling
  - Send text file with Artist/Title to the website
  - Send to Audemat FMB-10 via Serial Port

# AUTOMATION INTERFACE (2009)

- Only accepts AudioVault Output

The screenshot shows a software window titled "RDS Configuration" with a tabbed interface. The "Automation" tab is selected, and within it, the "Custom" sub-tab is active. The "TCP/IP Properties" section contains two input fields: "Host" with the value "10.168.1.14" and "Port" with the value "4321". Below this, the "Trigger Categories" section has a label "One Per Line" and a list box containing the text "MUS". At the bottom of the window, there are two buttons: "Save" and "Done".

# STATION BRANDING (2009)

RDS Configuration

Automation Custom Export FTP

### Custom PS Scrolling

Label1	Info1	Label2	Info2	Label3
Y102	ARTIST		SONG	WYBR

Force CAPITALIZATION on export

### Custom Radio Text

Label1	Info1	Label2	Info2	Label3
You're Listening To The Big	NONE		NONE	

Force CAPITALIZATION on export

**PS & RT Text are each limited to a total of 64 characters**

Save Done

# MESSAGE SCHEDULING (2009)

Generic Triggers X

	Start Hour	Start Min	End Hour	End Min	Description	Sun	Mon	Tue	Wed	Thu	Fri	Sat
▶	05	30	10	00	The Y102 Morning Show With Brian Goodenow WYBR	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	10	00	12	00	Y102 MIDDAYS With Paul Matthews WYBR	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	10	00	15	00	Y102 Today's Hit Music With Mark Vincent WYBR	<input type="checkbox"/>	<input checked="" type="checkbox"/>					
	11	00	15	00	Y102 Today's Hit Music With Dean-O WYBR	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	12	00	13	00	WYBR The 80'S Lunch Hour On Y102	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	15	00	19	00	Y102 Afternoons With Dean-O WYBR	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	15	00	20	00	Y102 Today's Hit Music With Molly WYBR	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	19	00	23	00	WYBR The Billy Bush Show on Y102	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# EXPORT TO ENCODER (2009)

RDS Configuration

Automation Custom **Export** FTP

### Serial Port Setup

COM Port: COM3  
Baud Rate: 9600  
Parity: None  
Data Bits: 8  
Stop Bits: One

### Default Export

PS Scrolling:  
Today's Hit Music Y102

Radio Text:  
Visit Us Online at WYBR-com

**PS & RT Text are each limited to a total of 64 characters**

Minimum Length Of Trigger Event: 15

### Encoder Strings

PS String: PS\_TEXT=  
RT String: TEXT=

Save Done

# FTP TO WEB SITE (2009)

RDS Configuration

Automation Custom Export **FTP**

Events

Enable FTP uploading to server

Server:

Login:

Password:

Path:

Filename:

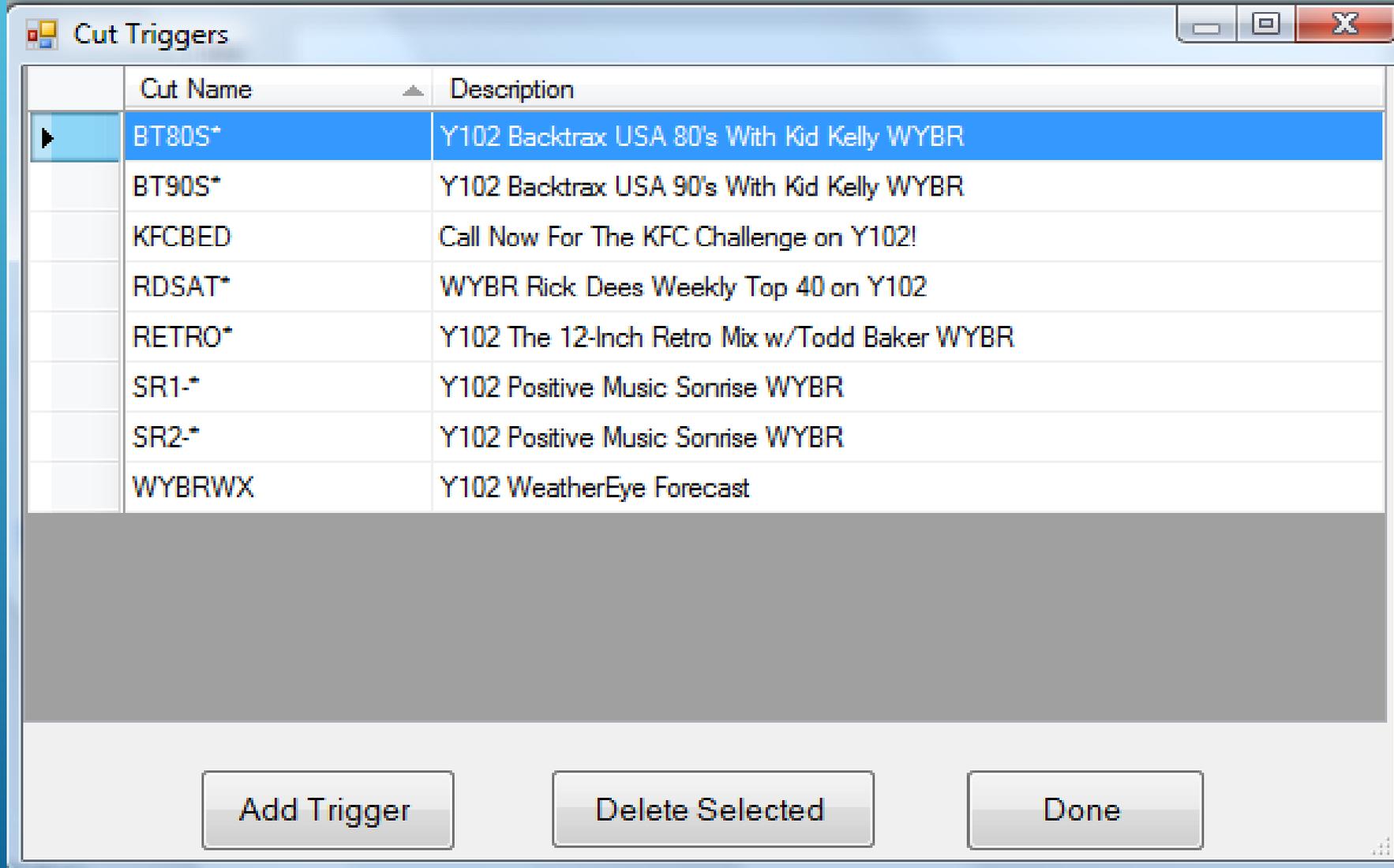
Song Template Generic Template

**Format Codes:**

%a - Artist	%c - Cut Name	%ps - Generic PS Text
%d - Duration	%s - Song Title	%rt - Generic RT Text
	%n - New Line	%r - Carriage Return

Save Done

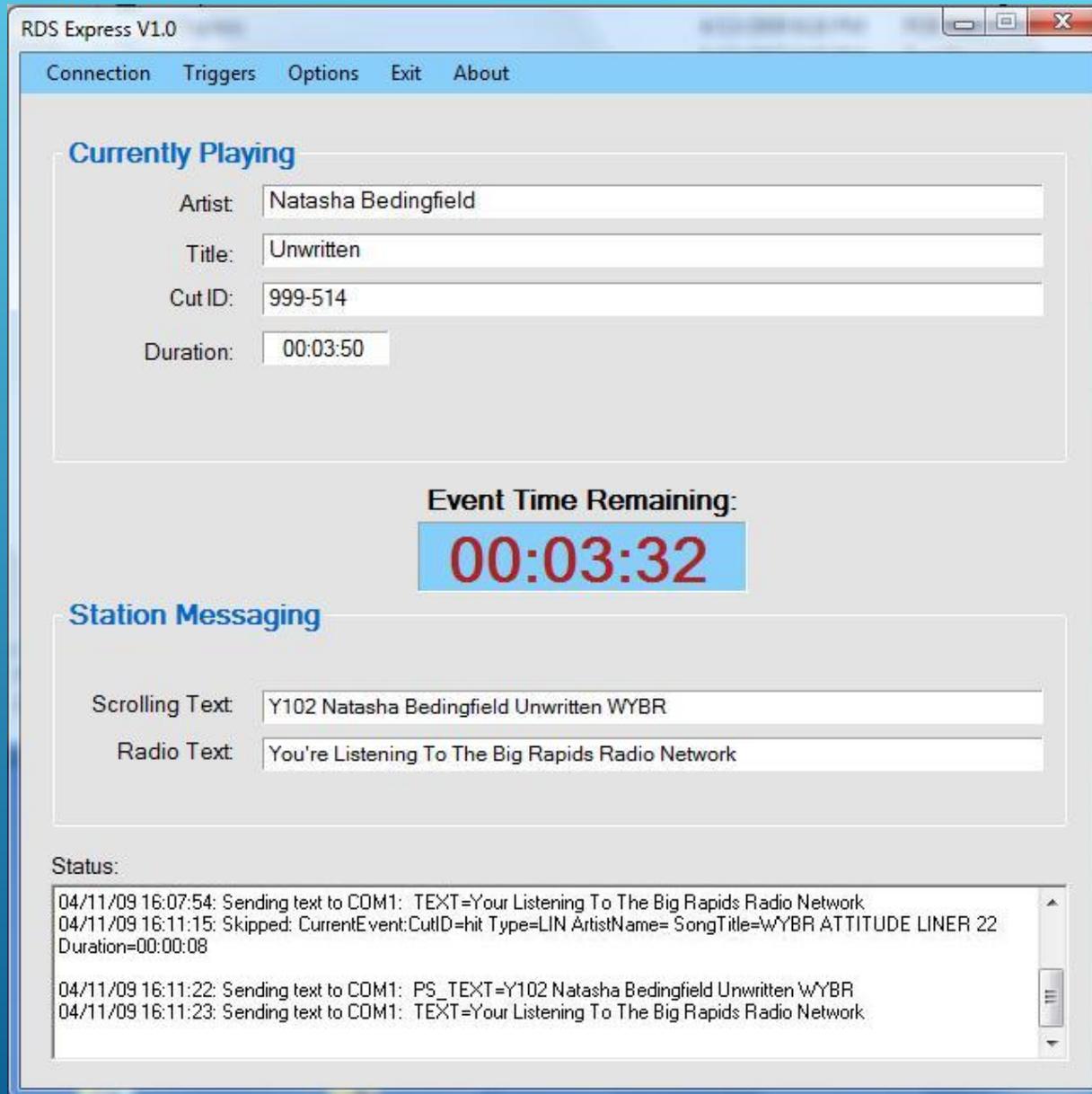
# CUT TRIGGERS (2009)



The screenshot shows a software window titled "Cut Triggers" with a standard Windows-style title bar (minimize, maximize, close buttons). The window contains a table with two columns: "Cut Name" and "Description". The first row is selected. Below the table is a large greyed-out area, and at the bottom are three buttons: "Add Trigger", "Delete Selected", and "Done".

Cut Name	Description
BT80S*	Y102 Backtrax USA 80's With Kid Kelly WYBR
BT90S*	Y102 Backtrax USA 90's With Kid Kelly WYBR
KFCBED	Call Now For The KFC Challenge on Y102!
RDSAT*	WYBR Rick Dees Weekly Top 40 on Y102
RETRO*	Y102 The 12-Inch Retro Mix w/Todd Baker WYBR
SR1-*	Y102 Positive Music Sunrise WYBR
SR2-*	Y102 Positive Music Sunrise WYBR
WYBRWX	Y102 WeatherEye Forecast

# USER INTERFACE (2009)



GOALS ACCOMPLISHED

PROJECT OVER?

# ENHANCING THE LISTENERS EXPERIENCE

- Allow more input sources such as satellite receivers to provide metadata for syndicated programming
- Allow more output destinations (Send to multiple sites, streaming, etc)
- Custom messaging for Radio Text (Independent of PS Text)
- Ability to clean up poorly formatted metadata
- Display the weather forecast
- High School sports scores?
- Allow morning show producer direct control of RDS?
- Can RDS become another revenue source?

# INPUT SOURCES

RDS RDSExpress Automation Configuration

**Primary Automation**

Automation Type: AudioVault

Source: TCP/IP  Host  Client

IP Address: 192.168.1.21

Port: 5000

Keep Alive: 0 mS

**Secondary Automation**

Automation Type: WW1 Format B

Source: Serial

Com Port: COM2

Baud Rate: 9600

Duration: 225 Seconds

Categories

Music	Commercial
SONG	SPOT
MUS	PROMO
CHM	

One Entry Per Line

Start automation monitoring at startup

Disable automation priority

Smart CAPITALIZATION (Artist & Title)

Minimum event duration (secs): 15

Automation Monitoring Schedule

Save Done

# INPUT SOURCES (2023)

Input Sources Configuration

+ New    X Delete    1 / 2    Automation

Enabled

Description: AudioVault

Automation Type: AudioVault

TCP     UDP     Serial     File

IP: 192.168.1.150    Port: 2000

Keep Alive: 0 mS

Categories

Music	Commercial
MUS	SPOTS

One Entry Per Line

Start input source monitoring at startup  
 Disable automation priority

Minimum event duration (secs): 15

Default Categories

Music: MUS    Commercial: COM

Ok    Cancel    Apply

Up to 5 Input Sources

# SECONDARY INPUT SOURCES (2023)

Input Sources Configuration

+ New    ✖ Delete    2 / 2    ← →

**Secondary Source**

Enabled

Description:

Automation Type:

TCP     UDP     Serial     File

IP:     Port:      Host Mode

Keep Alive:  mS    Duration:  Seconds

Categories

Music	Commercial
<input type="text" value="MUS"/>	<input type="text" value="COM"/>

One Entry Per Line

Start input source monitoring at startup  
 Disable automation priority

Minimum event duration (secs):

Default Categories

Music:     Commercial:

Ok    Cancel    Apply

# METADATA EXPORTS

RDS RDSExpress MetaData Configuration

MetaData 1 | MetaData 2 | MetaData 3 | MetaData 4 | MetaData 5 | Passthru 1 | Passthru 2

**Enable**  Encoder Initialization String

COM Port: COM5

Baud Rate: 1200

Parity: None

Data Bits: 8

Stop Bits: One

PS String:  PS Max Chars: 63

RT String:  RT Max Chars: 63

Force CAPITALIZATION on output

String Separator: CR/LF String Delay: 100 mS

Save Done

2012 - 2020

## Up to 10 Metadata Exports

# METADATA EXPORTS (2023)

MetaData Export Configuration

**1 / 5**

**Enabled**   Encoder Init

TCP  UDP  Serial  HTTP

Connect / Send / Disconnect

Export Delay:  ms  Passthru  Translate

IP:  Port:

UECP Enabled Site Address:  Encoder Address:

PS String:  RT String:   Parse PS String (8 Chars)  Scrolling Text (PS)  Radio Text (RT)

Allow Custom Messages To Complete

Pause Time:  mS Force CAPITALIZATION On Export  Scrolling Text (PS)  Radio Text (RT)

String Separator:  Inter-element Delay:  mS

# METADATA EXPORTS (2023)

- Very Flexible... TCP, UDP, Serial, HTTP & Export Delay

The screenshot shows a 'Metadata Export Configuration' dialog box with the following settings:

- Buttons: + New, - Delete, 3 / 5, < Back, Next >
- Enabled:  Enabled, Futuri (text field),  Encoder Init
- Protocol:  TCP,  UDP,  Serial,  HTTP
- Connect/Send/Disconnect:  Connect / Send / Disconnect
- Export Delay: 12100 ms (spin box),  Passthru,  Translate
- Output Format:  Icecast,  Shoutcast,  Futuri Mobile / Voting,  SecureNet,  Omnia 9
- Username: rdsexpress, Password: rdsexpress, Station ID: stream
- Buttons: Ok, Cancel, Apply

# MESSAGE PARSING

Select the best parsing method

Mode 0	Mode 1	Mode 2
THIS IS	EXAMPLE	THIS IS
AN EXAMP	XAMPLE O	AN
LE OF MO	AMPLE OF	EXAMPLE
DE 0	MPLE OF	OF MODE
	PLE OF M	2
	LE OF MO	
	E OF MOD	
	OF MODE	
	OF MODE	
	F MODE 1	

Page 16 of Pira P232U Manual

“Big Country 100.9 Lainey Wilson Watermelon Moonshine”

BIG
COUNTRY
100.9
LAINey
WILSON
WATERMEL
ATERMELO
TERMELON
MOONSHIN
OONSHINE

RDSExpress 8 Character Parsing

Poor Parsing = Bad Presentation!

# CUSTOM MESSAGING

RDS Custom Messaging

### PS Scrolling

	Lead Text	Output Field	
Line 1	Today's Hit Music Y102	ARTIST	Smart Text: 1 <input checked="" type="checkbox"/> Interleave Messaging Message Refresh (secs): 30 PS Max Length: 63
Line 2		TITLE	
Line 3		NONE	
Line 4		NONE	
Line 5		NONE	

Add Delete

### Radio Text

	Lead Text	Output Field	
Line 1		ARTIST	Smart Text: 1 <input checked="" type="checkbox"/> Interleave Messaging Message Refresh (secs): 30 RT Max Length: 100
Line 2	-	TITLE	
Line 3		NONE	
Line 4		NONE	
Line 5		NONE	

Add Delete

### Alternate Output

PS Scrolling: Today's Hit Music

Radio Text: Today's Hit Music

Save Done

# CUSTOM MESSAGING

RDS Custom Messaging

### PS Scrolling

	Lead Text	Output Field
Line 1	Y102	ARTIST
Line 2		TITLE
Line 3		NONE
Line 4		NONE
Line 5		NONE

Smart Text: 2

Interleave Messaging

Message Refresh (secs): 30

PS Max Length: 63

Add Delete

### Radio Text

	Lead Text	Output Field
Line 1		ARTIST
Line 2	-	TITLE
Line 3		NONE
Line 4		NONE
Line 5		NONE

Smart Text: 1

Interleave Messaging

Message Refresh (secs): 30

RT Max Length: 100

Add Delete

### Alternate Output

PS Scrolling: Today's Hit Music

Radio Text: Today's Hit Music

Save Done

# CUSTOM SCROLLING TEXT

RDS Dynamic Messaging

	Start Hour	Start Min	End Hour	End Min	Start Date	End Date	Description	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Msg Length
▶	00	00	23	59	7/3/2023	12/31/2030	Weekday Mornings with Andi on Y102	<input checked="" type="checkbox"/>	30						
	06	00	10	00	7/3/2023	12/31/2030	Y102 Mornings with Andi's Sunrise Show	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	30
	12	00	12	59	10/1/2010	12/31/2030	Y102 Retro Lunch Hour	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	45
	14	00	18	59	10/1/2010	12/31/2030	Y102 Today's Hit Music With Mark Vincent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	45					
	19	00	23	59	4/22/2017	12/31/2030	Y102 Open House Party Is On The Air	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	90

**Interleaving with Custom PS Messaging is turned OFF**

# CUSTOM SCROLLING TEXT

Modify Dynamic Message ✕

Priority  Disabled

Message

Description:

Alternate Web Text:

Day of week

Everyday  Sunday  Monday  Tuesday  Wednesday  Thursday  Friday  Saturday

Message Date & Time

Start Date & Time	Play Thru Date & Time
<input type="text" value="Saturday , September 4, 2021"/>	<input type="text" value="Tuesday , December 31, 2030"/>
Hour: <input type="text" value="05"/> Min: <input type="text" value="00"/>	Hour: <input type="text" value="10"/> Min: <input type="text" value="00"/>

Message Refresh (secs):  Minimum Minutes Between Displays:

# CUSTOM RADIO TEXT

RDS General Messaging

	Start Hour	Start Min	End Hour	End Min	Start Date	End Date	Description	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Msg Length
▶	00	00	06	00	7/3/2023	12/31/2030	Today's Hit Music Y102	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	30
	00	00	23	59	5/16/2019	12/31/2030	Today's Hit Music Y102	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	60
	00	00	23	59	7/3/2023	12/31/2030	Y102 Mornings with Andi's Sunrise Show	<input checked="" type="checkbox"/>	60						
	07	00	11	50	5/20/2023	12/31/2030	Throwback 2k with Chris Cruise	<input type="checkbox"/>	<input checked="" type="checkbox"/>	60					
	10	00	23	59	7/3/2023	7/3/2023	Today's Hit Music Y102	<input type="checkbox"/>	30						
	10	15	11	56	10/1/2010	12/31/2030	The Retro Lunch Hour kicks off at noon!	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	30
	14	00	19	00	5/25/2023	1/31/2030	Today's Hit Music With Mark Vincent	<input type="checkbox"/>	<input checked="" type="checkbox"/>	30					
	19	00	23	59	10/21/2022	12/31/2030	Elliott & Nina Live On Y102!	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	60
	19	00	23	59	11/19/2022	12/31/2030	Open House Party Is On The Air	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	90

**Interleaving with Custom RT Messaging is turned ON**

Turn off Radio Text Padding if the RDS Encoder has the option!

# RADIO TEXT WITH PAD



Display format varies between vehicles

# RADIO TEXT WITHOUT PAD



# MY RDS MESSAGING RULES

- Scrolling text has only 8 characters. Keep messaging simple
- Capitalize all scrolling text messages (Cleaner look for scrolling text)
- Use Radio Text for more detailed messaging
- Let Artist/Title of song dominate messaging

# CUT TRIGGER MESSAGING

Cut Triggers

Cut Name	Description	Msg Length
AT40H*	American Top 40 with Ryan Seacrest	60
MNNSPORTS	Y102 Sports Update	120
NEWSLEGAL	Y102 News Update	120
SPORTS	Y102 Sports Update	120
SPORTSBED	Y102 Sports Update	120
SR1-*	Y102 WYBR Positive Music Sunrise	90
SR2-*	Y102 WYBR Positive Music Sunrise	90
WXBED	Y102 Weather Eye Forecast	60
WXBED2	Y102 Weather Eye Forecast	60
WYBRWX	Y102 Weather Eye Forecast	60
YNEWS*	Y102 News Update	120
YSATNEWS*	Your Y102 News Update	120

+ Add      ✗ Delete      ✓ Done



# REVENUE OPPORTUNITIES?

# REVENUE OPPORTUNITIES

Modify General Message ✕

Priority  Disabled

Message

Visit Joe's Tire Service For Year End Deals!

Day of week

Everyday  Sunday  Monday  Tuesday  Wednesday  Thursday  Friday  Saturday

Message Date & Time

<b>Start Date &amp; Time</b>	<b>Play Thru Date &amp; Time</b>
Tuesday , December 26, 2023	Tuesday , January 2, 2024
Hour: 00 Min: 00	Hour: 23 Min: 00

Message Refresh (secs): 60 Minimum Minutes Between Displays: 08

Send Message To Translate Export

**Save and Exit** Cancel

# REVENUE OPPORTUNITIES

- Special Events override all Dynamic & General messaging

Special Events ×

	Start Date	End Date	Start Hour	Start Min	End Hour	End Min	Description	Msg Length
▶	5/27/2023	5/27/2023	09	45	14	50	Broadcasting Live at Meijer Today from 10am-2pm.	30

+ Add    × Delete    ✓ Done

# WEATHER FORECAST DISPLAY

- Original design used Weather Underground with limited API Calls  
(API shutdown when purchased by IBM)
- Weather.gov
  - Regularly updated
  - Provides high & low temps
  - Provides weather conditions
  - Free!

# WEATHER DISPLAY

RDS RDSExpress Weather Setup ✕

Enabled

Powered by:

 **NATIONAL WEATHER SERVICE**  
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

Send To Scrolling Text (PS)       Do Not Display During Music Events  
 Send To Radio Text (RT)       Weather Display Trigger

Message Length (secs):       Cut Name:

Weather Intro:

Weather URL:

# WEATHER FORECAST DISPLAY

- Checks for Best Formatting
  - Weather Intro, Weather Conditions/Temp for Today & Tonight
    - **“WLCS Weather: Today Sunny High 73. Tonight Cloudy Low 60”**
  - Weather Intro, Weather Conditions/Temp for Today, Tonight Temp
    - **“WLCS Weather: Today Mostly Sunny High 73. Tonight Low 60”**
  - Weather Conditions/Temp for Today & Tonight
    - **“Today Mostly Sunny High 73. Tonight Cloudy Low 60”**
  - Weather Conditions/Temp for Today & Temp for Tonight
    - **“This Afternoon Mostly Sunny High 74. Tonight Low 60”**

# WEATHER FORECAST DISPLAY

- Checks for Best Formatting
  - Weather Conditions/Temp for Today
    - **“Today Severe Thunderstorms Expected High 73”**
  - Last Option!
    - Weather Conditions/Temp For Today Truncated

# WEATHER DISPLAY



# WEATHER DISPLAY



# WEATHER DISPLAY SCHEDULE

Weather Display Schedule ✕

	Start Hour	Start Min	End Hour	End Min	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Display Interval
▶	00 ▾	00 ▾	06 ▾	00 ▾	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	7 ▾
	00 ▾	00 ▾	23 ▾	59 ▾	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	7 ▾
	06 ▾	00 ▾	10 ▾	00 ▾	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5 ▾
	10 ▾	00 ▾	23 ▾	59 ▾	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	7 ▾

Add Delete Done

ENHANCING THE LISTENER EXPERIENCE MORE!

# FIXING THE FORMAT SENT FROM THE AUTOMATION



# FIXING THE FORMAT SENT FROM THE AUTOMATION

MetaData Export Configuration

+ New    X Delete    1 / 5    ←    →

Enabled    Pira P332     Encoder Init

TCP     UDP     Serial     HTTP

Connect / Send / Disconnect

Export Delay: 0 ms     Passthru     Translate

IP: 192.168.1.150    Port: 12345

UECP Enabled    Site Address: 0    Encoder Address: 0

PS String: DPS1=    RT String: RT1=

Parse PS String (8 Chars)    Smart CAPITALIZATION (Artist & Title)

Allow Custom Messages To Complete     Scrolling Text (PS)     Radio Text (RT)

Pause Time: 1000 ms    Force CAPITALIZATION On Export

Scrolling Text (PS)     Radio Text (RT)

String Separator: CR/LF    Inter-element Delay: 800 ms

Ok    Cancel    Apply

# FIXING THE FORMAT SENT FROM THE AUTOMATION

- Force Capitalization
  - **“98.7 FGR: STEVIE NICKS – EDGE OF SEVENTEEN”**
- Smart Capitalization
  - **“98.7 FGR: Stevie Nicks – Edge Of Seventeen”**
- Smart Capitalization Isn't Perfect!
  - **“Ac/dc – You Shook Me All Night Long”**
  - **“Inxs – Need You Tonight”**

# SEARCH AND REPLACE

Search And Replace

	Action	Field	Condition	Match Value	Replacement Value
▶	Replace	Artist	Contains	AC/DC	AC/DC
	Replace	Artist	Contains	AJR	AJR
	Replace	Artist	Contains	ALT-J	Alt-J
	Replace	Artist	Contains	BTO	BTO
	Replace	Artist	Contains	BTS	BTS
	Replace	Artist	Contains	DaBaby	DaBaby
	Replace	Artist	Contains	Dj	DJ
	Replace	Artist	Contains	ELO	ELO
	Replace	Artist	Contains	EOB	EOB
	Replace	Artist	Contains	INXS	INXS
	Replace	Artist	Contains	JNR	JNR
	Replace	Artist	Contains	KLF	KLF
	Replace	Artist	Contains	LFO	LFO
	Replace	Artist	Contains	LP	LP
	Replace	Artist	Contains	NF	NF
	Replace	Artist	Contains	OJR	OJR
	Replace	Artist	Contains	OMC	OMC

+ Add    ✗ Delete    ✓ Done

# SEARCH AND REPLACE

Modify Search And Replace Event ✕

Field:

Condition:

Value:  
  Case Sensitive

Action

Ignore (Do Not Process)

Replace Matching Value

Substitute (Blank Fields Will Not Be Substituted)

New Artist: <input type="text"/>	New Cut ID: <input type="text"/>
New Title: <input type="text"/>	New Category: <input type="text"/>

# FIXING THE FORMAT SENT FROM AUTOMATION

- Smart Capitalization (After Search And Replace)
  - **“AC/DC – You Shook Me All Night Long”**
  - **“INXS – Need You Tonight”**

With a little work the RDS has a much cleaner look!

# SMALL MARKETS ARE JUST DIFFERENT

- Smaller markets typically carry more local high school sports
- Is there another possible revenue source?

# LOCAL SPORTS SCORES

RDSEXPRESS ScoreStrip (Football) [ - ] [ □ ] [ × ]

Settings Exit About

### Fruitport

**20**

**+6** **+1** **+3** **+2**

Touchdown Extra Point Field Goal Safety

Manual Entry

### Hamilton

**44**

**+6** **+1** **+3** **+2**

Touchdown Extra Point Field Goal Safety

Manual Entry

### Quarter

1st 2nd 3rd 4th OT

Pregame Half Time **Postgame**

Pregame Message

Half Time Message

Postgame Message

# LOCAL SPORTS SCORES



# LOCAL SPORTS SCORES



# LOCAL SPORTS SCORES



# LOCAL SPORTS SCORES



# PRODUCER CONTROL

ProducerRDS V1.01

Setup Exit About

Send Scrolling Text to Radio Text

**Scrolling Text**

Y102 question of the day. How many pets do you have?

Message Length: 5 Mins

Send Msg End Msg Clear

**Radio Text**

Y102 question of the day. How many pets do you have?

Message Length: 5 Mins

Send Msg End Msg Clear

**Station Messaging**

Scrolling Text: Waiting For Data....

Radio Text: Waiting For Data....

# USER INTERFACE (2023)

RDS Express V.927.27 - WYBR

Messaging Monitor Setup Help Exit

### Currently Playing

Artist: Usher  
Title: DJ Got Us Falling In Love  
Cut ID: 1734-94  
Duration: 00:03:39

**Event Time Remaining:**  
**00:03:03**

### Station Messaging

Scrolling Text: Today's Hit Music Y102 Usher DJ Got Us Falling In Love **00:54**  
Radio Text: Usher - DJ Got Us Falling In Love **00:24**

Status: REMOTE PRIMARY SECONDARY

```
09/07/23 10:52:33: ExportSender(): Sending MetaData Translate to Export Futuri POST {192.168.1.185/12345}
09/07/23 10:52:33: ExportSender(): Sending Scrolling Text to Export Pira {192.168.1.224/4500}: DPS1=TODAY'S HIT MUSIC
Y102 USHER DJ GOT US FALLING IN LOVE
09/07/23 10:52:33: ExportSender(): Sending Radio Text to Export Pira {192.168.1.224/4500}: RT1=Usher - Dj Got Us Falling In
Love
09/07/23 10:52:33: ParseAutomationReponse(): Primary Source (AudioVault) Data Received - NextEvent:CutID=hit Type=LIN
ArtistName=rb SongTitle=New Today's Hit Music 3 Duration=00:00:06
09/07/23 10:52:35: ExportSender(): Sending to Export Icecast {192.168.1.160/8000}: Today's Hit Music Y102 Usher - DJ Got Us
Falling In Love
09/07/23 10:52:37: ExportSender(): Sending MetaData Translate to Export SecureNet {192.168.1.160/4321}
```

Uptime: 45 days, 13 hours 40 minutes | 09/07/2023 10:53:08 AM

# MY RDS MESSAGING RULES (REVIEW)

- Scrolling Text has only 8 characters. Keep messaging simple
- Choose best parsing for scrolling text (In encoder or external)
- Capitalize all scrolling text messages
- Use Radio Text for more detailed messaging
- Let Artist/Title of song dominate messaging
- Turn off Radio Text padding (If supported)
- Properly space messages out (Time between displays)
- Properly format metadata
- Consider RDS as another revenue stream
- Middleware can allow the use of inexpensive encoders.

# MARKETS USED FOR TESTING

- WYBR / WWBR – Big Rapids, MI (Between #68 & #157)
- WLCS / WVIB / WLAW – Muskegon, MI (#228)
- WLAV / WLHT – Grand Rapids, MI (#68)

# GREAT SUPPORT FROM FRIENDS

Mentor Partners Inc, Big Rapids, Michigan

Craig Bowman, Futuri Media

Dave Grant, Cumulus Media Grand Rapids, Michigan

Mike Maciejewski, Townsquare Media, Grand Rapids, Michigan

THANK YOU!  
QUESTIONS?

[mark@amekogroupllc.com](mailto:mark@amekogroupllc.com)

