

Good evening.

Sorry for the delay in getting out this edition, but Hurricane Sandy added an unexpected twist to the northeast this past week. Please let myself, Scott or Megan know if you have any questions.

Best,  
Sarah

#### Website Enhancements –

- Upcoming:
  - Wizard: Related Content & Tagging – Enhanced wizard functionality being added to assist in the auto-population of related content and athletes in the right rail of features. Deployment scheduled to occur mid-November. Once the release has occurred, an invite will be sent by Megan for a Wizard Training Conference Call session.
  - Password Protected Pages – currently internal requirements review in progress. Next newsletter will include a deployment date for this feature.
  - Homepage prestitial ads (ie the pop-up lightbox) – currently internal requirements review in progress. Next newsletter will include a deployment date for this feature.

#### Help Desk Update –

Megan and Scott have transferred all outstanding help desk submissions from the old system to Unfuddled. If you do not see an item you previously reported, please let us know immediately so the ticket can be assigned. Please note only bugs and technical issues are being currently tracked in Unfuddled. Site enhancements submitted via Unfuddled are being captured separately, and once the product roadmap is complete for 2013 we will provide timeline updates via this newsletter for upcoming enhancements.

#### LIVE Video Production –

In order to provide NGBs on the platform with production capabilities for LIVE events, we are in the process of evaluating 4 streaming vendors (Livestream, iHigh, wirecast and istream planet). In order to properly evaluate the various vendors (especially in regards to ease of use), Scott Cronk and Tamera Reub are conducting a 3-day test of all the technologies during a Field Hockey Tournament on Nov 16, 17, and 18 in Chula Vista.

As you are all aware there are three core steps (with obviously many components) in the LIVE streaming process. This test will allow us to evaluate an enterprise solution for step 1 & 2 below:

1. Event capture –this steps includes the personal to film the event and the camera(s) equipment
2. Event production – this step includes the ingestion of the stream, translation into a digital stream, and production (by a person) of the event via a digital software solution that allows for graphics, multiple cameras, etc
3. Broadcast – this includes the distribution of the digital stream into a video player on the NGB/other websites (or other platforms)

The above steps and technologies under evaluation will allow us to provide Level 1 (base level streaming e.g. a member organizations wants to stream an event via a single camera feed to an NGB site) and Level 2 (NGB event streams requiring moderate production; e.g. broadcast of a qualifying wrestling tournament with multiple mats) streaming support. For Level 3 streaming (NGB events requiring a complicated production) we are evaluating on a case by case basis USOC budgetary support to produce these events utilizing a third party production company (like Echo).

In the newsletter following the test event we will provide a LIVE streaming product update based upon our discovery. In regards to video on demand (VOD), we are simultaneously speaking with several video player providers since the AT&T IVMS solution requires a cumbersome video upload process. Our goal in evaluating VOD players is to ensure the easiest CMS integration solution. Until a new player is integrated into the site, we continue to recommend using the YouTube embed player for videos on your site.

CMS Tips & Tricks – This week’s Tip is *“How unlock pages in bulk once they are locked”*. With multiple editors on a site locked pages often become an issue (esp. the homepage) when users are called away and they leave pages unavailable for others to edit. So how do you bulk unlock pages:

- When you are done editing all of the content prior to logging out click on the “Review” tab at the top of the CMS
- Select the “My Items” button in the ribbon
- In the pop up window, you have the ability to unlock individual items
- By using the “Ctrl” button you can select individual items to unlock
- You can also select “Unlock All”

This should be done at the end of each of user sessions so items are available for others to edit. If you want to keep an item locked, you have this ability by not unlocking in the “My Items” window.

#### Content Corner:

Thank you to all the athletes/sports who participated in the Team USA Gangnam style video. Any support to promote would be greatly appreciated. The YouTube link can be found at:

<http://www.youtube.com/watch?v=AYCJprFqIPg&feature=plcp>

Please continue to contact Lauren Pasquale, Brandon Penny or Maura Cheeks on content/social collaborations. Just recently we were able to jointly work on a couple projects with various NGBs, so hopefully the below will spur on some thoughts for future ideas:

- US Soccer: Two Alex Morgan YouTube videos were aligned with an @USOlympics twitter ticket giveaway coinciding with the Team’s game against Germany. US Soccer was able to share the YT content with their followers as well.
- Peter Vanderkaay Facebook Chat was co-promoted with USA Swimming. In addition to straight social promotion, USA Swimming also produced website content surrounding the chat.

Skate America: The USOC had a team member on the ground at Skate America to produce four website stories from the event. Our social followers were not only brought closer to the athletes but also

contributed to TeamUSA.org content by sending us questions they wanted answered by Meryl Davis and Charlie White.