

TDGA's WebGuide

*The Where, Why & How For Finding
The Answers At www.tdga.org*

Pinpointing the Sections, Special Reports and Member Advantages Contained In Your TDGA.ORG Website

We admit that being able to know exactly where to find many of the different features, surveys, booklets and brochures on our ever-changing website can be challenging. "TDGA Membership Has Its Advantages," and that's definitely true in our new expanded online

resource center at www.tdga.org.

Obviously, the bulk of our website is designed for members. Offering a general overview might also benefit those trying to get an idea of what waits within before investing the few pennies per day to join our association.

Non-members can access limited areas, such as headlines, classifieds and our quick and easy "Links" area to find important website related broadcast sites, trade publications, broadcaster associations and software providers and vendors associated with our profession. The Goal of our *Web Guide* is not to pinpoint the exact location of every single article or archived report, but rather to give you a general overview of the contents and categories.



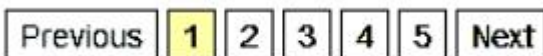
We do want to make one clarification, upfront. Traffic personnel by their very nature; tend to interact with nearly every other department within the Radio & TV Broadcast industry. Sales, Business Management, Administrative, Human Resources, Billing, Programming and Engineering all *touch* and are *touched by* our Traffic profession. Consequently, you'll find a wide diversity in our articles as an effort to expose "Traffic & Continuity" personnel to topics affecting other interests within the station. Keeping TDGA members ahead of the curve means far more than tips and techniques involving program logs and inventory control.



In addition, because job descriptions vary so dramatically from station-to-station, commercial to public broadcasting, over-the-air to webcast streaming and website Inventory, realize we cover the spectrum primarily to broaden your horizon. We have no desire to be "everything: to everyone" in Broadcasting. Nevertheless, we do strive to expose our members to a wealth of information that will ultimately enhance your professional status.

About This WebGuide: If you are a member of TDGA, Click on the underlined links in this WebGuide if you want to explore or see the items being described. When something is underlined, it is a link to actually see what we're describing. So, members, go ahead, click the links. Expand your horizons. If you are not yet a member, we're sorry, for all you're missing.

A recent audit shows we add about 50 or more items to our website in a typical month. "Dated" articles are usually retained only while content is current or others for 30-60 days. If, however, items are deemed to have a longer "shelf-life" we frequently add them to our "Resource Library" for long-term retention. Part of the fun is browsing and discovering the diversity of educational, legal and business guides to move you from the status of a "novice" to a true "professional" within Radio & Television Broadcasting.



Some pages fill up rapidly, so we offer "spill over reminders at the bottom of each page if there are more pages to view. Here's what a "Spill-Over" graphic looks like. Just click in the box desired to go forward or to revert to the previous pages.

TDGA's *WebGuide* invites you to join our Tour of the website at www.tdga.org to help you find the general or specific areas hundreds of members tell us they visit on a fairly regular basis. Retain this *WebGuide* as a when you want to pinpoint a search. Although, we'll do our best to leave a few "bread crumbs" along the way to mark the pathway to the resources included.



An Overview For Browsing The Website At www.tdga.org

There are actually two websites available when you access www.tdga.org



One is for the general public and non-members; while the other website is restricted to TDGA Members Only. Visually, they are nearly identical, but the content varies significantly. Although we attempt to keep the advertising to a minimum, even ad content differs on the key pages.

Why two websites? Simple. We don't mind showing non-members the headlines or topics of our Radio-TV Headlines, Special Reports, Business Briefs, Featured Columns, etc. Non-members can view our teaser headlines; **however, only Members get to see the headlines, executive summaries, graphs, photos and links.** Often we include audio and video, downloadable PDF files or direct contacts to the FCC or other important government agencies. However, all of that expanded content is "available" to the Members website only.

How can you tell which Website you're viewing? Here's the easiest way: TDGA "Members" properly logged in will see this row of options across the upper right hand side of the Website.

[Home](#) | [My Account](#) | [Logout](#) | [Privacy Policy](#) | [Contact Us](#)

If you're viewing the Public (Non-Member) Website, that row of options above will only show the following:

[Member Login](#) | [Privacy Policy](#) | [Contact Us](#)

Members will need to remember their Login name and Password. Since we asked you to select it yourself, we're hopeful it will be easily remembered. Changing data or the Password is easy, but the User Login ID must be changed by TDGA, itself. We always show you the current profile data if you need to change email addresses, call letters or your maiden-to-married-name (or vice-versa). All of this is a one-time only process as long as you have the browser open or minimized in your tray. If you're constantly opening and closing the website, logging out or re-booting, you will need to Log back in each time. (Minimizing the site removes that repetitive login process.)

Non-members can only go so far before being "greeted" by a "gatekeeper" paragraph. It looks something like this:

This TDGA Feature is intended for viewing by TDGA Members Only.

You may join our membership online by clicking here. We include access to all features, including free downloading of Booklets & Brochures and access to the Members extensive Resource Library. Membership is \$37.50 for an entire one-year period; or \$67.50 for two complete years. After your initial membership year, one-year renewals automatically reduce to \$30.00 per annum.

If you're viewing this WebGuide *online* or in the *PDF* version on your computer screen, it will offer direct links by clicking on the appropriate URL hyperlinks. We've done our best to identify, which links are for members and which are restricted content links for non-members. Etc.

Let's begin by checking out the "Home" Page. Since most traffic personnel are members of our association, we'll focus our WebGuide on the "Members" Website. If you're in the Members website, you'll be taken to all areas with a simple point and click of your cursor.

Exploring the Members Home Page



Here is a brief overview of the categories and sub-categories available from the row of tabs (and drop-down tabs that appear when you move your cursor over the various listings offered on our Home Page. There are literally hundreds of pages, articles and reports included within these sub-categories. With an average of approximately 10 new items per day, we do not infer that this is a complete listing of all items available.

Several other tabs appear on the Home Page. Two examples are the “E-Mailbag” which provides access to e-mails received and answered by TDGA staffers; and our very popular “Classifieds,” which includes *positions available*, *positions wanted* and a brief *instruction page on how to submit classifieds* for free member publication under numerous position categories.

We mentioned earlier that the Members Page could be identified by the 5 options in the upper left-hand corner of our Screen. (Non-Members or the general public can only see three of those items (Home, Privacy Policy and Contact Us).

Members “Home” Tab (<http://www.tdga.org/members-only/index.shtml>) – This is the nerve center of our website. From this General Directory, you can view the 5 most recent articles under numerous categories ranging from “What’s New”, Special Reports, Featured Columns, Radio-TV Headlines, “From The Trades,” Business Briefs, The Mailbag, Classifieds and literally hundreds of current articles available to you. We attempt to retain most articles for 30-60 days, or until outdated. Certain high priority items are then saved in our Member’s *Resource Library* archive section.

“My Account” Tab (<http://www.tdga.org/members/index.php/profile>) Located in the row of tabs on the extreme upper-right of the Members Home Screen, this gives you access to your own personal profile, which permits you to see the data we currently have showing your basic information. If you spot an item that needs to be updated, just “click” on the “Edit My Details” option. Many members prefer to receive copies of emails from TDGA at their personal e-mail as well as their regular business email address. TDGA allows you to add an “alternate e-mail.” If you provide a second email address, we’ll send identical messages to both locations. There are other “options” on this page:

- **Change Password Option:** (<http://www.tdga.org/members/index.php/profile/chpass>) There are many reasons why you might want to change your Password. By clicking on this option on the screen- it asks you to type a new password, then type it a second time to be certain both selected entries match. Just click the “Update” button, and it’s all taken care of.
- **Member Dues, Expiration Date or Renewals:** (<http://www.tdga.org/members/index.php/profile/payment/info>) You can check your expiration date or by selecting other choices on this screen, extend your membership at anytime during your current membership period.

Members “About” Tab (<http://www.tdga.org/members-only/bm/about/index.shtml>) - As with most website the “About” tab explains who we are, what we do and our overall mission to the thousands of Radio and Television personnel dealing with traffic-related departments in today’s broadcast industry. As sub-categories of the “About” tab, you can also access our legal Privacy Policy and Contact information pages.

- **Members Privacy Policy:** (<http://www.tdga.org/members-only/bm/about/privacy/index.shtml>) – Here we explain the legal provisions of our privacy policy. It’s an extremely simple policy, if you want to avoid reading the legalese; it says: “We won’t share any of the information you provide TDGA with any one, under any circumstances. We won’t “sell, rent, lease or provide” our data bse information- period. We’ll guard your e-mail addresses, and no one gets them, unless you personally offer it to a fellow member to exchange viewpoints or opinions. In circumstances where we seek your input for articles to be published by TDGA, we’ll clearly state the intended purpose and if you say “don’t reveal my identity,” we guarantee, we won’t!

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- **Members Contact Page:** (<http://www.tdga.org/members-only/bm/about/contact/index.shtml>) Need to contact our office with a question, or need assistance. **We highly recommend using our e-mail address (tdga@cox.net).** But if you need a mailing address or telephone or fax contact- you'll find it here. We hesitate to say a phone call is the best way to reach us, because with as many as 150-200 phone calls per business day, we frankly use our phone as a voice mail message retrieval service. Email is monitored continuously, but we're honest enough to admit – we avoid tying up our staff time on incoming phone calls. We pride our response time on e-mail and suggest it as the most dependable contact method. Cell phone are used for outgoing calls while on the road, so we don't actually publish our staff cell phone numbers. It's amazing how much we produce in a day by not spending most of it on a telephone.

“Joining TDGA” Tab (<http://www.tdga.org/members-only/bm/join/index.shtml>) – We'll try to avoid a sales pitch, but understand that all the services offered by TDGA are funded by member dues. Consequently, non-members or the general public will find access to highly desired pages on our website to be unavailable. We pride ourselves with a very low membership fee, compared to most professional business organizations. (\$37.50 for the first station member and \$30.00 for each additional member thereafter. For those that prefer two-year memberships- the entire fee is \$67.50 to cover two full years of total access.) All renewals after year number-one automatically reduce to \$30.00. Members may join on-line with a credit card; or mail-in a form with a station or personal check. Members paying by check cannot begin their access until the check and form have been received by TDGA.)

There are four sub-pages that may be accessed via the “Joining TDGA Page”:

- Members Mail In Form (For Checks):- <http://www.tdga.org/membership-renewal-form.pdf>
- Members Log In Page: ----- <http://www.tdga.org/members/>
- Members Forgot Password Page: ----- http://www.tdga.org/members/index.php/login/send_password
- New Members Registration Page: ----- <http://www.tdga.org/members/index.php/login/register>

Members News & Features Index (<http://www.tdga.org/members-only/bm/News/index.shtml>) These tabs take you to the Current Menues showing what's on tap (headline-wise) in each of the basic categories. On our “Home” Page, you'll see the top 5 or so headline stories most recently added. But by clicking on this tab grouping, you can cut to the chase and see all the stories currently available, in the category chosen.

We offer 5 basic categories, all related to the Broadcast industry and the positions that are related to the Traffic Department positions. (Such as Continuity, Operations, Office, Business Managers, General Managers and Sales personnel) Below is a brief overview of each of those 5 related “news” sub-categories:

- **Members Special Reports** (<http://www.tdga.org/members-only/bm/special-reports/>) - Our member dues fund many special projects. These are introduced each month in this category, to permit quick access for all that's related to your position. After a 30-60 day appearance, the articles are archived in the Resource Library, if they have not become outdated by the nature of their content. How to file a specific Report due on a specific date would, be deleted when that deadline has arrived. Our new website allows us to begin and end articles or features, just as you do with Spot Orders, even down to a specific minute of a specific day. (PS: We do operate on Pacific Time- so Eastern Time Deadlines might have come and gone, while a few hours remain the midwest or far West).
- **Members Featured Columns** (<http://www.tdga.org/members-only/bm/featured/>) TDGA is privileged to maintain excellent relations with trade publications and other broadcast-related organizations. So it's not unusual for us to be able to provide you with many of their experts on topics ranging from Billing, Credit, Human Resources, Sales, Legal and a very lengthy list. We think it's important to present a fairly diverse collection of viewpoints. From Public Radio underwriting to detailed Legal commentary- check out our very popular “Featured Columns” Section. This is the place we also frequently position articles that tend to be “opinion” rather than hard news content.
- **Members Radio-TV News** (<http://www.tdga.org/members-only/bm/radio-tv/>) We think of this section as our “hard or breaking news” section. If something major happened that might impact the entire industry or something that shows trend or concerns of our professions, this is the first place to look. However, while new price hikes from a provider to our industry might be perfect for this section, an appointment of an executive at a lesser impact type business might be placed in our Business Briefs section, since it impacts a sector of our membership, but not all. We believe we're consistent in which category to place articles- but that's why we feature “headline” teasers on our Home Page to allow you to quickly check the latest on the full range of categories.
- **Members From The Trades News** (<http://www.tdga.org/members-only/bm/the-trades/>) What's the difference between Radio-TV Headlines and “From The Trades?” While TDGA manages to cover quite a bit in our industry with a very small staff; or through leads from our thousands of members – We're the first to recognize some outstanding trade publications that serve Broadcasting quite well, from both the Television, Radio and now Internet points of view. Talk about cooperation- we're quick to credit the publication that covered the story, and while we might provide the headline and an executive summary- we're not hesitant to include hyperlinks so you can go right to the source. If they “scoop the rest, or simply have written an article that gives details in a highly understandable method- you're getting the best coverage via their efforts – not ours.

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If it has to do with Traffic, or vendors or a slant others have missed- we tend to be (modestly) pretty good at being ahead of the curve. But don't think we're first in other areas- that's why we're strong supporters of these great publications. Our members get not only our efforts- but we're pleased to tip you off about other articles well worth reading. In fact- we do our best to point the way with daily hyperlinked summaries in this section.

- Members Business Briefs (<http://www.tdga.org/members-only/bm/business/>) When the news content tends to be something related to one or two companies, financial releases, mergers or important to one segment of our membership but not necessarily of interest to all—we position it in the “Business Briefs” section. Frequently, you'll also be able to follow your traffic vendor developments here if they add a significant client or group. If it affects the entire industry, it will get “bumped up” to the Radio-TV Headlines section. It's redundant to say, but we obviously recommend a quick read of the headlines in each category, then point and click on the items that sound interesting to you.

Members Links Index: (<http://www.tdga.org/members-only/bm/links/index.shtml>) Need to go directly to another website? You'll find TDGA makes it easy for you to “Link” to scores of important sources. And that includes the FCC Online services. Quick, easy and exactly what you might expect from Traffic Directors (and their worldwide association). Here's a quick access listing of our main categories. Click on one or two and see just how complete our “Links” section really is.

- FCC Directory: -----<http://www.tdga.org/members-only/bm/links/fcc/index.shtml>
- Required FCC Form Downloads: --<http://www.fcc.gov/formpage.html>
- FCC Electronic Filing: -----<http://wireless.fcc.gov/uls/index.htm?job=home>
- Major Association Links: -----<http://www.tdga.org/members-only/bm/links/national/index.shtml>
- State / Regional Assn. Links: -----<http://www.tdga.org/members-only/bm/links/state/index.shtml>
- Software Vendors/Suppliers: -----<http://www.tdga.org/members-only/bm/links/software/index.shtml>
- Publications & Prof. Services: -----<http://www.tdga.org/members-only/bm/links/professional/index.shtml>

Members Glossary Terms & Definitions (<http://www.tdga.org/members-only/bm/terms/index.shtml>) As one of our members said- this service is “worth the price of membership all by itself. The TDGA Radio-TV section grows continuously and is now rapidly approaching 1,000 terms and definitions, acronyms and cross references to all those unusual words Broadcasters use to describe functions, procedures and organizations. The good news is that the industry relies on TDGA as the credible “official” definition provider and we keep expanding it to include streaming, Internet, Agency and Print terms as well. Whether you're in Radio or Television, it's fun just skimming through the Index at the end of the publication to see just how many words you really feel comfortable explaining to “new kids on the block.”

Members Important Dates: (<http://www.tdga.org/members-only/bm/calendar/index.shtml>) – This is also referred to as the “Traffic Directors” Calendar (Legal & Political) because it includes important dates covering meetings, filing deadline dates, reminders, start/stop dates for Broadcast Months, NCSA affidavits and literally a host of events provided by many of your State Broadcaster Associations, the NAB, RAB, TVB and almost all of the Broadcast Law firms. We update it regularly, although you're welcome to check the “revision date” on the front cover to make sure it's current. During the “political years,” we also include opening dates for Primary and General Elections for all the States and Territories for Gubernatorial and Federal Elections. Each of the States cooperate regularly in keeping us current on this highly efficient tool. It's downloadable, printable or perfect just for a quick look-see *online*.

Members Resource Library: (<http://www.tdga.org/members-only/bm/library/index.shtml>) This is the section where we throw our humility aside. The Resource Library is literally a treasure chest for Radio and Television Broadcasters. We could “kill” another tree with the paper it would take to adequately describe the hundreds of pages of features, forms, Rules & Regs, Salary Surveys, Traffic Software Reviews (by our members actually using the products under “real world” conditions, and archived articles that you want to go to time and time again when questions or concerns surface. Since being ecologically-conscious is always in style- and you really don't want to read more detailed descriptions when it's just as easy to “point and click” here's a listing of the sub-chapters. (Browse to your hearts' content.

Booklets, Brochures, Handbooks: -----	http://www.tdga.org/members-only/bm/library/booklets/index.shtml
Broadcast Calendars: -----	http://www.tdga.org/members-only/bm/library/broadcast-calendars/index.shtml
FCC Rules & Regulations: -----	http://www.tdga.org/members-only/bm/library/fcc-rules-regulations/index.shtml
Survey Research Tools (Radio & TV) -----	http://www.tdga.org/members-only/bm/library/survey-research-tools/index.shtml
Traffic Software Product Reviews -----	http://www.tdga.org/members-only/bm/library/software-reviews/index.shtml
2009 Radio-TV Software Satisfaction Surveys ---	http://www.tdga.org/members-only/bm/library/software-reviews/2009-radio-and-television-traffic-software-satisfact.shtml
Special Reports (Archived Articles) -----	http://www.tdga.org/members-only/bm/library/traffic-troubleshooters/index.shtml
2008-2009 Traffic Directors Salary Survey -----	http://www.tdga.org/members-only/bm/doc/09-sal-survey-overview-2.pdf
Sample Forms -----	http://www.tdga.org/members-only/bm/library/sample-forms/index.shtml
Software Applications -----	http://www.tdga.org/members-only/bm/library/software-applications/index.shtml
TDGA Q&A Article Series / Member Solutions -	http://www.tdga.org/members-only/bm/library/questions-answers/index.shtml

And, just for good measure- here are two more sections that are self-explanatory.

TDGA Classifieds For Positions -----	http://www.tdga.org/members-only/bm/classifieds/index.shtml
TDGA E-Mailbag (Letters & Answers) -----	http://www.tdga.org/members-only/bm/mailbag/index.shtml