

Music Channel Redesign (MCR) Content Entry Instructions v1.2

*Revised 8/18/09
(Phases 1 and 2)*

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Content Entry Instructions v1.2

(Phases 1 and 2)

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Music Channel Redesign (MCR) – Phases I and 2 Content Entry Instructions v1.2

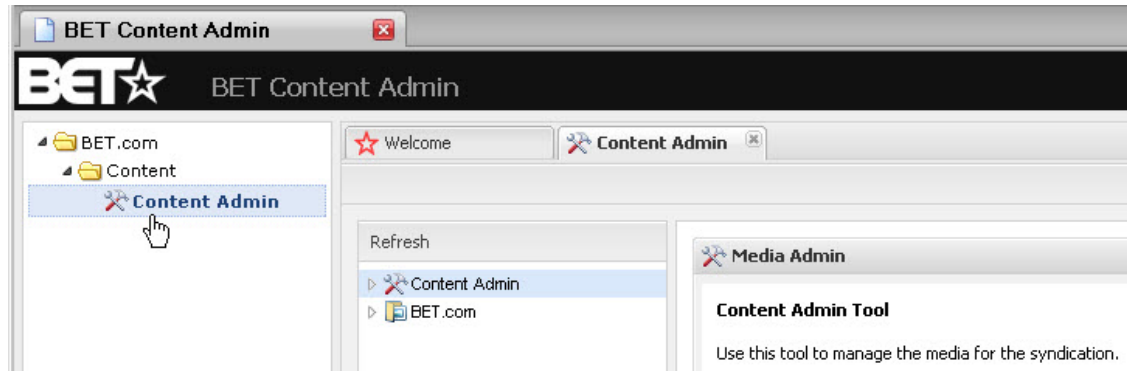
Revised 8/18/09

Section 1 – URLs Used for MCR:

Content Admin (*MUST use Firefox 3 or higher*): <http://contentadmin.web.bet.com/default.aspx>

After logging in, expand the “BET.com” folder, then the “Content” folder, then select “Content Admin” in the left pane. The “Content Admin Tool” opens in the right pane.

Illustration 1.0



Note: If accessed from outside the network, you must first sign in to VPN and then Network Connect.

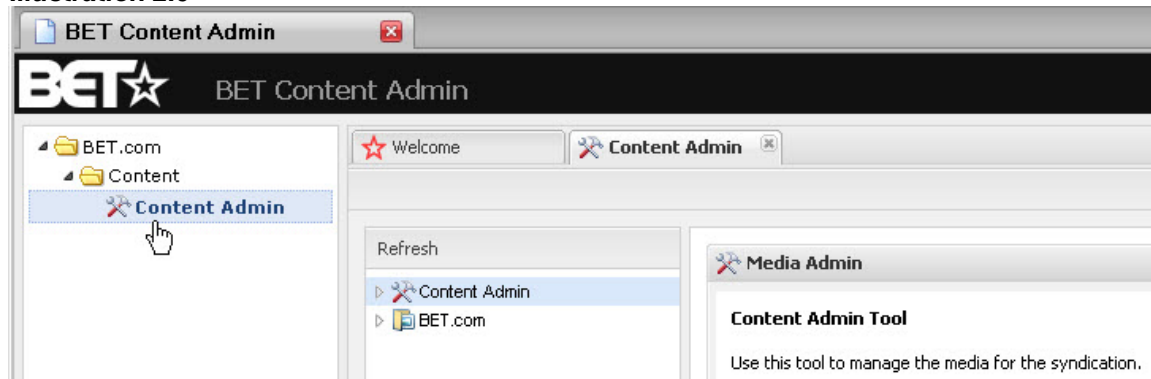
Public-facing web pages:

Music Landing Page: <http://www.bet.com/music>
Music News Page: <http://www.bet.com/music/news>
Music Photos Page: <http://www.bet.com/music/photos>
Music Videos Page: <http://www.bet.com/music/videos>
Music New Releases Page: <http://www.bet.com/music/newreleases>
Music Specials Page: <http://www.bet.com/music/specials>

Section 2 – Overview:

In the Content Admin tool’s left pane, there are initially two folders – “Content Admin” and “BET.com”.

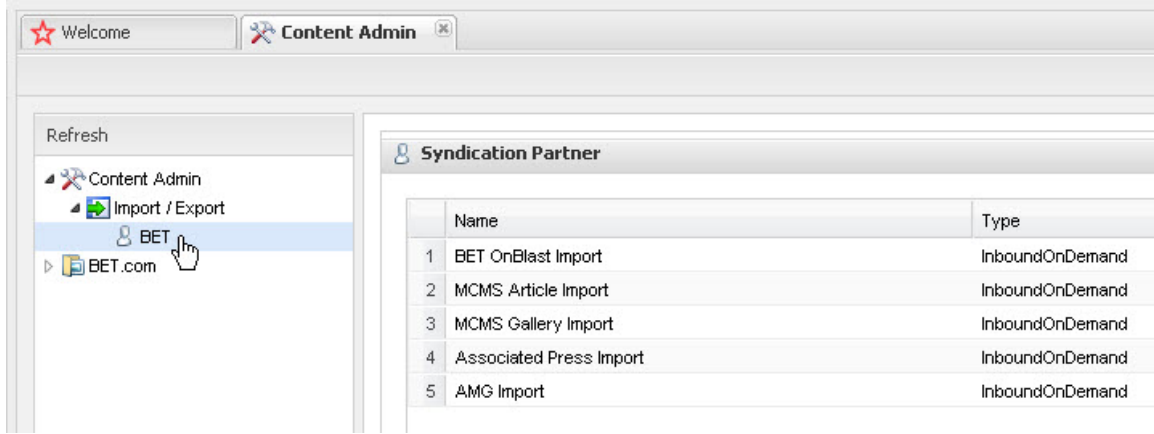
Illustration 2.0



Section 2 – Overview (continued):

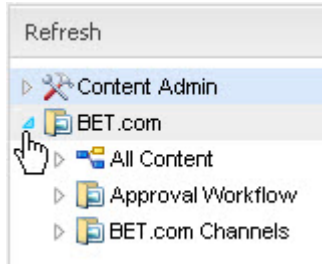
- 2.1. In “Content Admin”, root to “Import/Export”, then select “BET” to display the “Syndication Partner” tool in the right pane. This is used to import articles and galleries from MCMS.

Illustration 2.1



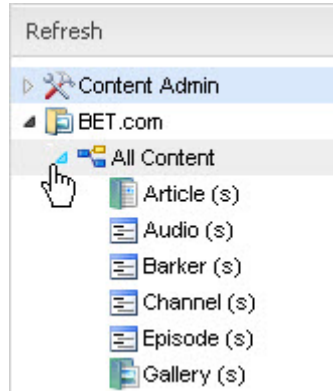
- 2.2. In “BET.com”, two subfolders are used for MCR – “All Content” and “BET.com Channels”.

Illustration 2.2



- a. “All Content” contains playlists of various types. MCR currently uses “Article(s)”, “Barker(s)”, and “Gallery(s)”.

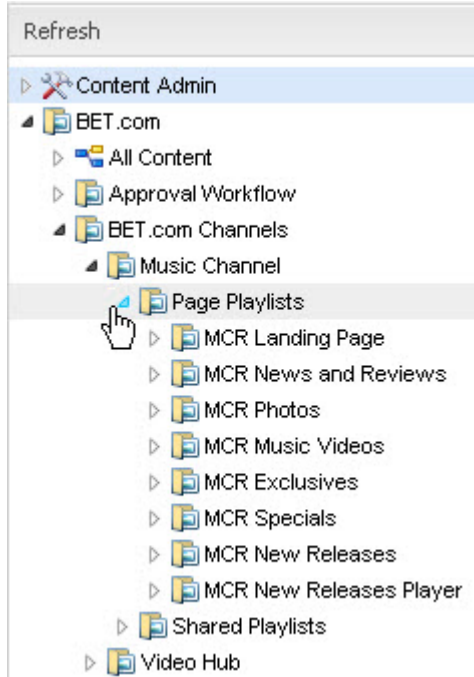
Illustration 2.2.a



Section 2 – Overview (continued):

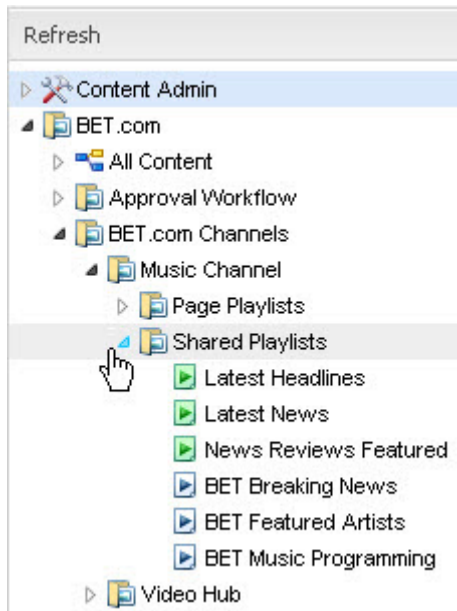
- b. In “BET.com Channels”, root to “Music Channel”. There are two subfolders.
 - i. “Page Playlists” contains folders which correspond directly to the various public facing web pages in the Music channel. Each of these folders contains playlists which correspond to components of that specific page.

Illustration 2.2.b.i



- ii. “Shared Playlists” contains playlists and smart playlists which correspond to components shared by multiple pages. MCR currently uses “Latest Headlines” and “Latest News”.

Illustration 2.2.b.ii



Section 2 – Overview (continued):

2.3. A brief description of the “playlist” concept as applied to MCR:

Playlists contain the items [currently articles, interviews, reviews, galleries, albums, and barkers (including billboards)] which are displayed on the various web pages. Most are populated through a simple ‘drag and drop’ process. However, ‘smart’ playlists are *not* populated this way. Instead, most ‘smart’ playlists are populated automatically, and are updated by running an MCMS import. After running an MCMS import, the new items reside in the “All Content” playlists (and are then simply dragged into the desired playlists for display on the public-facing web pages) and also reside in the appropriate ‘smart’ playlists. Barkers are *created* directly in playlists in Content Admin. After creation, they may be dragged and dropped into other playlists, if desired.

Any item can be dragged from one playlist to another, as long as the content type is compatible. (Items cannot be added to ‘smart’ playlists, except those in “Approval Workflow”, which only apply tags to items.)

A ‘smart’ playlist is a playlist which automates the entry of various bits of data for each item in the list. That is, an item automatically gets tagged with an array of data by virtue of being in that ‘smart’ playlist. A ‘smart’ playlist’s icon in the tree is typically green. ‘Smart’ playlists are automatically populated, and items cannot be added, removed, or reordered. The only function to control is setting an item as “Featured”.

Select a playlist in the tree structure to display its contents in the grid. Double-click an item in the grid to view/edit its properties.

Illustration 2.3.A

The screenshot shows the Content Admin interface. On the left is a tree structure with a 'Refresh' button at the top. The tree is expanded to show 'BET.com Channels' > 'Music Channel' > 'Page Playlists' > 'Most Popular Photo Galleries'. A mouse cursor is hovering over this item. On the right is a grid titled 'Playlist Most Popular Photo Galleries'. The grid has columns for 'Type', 'ID', and 'Title'. It contains 8 rows of data, each representing a gallery item.

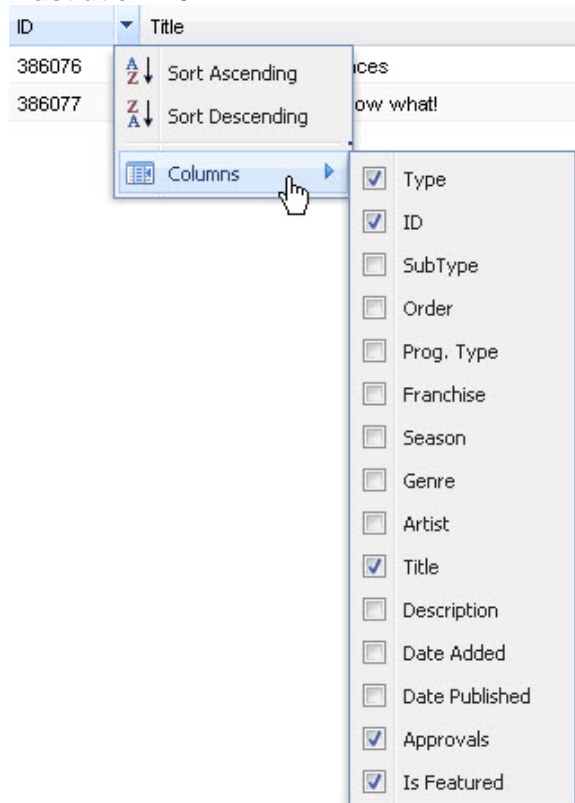
	Type	ID	Title
1	Gallery	383063	On Location: Pleasure P
2	Gallery	383091	On Location: Summer Jam 2009
3	Gallery	383095	First Taste: Jeremih
4	Gallery	383061	On Location: Eminem and Jay-Z.
5	Gallery	383057	On Location: Bow Wow and Day 26
6	Gallery	383067	On Location: Elektrik Red takes over NYC
7	Gallery	383055	On Location: Drake @ SOB's.
8	Gallery	383017	Last Week In Music: 6/21-6/27

Section 2 – Overview (continued):

The grid display can be adjusted to suit your current needs.

You can add or remove columns by clicking the checkboxes in the 'column header dropdown' menu.

Illustration 2.3.B



Items in the grid are sorted by clicking a column header, or by selecting “Sort Ascending” or “Sort Descending” in the column dropdown. *(This adjusts the DISPLAY of the grid, not the order of items as displayed on the public-facing web page. Sorting by “Title”, “Subtype”, “Date Published”, or “Approvals” can be particularly helpful.)*

Note regarding the (playback) order of items in playlists:

For most playlists, the order of the items in the list is initially determined by the order in which the items are dragged to the playlist. Reordering items in ‘smart’ playlists is not permitted.

To reorder items in regular playlists (not ‘smart’):

Click the “Set Order” button at the bottom of the grid. In the “Update Playlist Order” dialog, drag the items to the desired order, and click “Update”.

To remove an item(s) from a playlist (not ‘smart’):

Select an item(s) in the grid; then click “Remove” in the bottom toolbar.

Only “Approved” content will appear on the public-facing web pages, even if it resides in a ‘page’ or ‘shared’ playlist. Items are automatically tagged as “Approved” when dragged-to or created-within these playlists. This is useful to ‘publish’ or ‘un-publish’ an item(s). (See section 8 for more info.)

Section 2 – Overview (continued):

2.4. For Phases 1 and 2, there are only a few tasks to learn:

- A.** Import articles (which include news, bios, interviews, and reviews) and galleries from MCMS. (This will overwrite the articles and galleries already in Content Admin. Therefore, any changes made to articles and galleries *within Content Admin* will be lost. Always make changes in MCMS prior to an import.)
- B.** Drag articles and galleries to the appropriate playlists (*not 'smart'*) for the various pages which require editorial population.
- C.** Create barkers for featured areas and for various “Specials”.
- D.** Create Billboards (groups of slides of content type “barker”), EITHER within the specific page “Billboard” playlist (barkers created here will automatically appear in “All Content/Barker(s)” as well), OR in “All Content/Barker(s)” which then requires dragging it to the appropriate “Billboard” playlist. The former is easier. Note that, if a change is made to a barker which is used on multiple pages, the change is reflected on all pages which use the barker. It may be more appropriate to create a new barker.
- E.** Create albums for “New Releases”, “Listen Ups!”, and “Transmissions”.
- F.** Review the new content on the public-facing web pages, after performing some simple ‘housekeeping’ tasks to clear cache. (See *Section X for info.*)

2.5. Important consideration regarding content in playlists in the “Music Channel” folder:

Content is published to the public-facing web pages by virtue of being in the “Music Channel” folder (cache issues notwithstanding). Unless an item is specifically tagged as “BET.com – Denied” or “BET.com – Pending”, it will appear on the public-facing web pages.

2.6. Pages and components included in Phases 1 and 2:

See **table 2.6** just below for a breakdown of pages, page components, population methods, playlists associated with the components, and content types. See also the “MCR_Phase1_content.xls” spreadsheet for a quick reference to this table. Refer to existing content for clarification.

Table 2.6 – Pages, components, population methods, playlists, and content types.

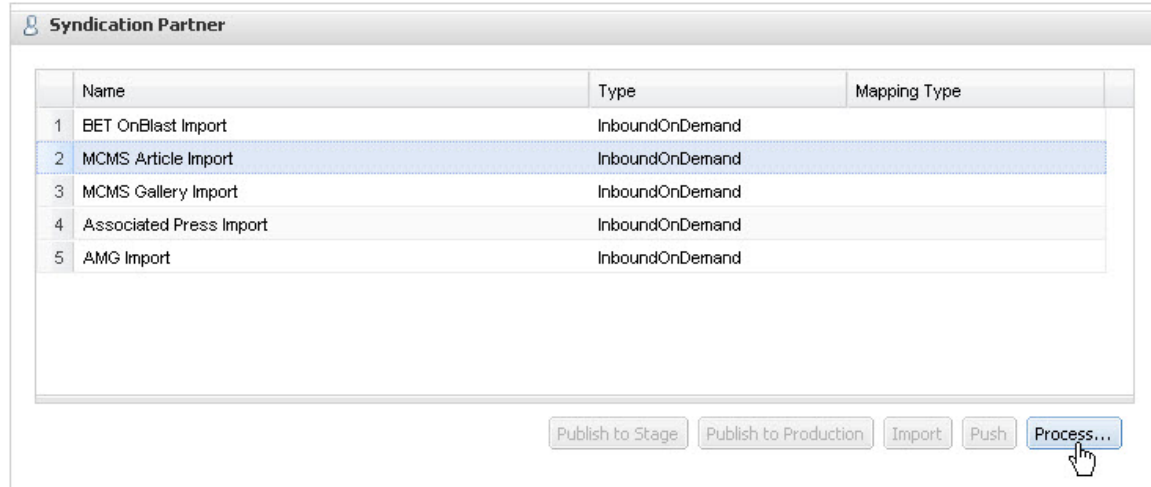
MCR WEB PAGE	PAGE COMPONENT	POPULATION METHOD	PAGE PLAYLIST	SHARED PLAYLIST	CONTENT TYPE
Music Landing Page	Featured Area (Billboard)	(Create directly in) Page Playlist	"Billboard"		barker (up to five)
	"Music Videos"	Automated feed (106 & Park)			feed
	"Photo Galleries"	(Drag to) Page Playlist	"Photo Galleries"		gallery (first four display)
	- Header Text	Description field in playlist "settings" dialog	"Photo Galleries"		text
	"New Releases"	(Create directly in) Page Playlist	"New Releases"		album
	"Music Specials"	Page Playlist (not 'smart')	"Music Specials"		barker
	"Interviews"	Page 'Smart' Playlist	"Interviews"		article – Interview subtype
	"Album Reviews"	Shared 'Smart' Playlist		"Album Reviews"	article – Review subtype
	Blogs	Automated feed			feed
	"Latest News"	Shared smart playlist		"Latest News" (updated upon MCMS article import)	article – News subtype (first seven display)

Music News	Featured Area (four thumbs)	(Drag to) Page Playlist	"News Reviews Featured"		article (four)
	"Latest Headlines"	Shared smart playlist		"Latest Headlines" (updated upon MCMS article import)	article (first 25 display)
	"Album Reviews"	Shared 'Smart' Playlist		"Album Reviews"	article – Review subtype
	Blogs	Automated feed			feed
	"Latest Music Photo Galleries"	(Drag to) Page Playlist	"Latest Music Photo Galleries"		Gallery (first four display)
	"106 & Park Hits"	Automated feed (106 & Park)			feed
Music Photos	Featured Area (barker)	(Create directly in) Page Playlist	"Photos Top Featured"		barker
	"Latest Photo Galleries"	Page 'Smart' Playlist	"Latest Photo Galleries" (updated upon MCMS gallery import)		gallery (first 32 display)
	"Latest News"	Shared 'Smart' Playlist		"Latest News" (updated upon MCMS article import)	article (first seven display)
Music Videos	Featured Area (Billboard)	(Create directly in) Page Playlist	"Billboard"		barker (up to five)
	"106 & Park Hits"	Automated feed (106 & Park)			feed
	"The Deal"	Automated feed (The Deal)			feed
	"Soul Approved"	Automated feed (Soul Approved)			feed
	"What We're Watching"	Automated feed (What We're Watching)			feed
Music New Releases	Featured Area (barker)	(Create directly in) Page Playlist	"Top Featured"		barker
	"Listen Up! Featured Albums"	(Create directly in) Page Playlist	"Listen Up! Featured Albums"		album
	"Transmission – Hear It First"	(Create directly in) Page Playlist	"Transmission – Hear It First"		album
	"New Releases"	(Create directly in) Page Playlist AND/OR (Drag to) Page Playlist	"New Releases"		Album/article
	"Album Reviews"	Shared 'Smart' Playlist		"Album Reviews"	article – Review subtype
Music New Releases Player	"Album Reviews"	Shared 'Smart' Playlist		"Album Reviews"	article – Review subtype
Music Specials	Featured Area (barker)	(Create directly in) Page Playlist	"Top Featured"		barker
	"Upcoming Specials"	(Create directly in) Page Playlist	"upcoming Specials"		barker
	"Previous BET Specials"	(Create directly in) Page Playlist	"Previous BET Specials"		barker
	"Latest Music Photo Galleries"	(Drag to) Page Playlist	"Latest Music Photo Galleries"		gallery

Section 3 – To Import from MCMS:

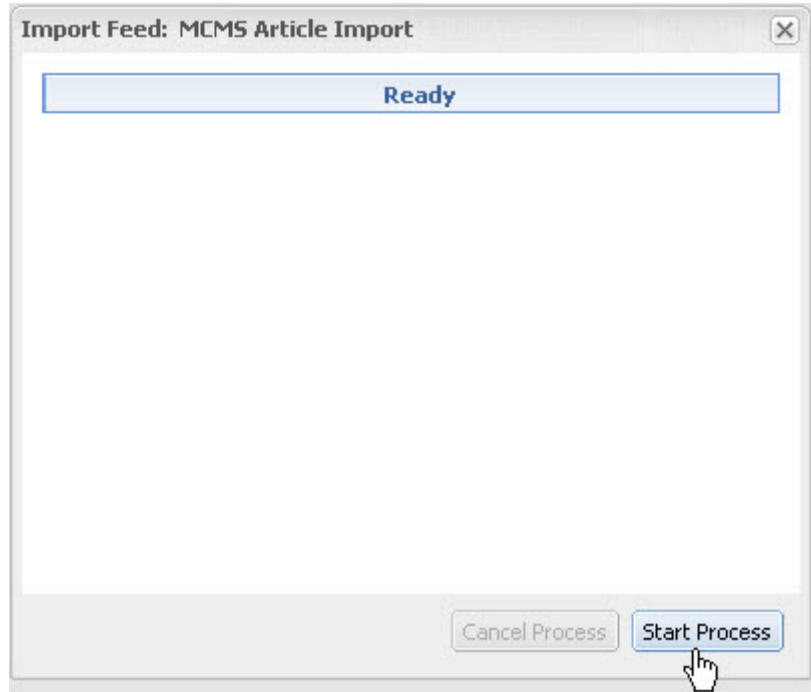
Expand the “Content Admin” folder, then the “Import/Export” folder, then select “BET”. The “Syndication Partner” tool appears in the right pane. Select either MCMS Article Import” or “MCMS Gallery Import”, then click “Process...”.

Illustration 3.1



The “Import Feed: MCMS Article Import” or “Import Feed: MCMS Gallery Import” dialog appears. The status bar near the top will read “Ready”. Click “Start Process” to begin the import.

Illustration 3.2



Progress is indicated, and the status bar near the top will read “Complete” when the import is complete. Click the “X” at the top right of the dialog to close it.

Section 4 – Note Regarding Articles:

Currently, there are five pages with ‘article’ components:

1. Landing –
 - A. “Interviews” – Subtype ‘interview’ – ‘Smart’ playlist is automatically populated upon MCMS article import.
 - B. “Album Reviews” – Subtype ‘review’ – Shared ‘smart playlist is automatically populated upon MCMS article import.
 - C. “Latest News” – Subtype ‘news’ - List of articles, the first of which is ‘featured’ and has a thumbnail image. Shared ‘smart’ playlist is automatically populated upon MCMS article import.
2. News –
 - A. Featured Area - Contains four articles which have large thumbnail images. Drag articles from “All Content/Article(s) (or any other playlist) to the “News Reviews Featured” playlist.
 - B. “Latest Headlines” – Subtype ‘news’ - List of articles. Shared ‘smart playlist is automatically populated upon MCMS article import.
 - C. “Album Reviews” – subtype ‘review’ - Shared ‘smart playlist is automatically populated upon MCMS article import.
3. Photos –
 - A. “Latest News” – Subtype ‘news’ - List of articles, the first of which is ‘featured’ and has a thumbnail image. Shared ‘smart’ playlist is automatically populated upon MCMS article import.
4. New Releases –
 - A. “New Releases” – Any subtype – This section may contain two content types – ‘article’ and ‘album’. For the ‘article’ type, simply drag articles to the “New Releases” playlist.
5. New Releases Player –
 - A. “Album Reviews” – subtype ‘review’ - Shared ‘smart playlist is automatically populated upon MCMS article import.

Articles imported from MCMS automatically reside in two Page playlists:

- “All Content/Article(s)” – Master location for all articles.
- “Interviews” – ‘Smart’ playlist containing ‘interview’ type articles.

- and in three Shared playlists:

- “Album Reviews” – ‘Smart’ playlist containing ‘review’ type articles.
- “Latest Headlines” – ‘Smart’ playlist containing ‘news’ type articles.
- “Latest News” – ‘Smart’ playlist containing ‘news’ type articles.

Illustration 4.1



Articles can neither be added nor removed from these ‘smart’ playlists. The order (as displayed on the web pages) is also unchangeable, and runs in reverse chronological order (most recent first). This is all automated. An exception to this order can be achieved by designating an article(s) as ‘featured’. The featured article(s) appears at the top of the list displayed on the web pages. This article(s) will remain at the top of the displayed list (even if newer articles are imported), until the article(s) is *undesigned* as featured. *Note that an article designated as ‘Featured’ in any playlist will automatically be designated as ‘Featured’ in all playlists.*

Section 5 – Note Regarding Galleries:

Galleries are simply dragged from “All Content/Gallery(s)” (or any other playlist) to the appropriate playlist in the order in which they are to appear on the public-facing web pages.

An exception to this rule is the “Latest Photo Galleries” ‘smart’ playlist in the “MCR Photos” folder. This ‘smart’ playlist is populated automatically upon an MCMS gallery import. Galleries can neither be added nor removed from this ‘smart’ playlist. The order (as displayed on the web pages) is also unchangeable, and runs in reverse chronological order (most recent first). This is all automated. An exception to this order can be achieved by designating a gallery(s) as ‘featured’. The featured gallery(s) appears at the top of the list displayed on the web page. This gallery(s) will remain at the top of the displayed list (even if newer galleries are imported), until the gallery(s) is *undesigned* as featured. *Note that a gallery designated as ‘Featured’ in any playlist will automatically be designated as ‘Featured’ in all playlists.*

Section 6 – Designating an item as “Featured”:

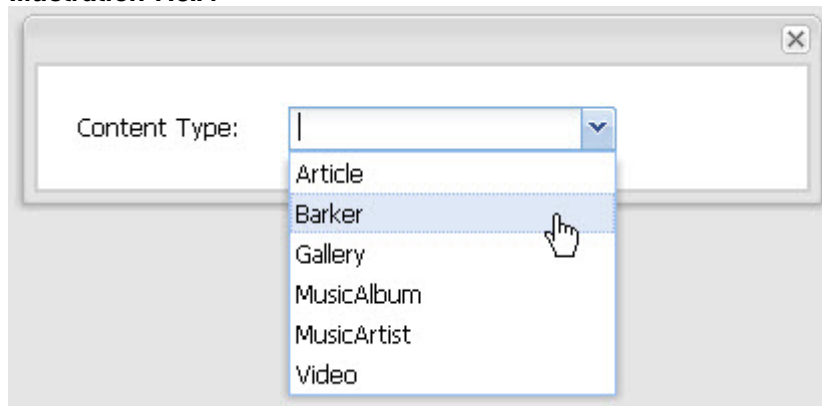
To designate an item(s) as ‘featured’, select the item(s) in the grid and click “Feature”. To *undesignate* an item(s) as ‘featured’, select the ‘featured’ item(s) and click “Feature”. (*The “Feature” button works as a toggle.*)

Section 7 – Barkers (including Billboards):

Barkers are *created* in content admin, either in “All Content/Barker(s)”, or in the appropriate playlist for the page (preferred). To create a barker:

- 7.1. Select the appropriate playlist to display the ‘grid’ in the right pane.
- 7.2. Click “New Item” at the bottom of the pane.
- 7.3. In the “Content Type” dialog, select “Barker” from the dropdown menu.

Illustration 7.3.A



Section 7 – Barkers (including Billboards) (continued):

The Barker 'edit' dialog opens.

Illustration 7.3.B

The screenshot shows a web browser window with a dialog box titled "BET.com - Approve!". The dialog box contains the following fields and their values:

- Barker Title:** This is the headline of the barker.
- Barker Subtitle:** Body copy for "Specials" ("Music", "Previous BET", and "Upcoming")
- Additional Info:** (Empty)
- Description:** This is the body copy.
For Featured Area barkers and for Billboards.
- Link Uri:** http://www.bet.com/... URL of page to display when the user clicks.
- Thumb Caption:** (Empty)
- Thumb Uri:** http://www.bet.com/Assets/... URL of the image file in the (CMA).
- Thumb Width:** 614 If left blank, Content Admin will estimate and scale/stretch.
- Thumb Height:** 314 Enter the size for better display.
- View Image Uri:** (Empty)
- View Image Width:** (Empty)
- View Image Height:** (Empty)
- Tool tip:** (Empty)
- Billboard Theme:** theme MUST enter a Theme for Billboards only.
- Billboard Category:** category MUST enter a Category for Billboards only.
- Tags:** (Empty)

At the bottom right of the dialog box are "Cancel" and "Create" buttons.

7.4. Enter text in the following fields:

A. For Featured Area barkers:

- "Barker Title" – headline.
- "Description" – body copy.
- "Link Uri" – page to display when the barker is clicked.
- "Thumb Uri" – Uri copied from CMA for the barker image (/Assets/BET/Published/image/...). Images should be 614x314. Other sizes will be scaled/stretched.
- It is not necessary to enter "Theme" and "Category" info for featured area barkers, but these fields do automatically populate with "theme" and "category" by default, if they are empty.

B. For barkers used in billboards:

- "Barker Title" – headline.
- "Description" – body copy.
- "Link Uri" – page to display when the barker is clicked.
- "Thumb Uri" – Uri copied from CMA for the barker image (/Assets/BET/Published/image/...). Images should be 614x314. Other sizes will be scaled/stretched.
- "Theme" – Must be one of (BET Home, Music, News, Community, entertainment, Lifestyle, OnTV, Specials).
- "Category" – Use one of (Blog, Breaking News, Casting, Contest, Exclusive, Full Episode, Gossip, Interview, New Release, New Show, News, Photos, Sneak Peek, Special, Trivia, Video, Video Premiere, Web Exclusive, Other). For "Other", choose "Other" in CMA and enter any text.

Section 7 – Barkers (including Billboards) (continued):

- C. For barkers used in “Music Specials”, “Previous BET Specials”, and “Upcoming Specials”:
- “Barker Title” – headline.
 - “Barker Subtitle” – body copy (usually includes multiple lines; see #7.5 just below).
 - “Link Url” – page to display when the barker is clicked.
 - “Thumb Url” – Url copied from CMA for the barker image (/Assets/BET/Published/image/...).
 - It is not necessary to enter “Theme” and “Category” info for these ‘Specials’ barkers, but these fields do automatically populate with “theme” and “category” by default, if they are empty.
- 7.5. To add carriage returns within text in “Barker Subtitle” or “Description” fields, use html tags (
). To add a double carriage return (resulting in a blank line between lines of text), use (

).
- 7.6. Click “Create”. The newly created barker appears in the grid.

Section 8 – Note Regarding Billboards:

Billboards are *created* in content admin, either in “All Content/Barker(s)” (and then dragged to the appropriate “Billboard” playlist), or in the appropriate “Billboard” playlist for the page (preferred). To create a billboard, simply create up to five barkers in the order in which they should appear in the billboard. A billboard is a sort of ‘slideshow’, displaying all of the barkers in the “Billboard” playlist in turn. Note that for billboard barkers, the “Theme” and “Category” fields in the barker edit dialog **MUST** be entered.

Section 9 – Creating the “MusicAlbum” content type (for “Listen Ups!”, “New Releases”, and “Transmissions”):

The old “Listen Up!” feature has been redesigned, and is now a “MusicAlbum” content type, which is also used in “New Releases” and “Transmissions”.

Illustration 9.0 An overview of the front-end components



Each component corresponds with its data field in the “MusicAlbum” ‘edit’ dialog:

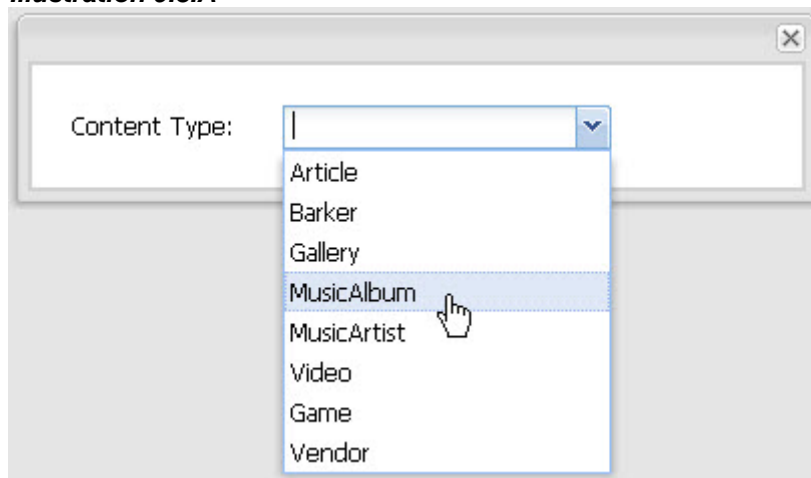
1. “Album Banner”
2. “Cover Image”
3. “Album Title”
4. “New Artist” (or “Existing Artist”)
5. “Release Date”
6. “iTunes Link”
7. “TrackList XML”

Section 9 – Creating the “MusicAlbum” content type (for “Listen Ups!”, “New Releases”, and “Transmissions”) (continued):

MusicAlbums are *created* in content admin, either in “All Content/MusicAlbum(s)”, or in the appropriate playlist for the page (preferred), just as with Barkers. To create a MusicAlbum:

- 9.1. Select the appropriate playlist to display the ‘grid’ in the right pane.
- 9.2. Click “New Item” at the bottom of the pane.
- 9.3. In the “Content Type” dialog, select “MusicAlbum” from the dropdown menu.

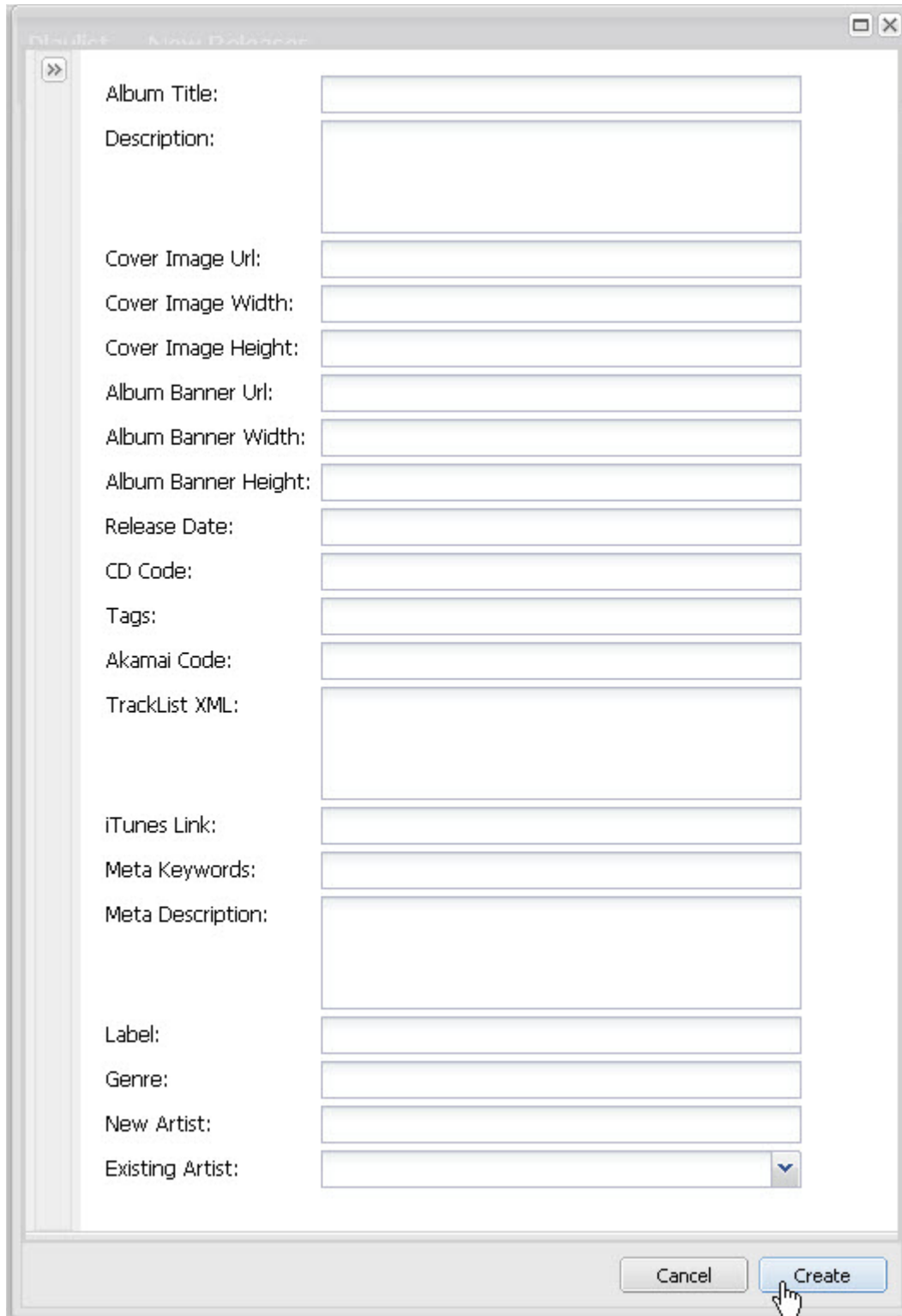
Illustration 9.3.A



Section 9 – Creating the “MusicAlbum” content type (for “Listen Ups!”, “New Releases”, and “Transmissions”) (continued):

The MusicAlbum ‘edit’ dialog opens.

Illustration 9.3.B



The screenshot shows a dialog box titled "MusicAlbum" with a "New Database" tab. The dialog contains the following fields:

- Album Title:
- Description:
- Cover Image Url:
- Cover Image Width:
- Cover Image Height:
- Album Banner Url:
- Album Banner Width:
- Album Banner Height:
- Release Date:
- CD Code:
- Tags:
- Akamai Code:
- TrackList XML:
- iTunes Link:
- Meta Keywords:
- Meta Description:
- Label:
- Genre:
- New Artist:
- Existing Artist:

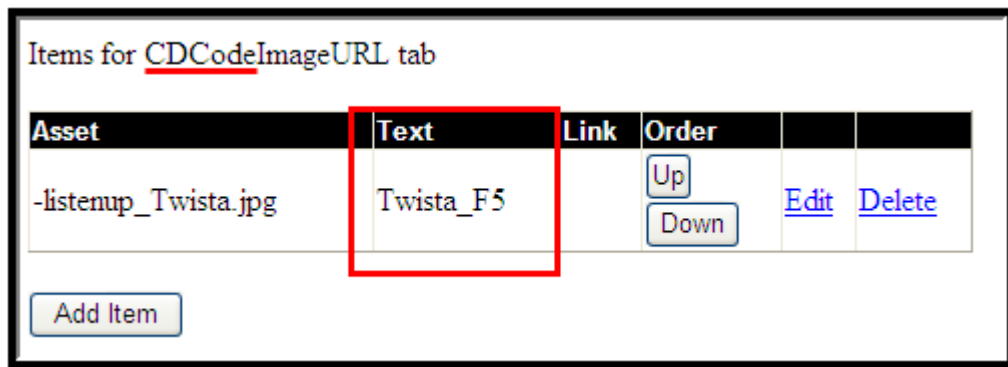
At the bottom right, there are two buttons: "Cancel" and "Create". A mouse cursor is pointing at the "Create" button.

Section 9 – Creating the “MusicAlbum” content type (for “Listen Ups!”, “New Releases”, and “Transmissions”) (continued):

9.4. Enter text in the following (mandatory) fields:

- “Album Title” – Self-explanatory.
- “Cover Image Url” – URL copied from CMA for the cd cover image. (117x70).
- “Album Banner Url” – URL copied from CMA for the header image (630x250).
- “Release Date” – Self-explanatory.
- “CD Code” – Album name as used in the old “Listen Up! Player”.

Note: The cd code references the album in the akamai servers. This value needs to be precise in order for the audio to work. In the old “Listen Up!” in the CMA, the value was entered by the content team as shown:

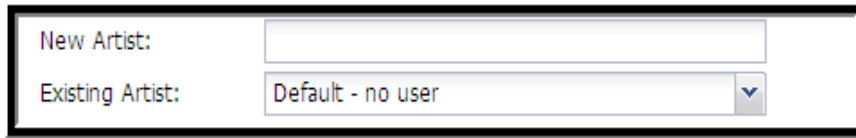


- “TrackList XML” – XML code detailing track names and numbers.
Note: You must enter the track names and numbers in the XML format specified below. The easiest way to do this is to copy/paste an existing “Listen Up!” XML and modify it accordingly. If you are not comfortable modifying XML code, contact CMA support for additional help. Below is the TrackList XML for Maxwell’s album “BLACKsummer’s Night”.

```
<tracks>
<track number='1' title="Bad Habits"></track>
<track number='2' title="Cold"></track>
<track number='3' title="Pretty Wings"></track>
<track number='4' title="Help Somebody"></track>
<track number='5' title="Stop the World"></track>
<track number='6' title="Love You"></track>
<track number='7' title="Fistful of Tears"></track>
<track number='8' title="Playing Possum"></track>
<track number='9' title="Phoenix Rise"></track>
</tracks>
```

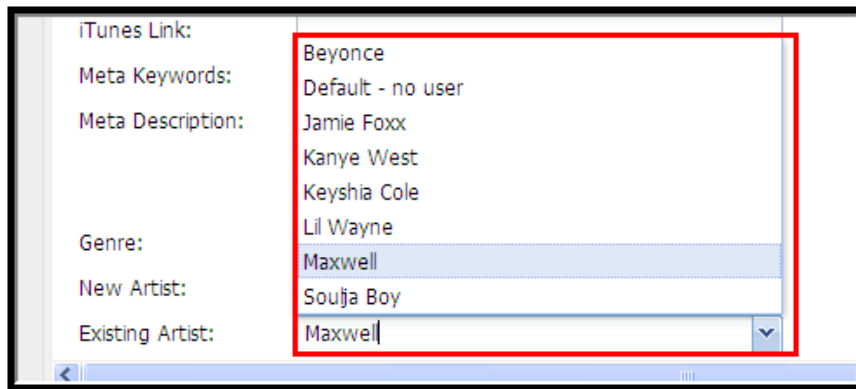
- “iTunes Link” – Page to display when a user clicks the “iTunes” button in the MusicAlbum displayed on the public-facing web pages.
- “Meta Keywords” – Tags for the public-facing web pages on which MusicAlbums appear (to assist in search).
- “Meta Description” – Album description (to assist in search).
- “Genre” – Self-explanatory.
- “New Artist” – If an ‘artist’ does not exist in the “Existing Artist” dropdown, enter a “New Artist”. (New Artists become part of the dropdown list.)

Section 9 – Creating the “MusicAlbum” content type (for “Listen Ups!”, “New Releases”, and “Transmissions”) (continued):



A screenshot of a form with two input fields. The first field is labeled 'New Artist:' and is empty. The second field is labeled 'Existing Artist:' and contains the text 'Default - no user' with a dropdown arrow on the right.

- “Existing Artist” – Select an “Existing Artist” from the dropdown.



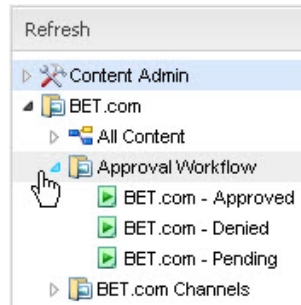
A screenshot of a form with several fields. The 'Existing Artist:' field is open, showing a dropdown menu with a list of names: Beyonce, Default - no user, Jamie Foxx, Kanye West, Keyshia Cole, Lil Wayne, Maxwell (highlighted), Souja Boy, and Maxwell. A red box highlights the dropdown menu.

9.5. Click “Create”. The newly created MusicAlbum appears in the grid.

**Section 10 – The “Approval Workflow” Folder
(To “Un-publish” or “Re-publish” an item):**

To “un-publish” or “re-publish” an item so that it doesn’t appear (or reappears) on the public-facing web pages, but remains in a playlist in Content Admin and also retains all of the data which has been previously entered – Simply drag the item to the appropriate playlist in the “Approval Workflow” folder. Choices are “BET.com – Approved”, “BET.com – Denied”, and “BET.com – Pending”. Only approved items will appear on the public site. *(By default, all items in the “Page Playlists” or “Shared Playlists” folders are automatically tagged as “BET.com – Approved” when added or created.)*

Illustration 10.0



An alternative method of ‘approving’ a video is to select it in the grid and then click “Approve” at the bottom of the grid. Either method can set ‘approval’ for multiple items at a time.

Check the “Approvals” column in the grid display to see if an item is “Approved”.

Section 11 – Housekeeping / Prior to Viewing the Public-facing Pages:

- 11.1. Click “Publish” in the bottom toolbar (available when a playlist is selected in the tree, displaying the grid in the right pane) to clear the cache on the web page server.
- 11.2. Reload the public-facing page in your browser and/or clear your browser cache to display the new content.

Note: There is also the akamai server cache, which may take some time to re-cache.

These ‘housekeeping’ steps are required to view the changes on the public-facing web pages shortly after they are made. If skipped, the changes will still make it to the public-facing web pages, but the multiple layers of cache lag will delay their appearance.

Section 12 – MCR Subchannel / Template Types:

With deployment of the new music channel, the directory structure outlined below MUST be followed.

- 12.1. Anything stored in the top level of the music channel will be ignored.
- 12.2. Article Template (imported to Content Admin):
 - [/music/news](#)
 - [/music/reviews](#)
 - [/music/interviews](#)
 - [/music/bios](#)
- 12.3. Package Flex Template (imported to Content Admin)
 - [/music/photos](#)
- 12.4. Package Flex Template (not imported, linked through the Content Admin "barker" type)
 - [/music/features](#) – for packages, obits, redirects that do not fall into the above categories
 - [/music/newreleases](#) – for listen ups, and only until current process is replaced; afterwards, this directory will not exist

Section 13 – Changes to MCMS Procedures: Creating Articles and Galleries:

Old Method:

Prior to the deployment of the new Music channel, one method of creating content in MCMS was to navigate to the appropriate channel page and then build the content. Another method was to go into “Posting Management”, select the appropriate channel page, and then do a search.

New Method:

After deployment, the channel pages in MCMS no longer exist. The new method is to go to an existing page in MCMS in the sub channel where you want your new page to live. For instance, to create an article under “/music/news/”, go to an existing article (such as http://betcma01.web.bet.com/www.bet.com/Music/news/joejacksononlarryking_musicnews_7_21.htm). Click “Edit” in the console and then click “Create New Page”.

For Support:

If you have any questions, or to report any issues or bugs, please send an email to CMA@support.bet.com. Be sure to include the URL in question along with as much information as possible (including screenshots), so that we may recreate the issue. Please make sure the subject line describes the issue.