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FOR QUESTIONS ABOUT **REQUESTING A VIDEO**, contact screeningroomrequests@cwtn.com

FOR QUESTIONS ON HOW TO USE THE SCREENING ROOM ADMIN CMS, contact cwscreeningroom@cwtn.com

WELCOME TO THE CW SCREENING ROOM

The Screening Room is used to share upcoming, unreleased network episodes with group clients, contacts, or outside stakeholders.



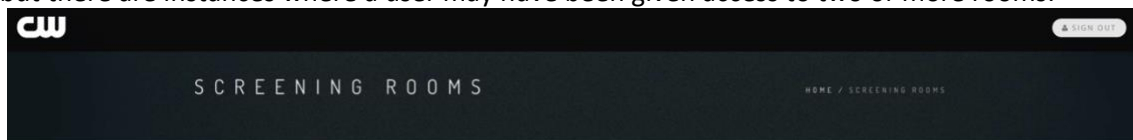
Screening Room Access Link

Hi Heather,
You (or someone else) has requested your access link
be resent.
Click on the link below to access the Screening Room.

Screening Room

The Screening Room experience for a user usually starts with an automatically generated email from The CW Screening Room, providing the user with their personalized Screening Room Link (button in email).

Once a user clicks the button for their link, they will be taken to their Screening Room. Most users have access to only one room, but there are instances where a user may have been given access to two or more rooms:

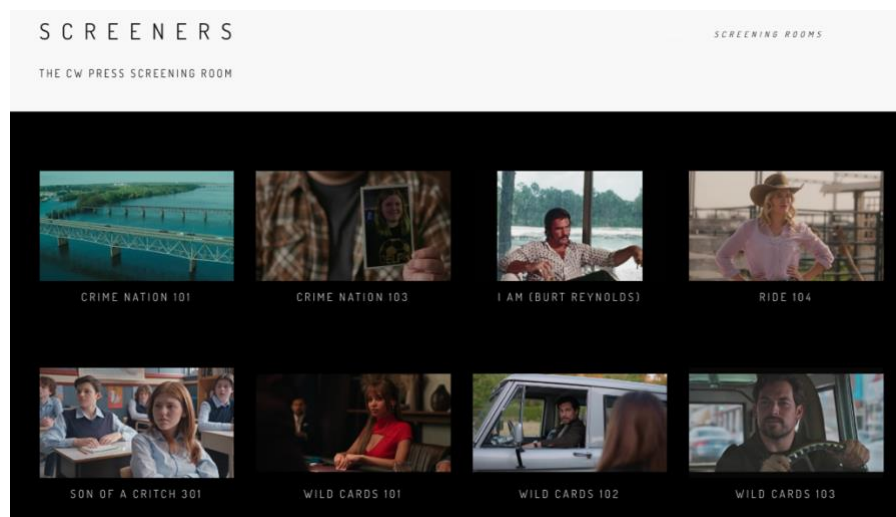


THE CW AFFILIATE SCREENING ROOM

Here's your chance to see what's coming soon to
The CW!

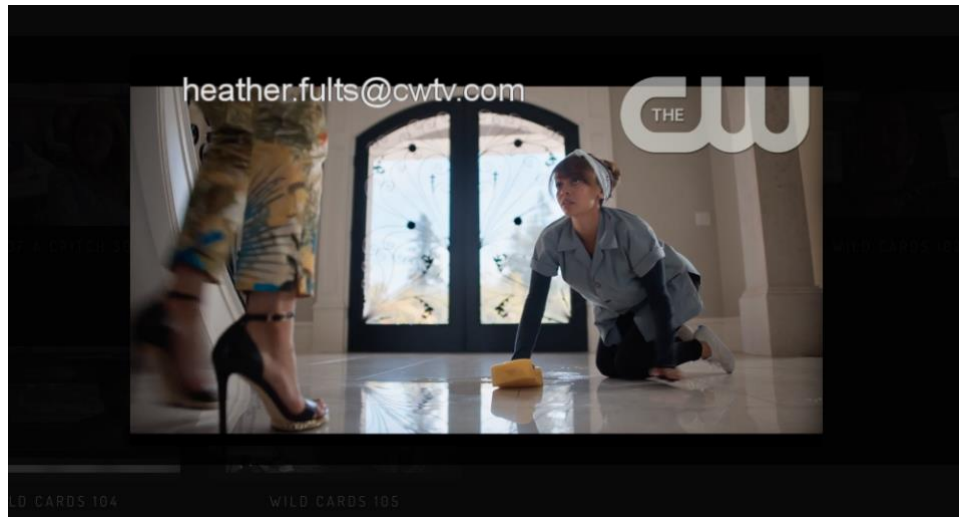
ENTER SCREENING ROOM

Once a user enters a Screening Room, they will see all videos that they have been given access to:



When viewing a video, a watermark of the user's email will be shown over the video, which is why it is imperative that users only use and are only given their own personalized Screening Room link.

TO NOTE: for additional security, unless given an exception by a Screening Room admin, viewers are capped at a maximum of 10 views per video:

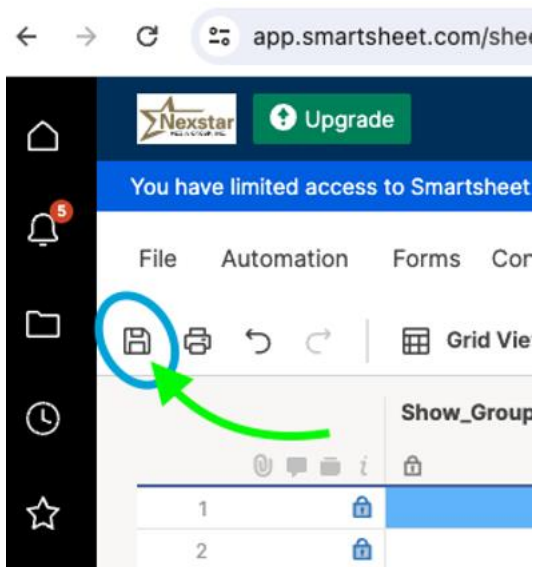


HOW TO REQUEST AN ASSET FOR VIEWING IN THE CW SCREENING ROOM

PLEASE NOTE: ONLY DESIGNATED SCREENING ROOM ADMINS HAVE ACCESS TO THE CW VIDEO ASSET LOCATOR SHEET.

If you have not previously been noted as a Screening Room Admin, please speak to your designated department's Screening Room Admin or Department Head

- 1) Navigate to Smartsheet titled "CW Video Asset Locator" [LINK](#)
- 2) Locate the desired show first by the Show_Group column. The stage of each cut will be listed as one of these categories.
(Please note that versions will be updated as we receive them. If you have previously requested the Rough Cut of a show and we now have an Airmaster available, that will be updated and available to request on the sheet).
 - a. "Airmaster" – the final version that will air on TV
 - b. "Locked Cut" – the locked cut from the production. Will not have final color, vfx, sound, etc., but the timing and storyline are locked.
 - c. "Non CW Version" – any series being edited in house (example: 61st Street S2, which will be edited down at The CW).
- 3) If the group is minimized, click the + to expand it.
- 4) Browse the list of assets available in the Show Group
- 5) Once an asset is located, look to see if it has already been added to the Screening room.
 - a. If so, please go directly to the Screening Room to locate and allocate the asset to your viewers.
 - b. If not, proceed to No. 6.
- 6) To request an asset, you must complete the next four steps, otherwise the request will not be sent.
 - a. Check the box in the "Submit to Screening Room" column for that asset.
 - b. Add your contact information in the "Requested_By" column. Simply start typing your name and choose your Nexstar email once it pops up.
 - c. Choose your department from the drop menu in the "Destination_Dept" column. Choose only a department that is listed. Adding a department manually will not result in the request being fulfilled.



Check that you filled in your information and SAVE the Sheet. This is like hitting *send*.

7) After the request has been sent and is received, the “Submission_Status” column will show ‘Request Sent.’ You will then be notified once the asset has been uploaded to the Screening Room in your department’s folder.

Special Note: If you are unable to locate your desired asset in the list, that asset has not been distributed to On-Air. Please contact Isabella Donato (isabella.donato@cwtv.com) for Unscripted inquiries, Victoria Miranda (Victoria.miranda@cwtv.com) for Scripted inquiries, or

screeningroomrequests@cwtv.com for Specials or one-off episodes.

HOW TO LOG IN TO THE SCREENING ROOM ADMIN PORTAL

1. Go to admin.screeningroom.cwtv.com
2. When prompted for page credentials, enter the following:

un: thecw
pw: screennow

3. Save to your browser or check remember password if that is an option.

Note: this is NOT your personal un/pw, you will set that below.

4. You will then be brought to the main login screen

un: **your cwtv (or nexstar) email, depending on what was originally set up**
pw: **your screening room admin password (save this somewhere safe)**

4. First time Logging in or Forgot Password?

Select **Forgot password?** And submit your email to set or reset your password.

Once you are logged in, you will see the **Dashboard View** - a summary of all the recent updates to admin.

On the left side of the screen is your Admin menu/options.

Action	Admin	Date
Edit Admin id:56	Kristen Morelli	2020-10-14 11:30:18
Edit Admin id:56	Kristen Morelli	2020-10-14 11:29:49
Edit User id:35730	Robert Zuniga	2020-10-14 09:50:44
Edit User id:3561	Robert Zuniga	2020-10-12 12:47:15
Edit User id:38874	Robert Zuniga	2020-10-12 11:32:29
Edit User id:21969	Robert Zuniga	2020-10-12 11:31:58
Edit User id:1783	Robert Zuniga	2020-10-12 11:31:00
Edit User id:1779	Robert Zuniga	2020-10-12 11:30:38

HOW TO CREATE OR EDIT A SCREENING ROOM

To Create a new Screening Room, go to the Screening Room tab, and click **CREATE SCREENING ROOM**:

SCREENING ROOMS

Create Room

List Rooms

Create Room

Create New Screening Room

Back to list

Title:

ADMIN TRAINING SCREENING ROOM

Description:

Here's your chance to see what's coming to The CW!

Button Text:

ENTER SCREENING ROOM

Publish Date:

02/06/2024

2:47 PM

PT

Expiration Date:

04/30/2024

11:00 PM

PT

Groups Allowed Access:

(TEST) Board Members

Affiliates

bounceback test

BRADS NEXSTAR GROUP

CW EMPLOYEES

MARKS SALES GROUP - HULU

MARKS SALES GROUP - NETFLIX

Media Strategies

PR TCA GROUP

Press

Sales

TESTING

TIERRA TESTING

Fill in a Screening Room Title (please be specific to your group in naming the room, as there will always be multiple Screening Rooms in use at once), **fill in a Description** that will be seen by a user as they enter the screening room (EX: Here's your chance to see what's coming to The CW!), **fill in a Button Text** for when your Screening Room users enter the Screening Room (EX: ENTER SCREENING ROOM), and **set a Release and an Expiration Date**.

Assign your group(s) that you would like to have access to your room, and always assign the TESTING group for necessary testing visibility:

Artwork: Drop JPEG file here to upload.
A default image will be used if no image is uploaded

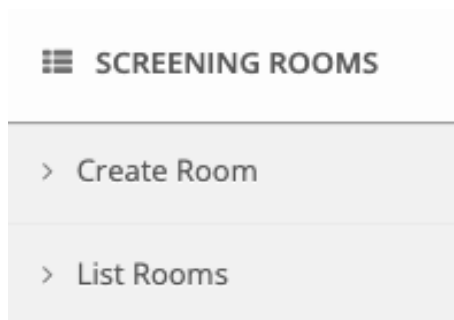
Background Image: Drop JPEG file here to upload.
A default image will be used if no image is uploaded

PDF File: Drop PDF file here to upload.

New Screening Rooms will automatically be created with generic CW logo art. If you would like to customize art, background art, or add a PDF, they can be uploaded:

CLICK THE GREEN CREATE NEW SCREENING ROOM BUTTON IN EITHER THE TOP OR BOTTOM LEFT-HAND CORNER

To Edit a Screening Room, go to the Screening Room tab and click LIST ROOMS:



Click on the ID number in the left-hand column (EX: 55 for Test Screening Room) to get to the Screening Room page. Edit as needed, same as instructions above:

Rooms			
5 per page			
	ID	Title	Artwork
	42	THE CW SCREENING ROOM (FOR NETFLIX)	
	55	TEST SCREENING ROOM	
	56	THE CW SALES SCREENING ROOM	

ALWAYS CLICK THE GREEN SAVE CHANGES BUTTON IN THE TOP OR BOTTOM LEFT-HAND CORNER TO SAVE CHANGES!

USER MENU OPTIONS

USERS - there are 3 options you will see in the USERS menu on the left side panel:

1. *Create User* - add users manually, one at a time
2. *List Users* - view/edit user data
3. *Import Users* - batch upload xls files - ☆ *recommended approach!* ☆

1. Create User- *only* do it this way if you need to quickly add someone to a group and want to manually grab their access link and/or generate a generic link email to them.

Required fields are First, Last, Email and Company. Phone is optional.

The screenshot shows the 'Create Site User' form. At the top, there are buttons for 'Create New Site User' and 'Back to list'. The form contains several fields and sections:

- Status:** A dropdown menu with 'Approved' selected. A note below states: 'Importing a user list will set the account to 'Approved'. When the Status is 'Denied', the user cannot login.'
- Access:** A dropdown menu with 'Has Access' selected. A note below states: 'Users will be automatically 'Blocked' when they hit the 'View Limit', and will not be able to login or watch a video.'
- Email:** A text input field containing 'jane.Doe@Test.Com'.
- Last Login:** A text input field.
- Access Link:** A text input field.
- View Limit:** A text input field. A note below states: 'Set to 0 to use the global limit'.
- Views:** A text input field containing 'No views logged'.
- First name:** A text input field containing 'Jane'.
- Last name:** A text input field containing 'Doe'.
- Company:** A text input field containing 'Test Company'.
- Work Phone:** A text input field.
- Groups:** A list of checkboxes for selecting groups:
 - ☐ AD HOC - STARGIRL
 - ☐ Affiliate Presentation: Affiliates
 - ☐ Affiliates
 - ☐ CW EMPLOYEE SCREENINGS
 - ☐ Media Strategies
 - ☐ Media Strategies - SWAMP THING 1 & 2
 - ☐ Now We're Talking
 - ☐ Press
 - ☐ Sales
 - ☒ TESTING
 - ☐ TERRA TESTING
- New Password:** A text input field.
- Modified:** A text input field.

At the bottom, there are buttons for 'Create New Site User' and 'Back to list'.

2. List Users - Here you can filter by Group, search by name, sort, etc.

Site User										Export CSV
50	per page	Status: All	Access: All	Group: TESTING	GO	Q				
☐	Email	Fullname	Company	Group Membership	Created	Login	Status	Access		
☐	john.doe@test.com	John Doe	The CW	TESTING	2018-05-14 14:48:56		Denied	Blocked		
☐	janedoe@example.com	Jane Doe	The CW	TESTING	2018-05-14 14:49:06		Denied	Blocked		
☐	kristen.test@cwv.com	Testing Morelli	The CW	TESTING	2018-05-14 14:49:21		Denied	Blocked		
☐	JohnDoe@example.com	John Doe	The CW	TESTING	2018-05-14 14:48:46		Denied	Blocked		
☐	Kyle.DeLaCruz@cwv.com	Kyle de la Cruz	The CW	TESTING		2018-05-07 15:25:05	Active	Allowed		
☐	Kristen.Morelli@cwv.com	Kristen Morelli	The CW	TESTING	2017-04-26 09:31:46	2020-10-09 11:27:46	Active	Allowed		

Hints:

1. click the user's email address (left-most column) to EDIT or VIEW their information
2. search works best by searching an exact email address. If you're having a hard time finding someone, make sure the group selection is not restricting the search results from showing up (i.e., set to "All")

Site User										Export CSV
50	per page	Status: All	Access: All	Group: All	GO	Q john.doe@				
☐	Email	Fullname	Company	Group Membership	Created	Login	Status	Access		
☐	john.doe@test.com	John Doe	The CW	TESTING	2018-05-14 14:48:56		Denied	Blocked		

Showing 1 to 1 of 1 entries (filtered from 19,718 total entries)

← Previous 1 Next →

How to Edit Individual Users - use this for manual, one-at-a-time updates to individual users (e.g., adding views, changing an email address, etc.)

Reminder: Bulk updates can be done by uploading a new xls file in the Import Users menu.

From the Edit User screen you can change information, increase view limits, get their access link (highlight the Access Link cell and COPY to share the link), block users, etc.

View Limits: the global view limit per user is set at 10 by default (0=10). This means that a user can view each video up to 10 times, however, when they hit 10 for one video, they will get blocked from the system. You can go in and adjust that either by increasing their allowed views (**preferred method**) or resetting their view count (*we prefer you not to do this so we can retain view history on each user*).

To **REMOVE** a user, you will just switch the Approved AND Access toggles to RED and un-check their group access. Then SAVE.

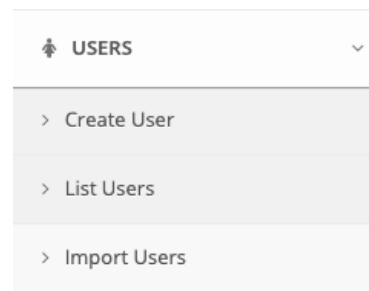
3. Import Users - *RECOMMENDED FOR ADDING NEW USERS.* See [this section](#) for full instructions on importing users for your group.

Note: Creating or Importing Users **does not** automatically INVITE them. You either need to send them a message or request their link be "re-sent." For details on those options, visit this section:

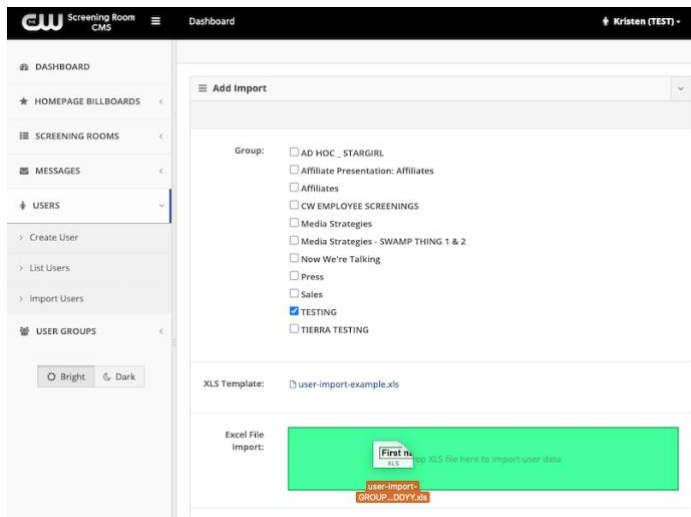
[How To Use The Message \(Invite\) Tools](#)

How to Add Users to Your Screening Room Group

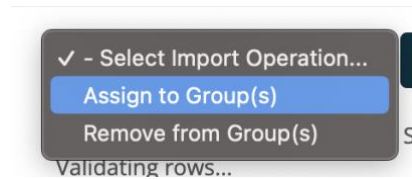
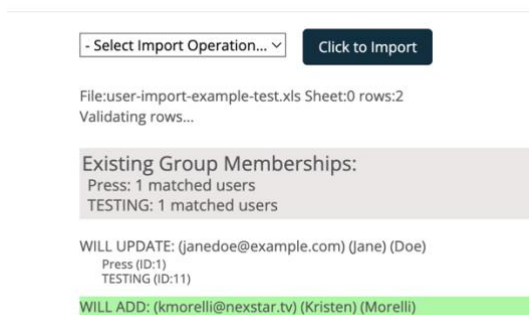
1. Go to the **USERS** menu on the left side menu of the admin dashboard
2. Click [Import Users](#)



3. Check the box for the proper group you want to add the users to (*example: SALES*)
4. Drag your **.xls file** (use [THIS template](#)) over to the import area. Remember to keep the format of your file as a .xls **not** .xlsx or .csv.
5. The Import area will light up and then give you a summary of what you are about to add or update. If the page does not allow you to drag over or upload the XLS file, please try a different browser (e.g., Firefox, Chrome)



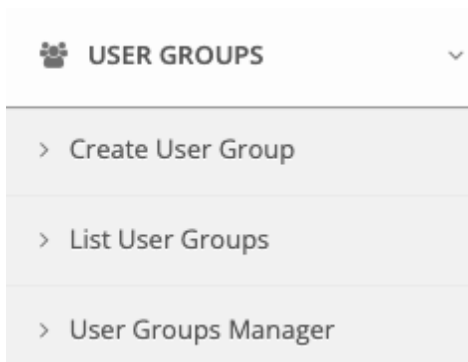
- If there are any errors in your .xls file, it will tell you in the summary what needs to be fixed in your .xls file. *You can continue to import but the users who have errors associated with them will not be added or updated.*
- The next step is to select “Assign to Groups” or “Remove from Groups” as an option in the dropdown menu – then select “Click to Import” button to either add or remove users from the selected group.



Note: Once these users are imported, they are in the system, but they have NOT been sent an invite link. You either need to send them an invite or request their link be re-sent to them. For more information, visit this [How To](#)

How To Create a User Group

To Create a User Group, go to the User Groups tab and click **CREATE USER GROUP**:



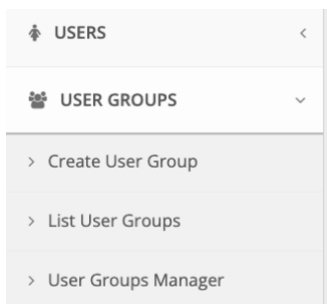
Fill in a User Group Title (please be specific to your group in creating a name, as there will always be multiple User Groups in the Screening Room CMS):

A screenshot of a 'Create Group' form. At the top is a header 'Create Group' with a hamburger menu icon. Below this is a row with a green button 'Create New User Groups' and a blue link '« Back to list'. The form has two input fields: 'Title:' with the value 'ADMIN TRAINING USER GROUP' and 'Modified:' with a hyphen '-'. At the bottom is another row with the same green button and blue link.

CLICK THE GREEN CREATE NEW USER GROUP BUTTON IN THE TOP OR BOTTOM LEFT-HAND CORNER

Group lists can now be imported and added to your newly created User Group

User Groups Manager



This tool allows you to clear your group membership, reset the “Agreed to terms” for your group (which is good to do about once per year) or delete your user group if it is no longer being used.

You can also unblock a batch of users if needed (perhaps if they accidentally reached their view limit or were blocked for some other reason). Otherwise, individual unblocking can be done by going into an individual user profile.

Please double check that you are making updates or deleting the correct group before you proceed with any changes!

Groups Manager			
Group	Users		Rooms
ALL USERS	Total	27000	
	Active	4705	
	Active and Agreed	574	Reset Agreed To Terms
	Active but Blocked	6	Unblock 6 Users
(TEST) Board Members	Total	0	
Delete Group	Active	0	
	Active and Agreed	0	
	Active but Blocked	0	
Affiliates	Total	1795	Clear membership
Delete Group	Active	1774	• THE CW AFFILIATE SCREENING ROOM
	Active and Agreed	118	Reset Agreed To Terms
	Active but Blocked	0	
bounceback test	Total	2	Clear membership
Delete Group	Active	2	
	Active and Agreed	1	Reset Agreed To Terms
	Active but Blocked	0	
BRADS NEXSTAR GROUP	Total	11	Clear membership
Delete Group	Active	11	• THE CW PILOT SCREENING ROOM
	Active and Agreed	5	Reset Agreed To Terms
	Active but Blocked	0	
CW EMPLOYEES	Total	1	Clear membership
Delete Group	Active	1	
	Active and Agreed	1	Reset Agreed To Terms
	Active but Blocked	0	
MARKS SALES GROUP - AMAZON LATIN AMERICA	Total	4	Clear membership
Delete Group	Active	4	• THE CW SCREENING ROOM (FOR AMAZON LATIN AMERICA)
	Active and Agreed	2	Reset Agreed To Terms

HOW TO CONFIGURE A VIDEO

This is done after the video has been requested from and uploaded by the Acquisition & Program Prep team

Your department will receive two email alerts when a video is in the Screening Room CMS, one alerting that it has uploaded and one alerting that it has sliced:

Screening Room - Screening Video Uploaded: TheConners-101-KeepOnTruckin-P101-CLEAN.mp4



no-reply@screeningroom.cwtv.com <no-reply@screeningroom.cwtv.com>
To: TheCW-cwscreeningroom; Admin

Screening Room - Video Uploaded: TheConners-101-KeepOnTruckin-P101-CLEAN.mp4

Slicing has started

[View Slicer Job Queue](#)

Screening Room - Screening Video Slicing Complete: TheConners-101-KeepOnTruckin-P101-CLEAN.mp4



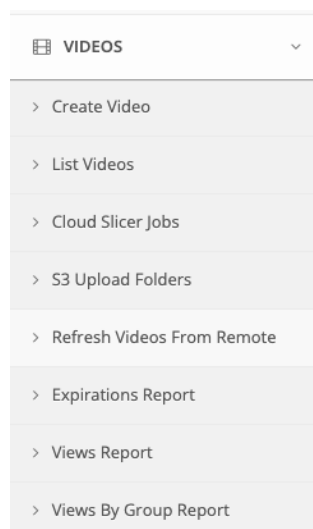
no-reply@screeningroom.cwtv.com <no-reply@screeningroom.cwtv.com>
To: TheCW-cwscreeningroom; Admin

Screening Room - Video Slicing Complete: TheConners-101-KeepOnTruckin-P101-CLEAN.mp4

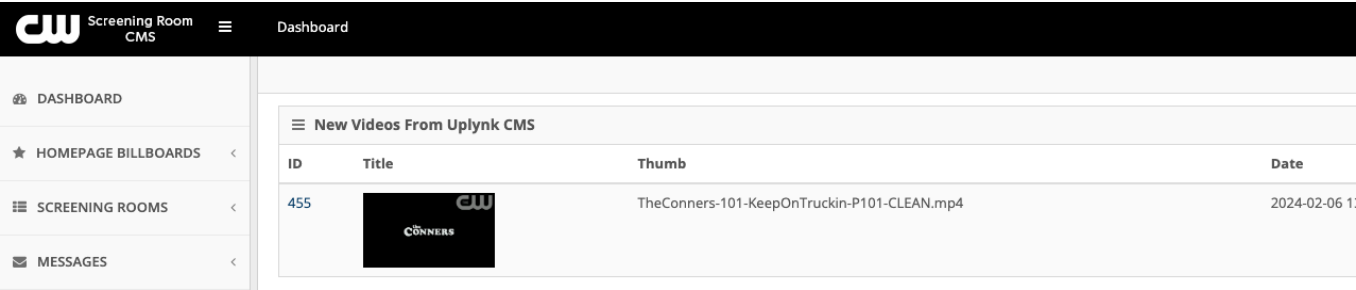
TheConners-101-KeepOnTruckin-P101-CLEAN.mp4

[View Uplynk Sliced Videos](#)

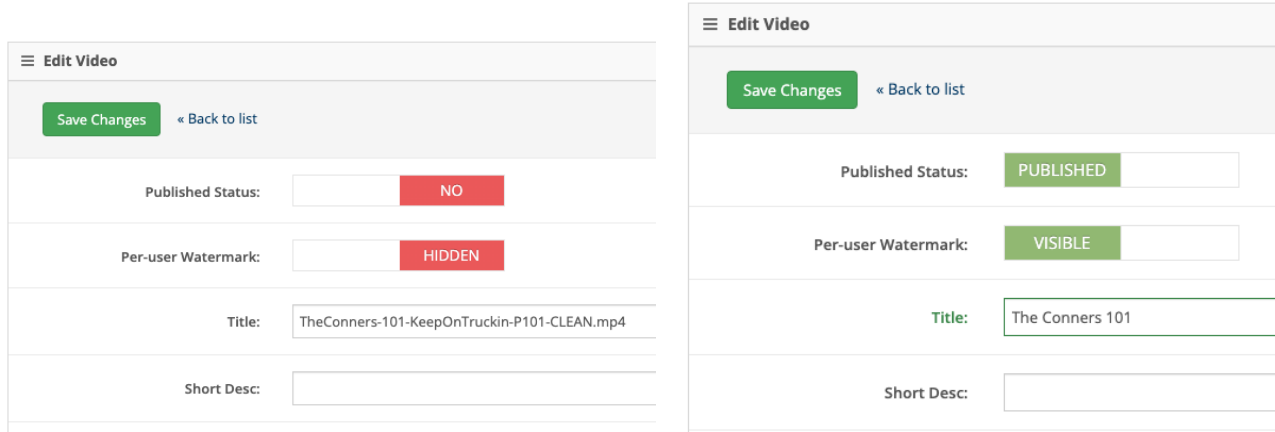
Go to **Videos > Refresh Video From Remote** to find the recently uploaded video



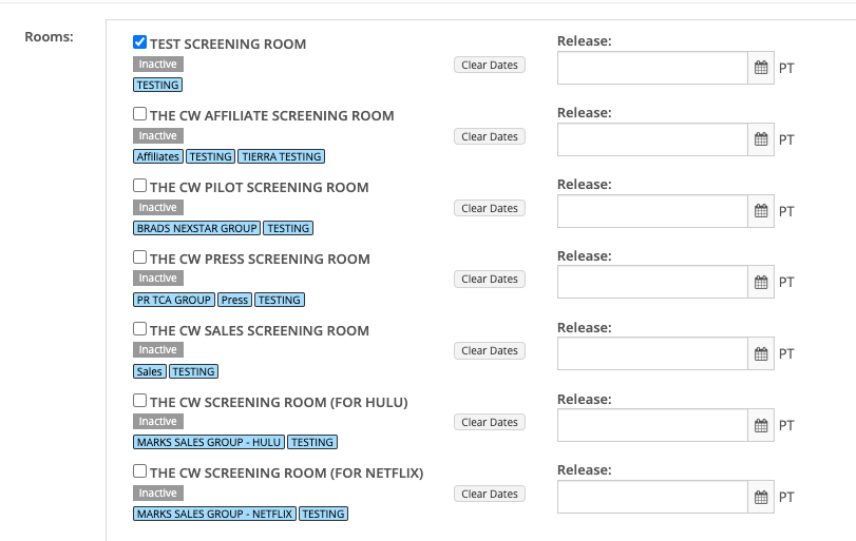
The most recently uploaded video will be at the top. Click the ID number to the left of the thumbnail (455 in this example) to get to the video page and to begin editing the video:



Change **Published Status** to **PUBLISHED** and **Per-user Watermark** to **VISIBLE**. Change the title accordingly – follow standard format of **Show Title EpisodeNumber**, e.g., *The Conners 101*, to preserve consistency across multiple screening rooms and for searching purposes within the admin portal. Nothing is needed in Short Desc.



Assign the video to the Test Screening Room to check that it functions properly and to find a time stamp to use for a thumbnail photo. **CLICK THE GREEN SAVE CHANGES BUTTON IN EITHER THE TOP OR BOTTOM LEFT-HAND CORNER**



Now go to your personal Screening Room to check the video and find an acceptable scene to use as a thumbnail. Note the time in seconds (EX: 4:55 = 295 seconds)



Back on the video edit page in the Screening Room CMS, plug in the number of seconds of the scene you would like to use for a thumbnail (EX: 295). **Click GRAB FRAME FOR TIME OFFSET:**

Thumbnail:



Time offset for framegrab in seconds:

Example: 3.5

Thumbnail:



Time offset for framegrab in seconds:

Example: 3.5

Dates:

Release:

PT

Expire:

PT

The dates set on the video supercede the dates set on the Rooms below.

Schedule a Release and an Expiration date for the video.

If a video is already setup in the Screening Room CMS and already assigned release/expire dates to another room, you can choose your group's room(s) and set separate dates for the video for your room (EX: this video is already assigned to TEST SCREENING ROOM to publish on 2/6 and to come down on 4/29, but THE CW AFFILIATE SCREENING ROOM doesn't want the video to go up in their room until 2/12 and wants it to come down on 2/19).

Dates:

Release:

02/06/2024 1:40 PM

PT

Expire:

04/29/2024 12:00 AM

PT

Active

The dates set on the video supercede the dates set on the Rooms below.

Rooms:

☒

TEST SCREENING ROOM

Active

TESTING

Clear Dates

Release:

PT

Expire:

PT

☒

THE CW AFFILIATE SCREENING ROOM

Inactive

Affiliates TESTING TIERRA TESTING

Clear Dates

Release:

02/12/2024 7:00 AM

PT

Expire:

02/29/2024 11:00 PM

PT

ALWAYS CLICK THE GREEN SAVE VIDEO BUTTON IN THE TOP OR BOTTOM LEFT-HAND CORNER TO SAVE CHANGES

18

HOW TO GET USERS ACCESS TO THEIR SCREENING ROOM

How to send a group message

Reminder: This is how you INVITE users to watch in the Screening Room

MESSAGES

> Create Message

> List Messages

> Message History

> Pending Deliveries

Create New Messages

« Back to list

Status:

ACTIVE

Email Subject:

CW Screening Room - Test

Heading:

Hey Friends:

Body:

↶ ↷ B I U A A [List Icons] [Link Icon] [Image Icon] [Text Icon] [Code Icon] [Help Icon]

For your viewing pleasure, we are excited to share an advance glimpse of **SWAMP THING** – Episodes 1 & 2. The link will be available for a limited time on a special online CW Screening Room. For security purposes, each user will be given their own personalized, individual URL link to access The CW Screening Room, and trailers will include an on-screen watermark. This URL is non-transferrable and grants a total of 10 total viewings per user.

If you need assistance, please contact Test@test.com.

P

POWERED BY TINY

Private Note:

This is TEST email.

Test Recipients:

Go to **Create Message** to start from scratch. Here you can paste or type your letter out.

Email Subject & Body fields are **required**; Heading is optional.

Use the text editing tools to compose the message however you want it to look. Click the green 'Create New Messages' button to see additional options.

Private Note:	This is TEST email.
Test Recipients:	kristen.morelli@cwtv.com
<button>Click to Send Test Message</button><button>Open Preview Window</button>	



Hey Friends:

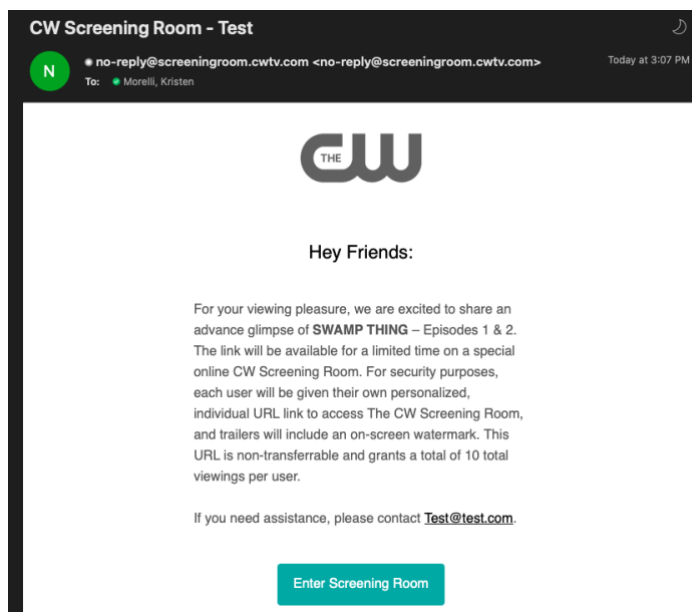
For your viewing pleasure, we are excited to share an advance glimpse of **SWAMP THING** – Episodes 1 & 2. The link will be available for a limited time on a special online CW Screening Room. For security purposes, each user will be given their own personalized, individual URL link to access The CW Screening Room, and trailers will include an on-screen watermark. This URL is non-transferrable and grants a total of 10 total viewings per user.

If you need assistance, please contact Test@test.com.

[Enter Screening Room](#)

Once created/saved, you can view a preview, send a test email, or send it to your group. Remember to click SAVE CHANGES after any updates are made or you will not see the changes on the preview or test emails.

Preview from Screening Room Admin



Test Email (note, button in email does not work, just a visual of how your invites will look to end users)

Schedule a Delivery:

Use this section if you want to send (or re-send) the letter to your ENTIRE group. Make sure you are selecting the correct group.

Use this section if you just want to send the letter to your new additions.

Note date/time of import and click "Show users" confirm you're selecting the right import.

Set the date and time you would like the message to go out. If you would like it sent immediately, use the current date and time.

Step 1: Select Group(s) to send to

Groups

- ☐ AD HOC _ STARGIRL (1)
- ☐ Affiliate Presentation: Affiliates (1813)
- ☐ Affiliates (4676)
- ☐ CW EMPLOYEE SCREENINGS (251)
- ☐ Media Strategies (22)
- ☐ Media Strategies - SWAMP THING 1 & 2 (13)
- ☐ Now We're Talking (134)
- ☐ Press (1848)
- ☐ Sales (5605)
- ☐ TESTING (10)
- ☐ TIERRA TESTING (2)

Recent Imports

- ☐ Imported:2021-01-20 10:41:11 (1) [show users](#)
- ☐ Imported:2021-01-20 07:17:16 (1) [show users](#)
- ☐ Imported:2021-01-19 14:20:26 (1) [show users](#)
- ☐ Imported:2021-01-16 13:54:57 (1) [show users](#)
- ☐ Imported:2021-01-15 11:24:42 (1) [show users](#)

Step 2: Select the date and time

Note: Use Pacific Time!

Step 3:

[Click to Send Message to Selected Group\(s\)](#)

Once ready to send to your group, select the correct group by marking the checkbox and then hit the orange button.

IMPORTANT: If the email has already been sent to your overall group, you will want to check the correct box in the Recent Imports section (this ensures you are *only* emailing new/updated users).

Step 3: Email address for bounces

✓

CWPRscreeningroom@cwvt.com

CWSALESscreeningroom@cwvt.com

CWAFFILIATEScreeningroom@cwvt.com

cwscreeningroom@cwvt.com

You will also need to select an email from the dropdown menu to direct bounce back messages to – select the email for your group so that you will get updates on users that were not able to accept the invite or are no longer at the company

If you have scheduled a message to go out at a future date (scheduled sends only), you CAN cancel/stop it from being sent if you click STOP it before it starts sending. Please note, if you send the letter immediately by using the current date/time, there is no STOP feature.

Deliveries:	Status	Subject	Send At	Group(s)	Recipients	Sent
	STOP	TEST SCREENING ROOM EMAIL - SCHEDULED SEND	Feb 02, 21 3:30 PM	TESTING	8	0
		TEST SCREENING ROOM EMAIL - SCHEDULED SEND	Jan 29, 21 11:00 AM	TESTING	8	0
		TEST SCREENING ROOM EMAIL - SCHEDULED SEND	Jan 29, 21 10:20 AM	TESTING	8	8

Schedule a Delivery: Message Queued for Delivery

Deliveries:	Status	Subject	Send At	Group(s)	Recipients	Sent
		TEST SCREENING ROOM EMAIL - SCHEDULED SEND	Feb 02, 21 3:30 PM	TESTING	8	0
		TEST SCREENING ROOM EMAIL - SCHEDULED SEND	Jan 29, 21 11:00 AM	TESTING	8	0
		TEST SCREENING ROOM EMAIL - SCHEDULED SEND	Jan 29, 21 10:20 AM	TESTING	8	8

If a message has been stopped, you will see the red dot in the status bar next to the message.

If a message is still pending send, you will see the clock with the flashing STOP sign. Once the date and time passes, the message will be sent, and you will see the green check mark.

List Messages shows all Message templates that have been created - in the NOTE section you can see group-specific details

Messages					
5	per page	Status: All	GO	Q	
ID	Subject	Note	Modified	Status	
159	CW Screening Room - Test	This is TEST email.	2020-10-14 15:08:37	archived	
157	2020-21 AFFILIATE PRESENTATION AVAILABLE FOR VIEWING!	This is for *AFFILIATE PRESENTATION Group Only*	2020-09-30 07:08:17	ACTIVE	
155	CW's '20-'21 Season - SWAMP THING in The CW Screening Room	This is for *MEDIA STRATEGIES* (SWAMP THING GROUP) only	2020-09-11 12:04:18	ACTIVE	
153	WORLD'S FUNNIEST ANIMALS Now Available in The CW Screening Room!	this is for *PRESS* Only	2020-09-10 10:27:29	ACTIVE	
151	SWAMP THING Network Debut Now Available on The CW Screening Site	this is for *PRESS* ONLY	2020-09-04 10:22:21	ACTIVE	

Showing 1 to 5 of 81 entries

← Previous 1 2 3 4 5 Next →

Click the ID # to view/edit the message or to send to your group (or recent imports)

Message History shows the messages that have been sent (this is how you can confirm if your email went out).

Sent Messages							
50	per page	Q	Test				
Message	Subject	Groups	Sent	Queued	Sent By	Created	
153	{{(TEST EMAIL)}}WORLD'S FUNNIEST ANIMALS Now Available in The CW Screening Room!	TESTING	12	12	kristen.morelli@cwtn.com	2020-09-10 10:27:00	
140	NOW WE'RE TALKING test e-mail	Now We're Talking	3	3	kristen.morelli@cwtn.com	2020-08-05 10:27:00	
108	{{(TEST)}} Stargirl Screening Room Email	Imported:2020-04-08 16:54:17	5	5	kristen.morelli@cwtn.com	2020-04-08 17:00:00	
83	TEST GROUP ONLY: The CW's New Series for 2019-20 Season Available in The CW Screening Room	TESTING	20	20		2019-05-16 09:25:00	
1	TEST The CW's new fall series for 2017-18 season available in The CW Screening Room	TESTING	8	8		2017-05-17 14:22:00	
3	TEST delivery	Tierra-Testing	1	1		2017-05-17 12:20:00	
3	TEST delivery	TESTING	8	8		2017-05-17 11:21:00	

Showing 1 to 7 of 7 entries (filtered from 649 total entries)

← Previous 1 Next →

Message	Subject	Groups	Queued	Sent	Sent By	Created	
171	TEST SCREENING ROOM EMAIL - SCHEDULED SEND	TESTING	0	0	kristen.morelli@cwtn.com	2021-02-02 15:30:00	

If you have cancelled/stopped a message from going out - you will still see the message in the history, but it will say 0 queued/sent.

Pending Deliveries shows Recent and Pending message deliveries – messages that have been sent or are scheduled to be sent.

Note: if a message has not been sent yet, you can also STOP it from here, but make sure you are choosing the correct message.

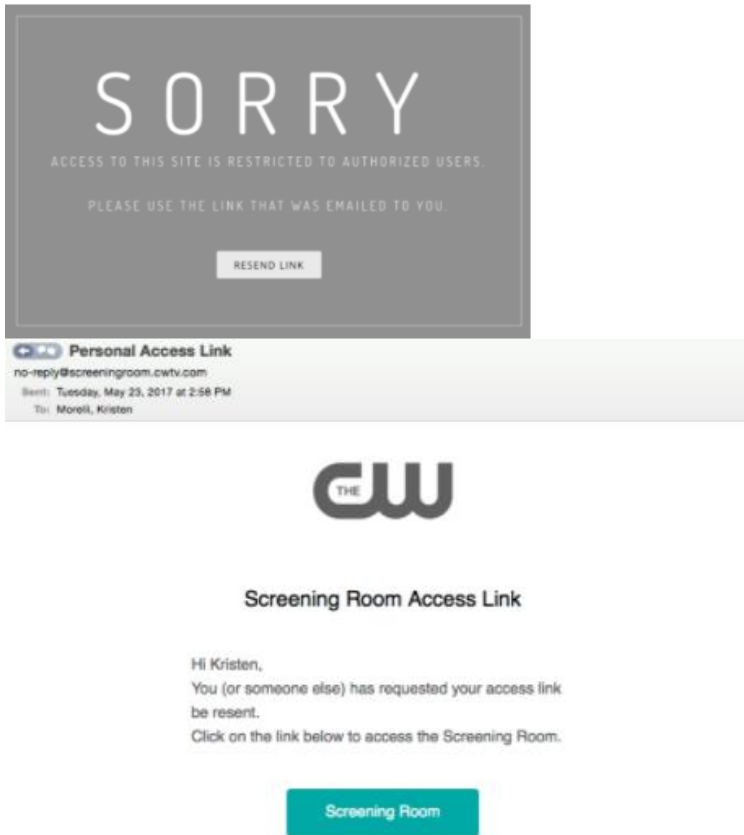
Recent and Pending Message Deliveries						
Status	Subject	Send At	Group(s)	Recipients	Sent	
STOP	SUPERMAN & LOIS "Pilot" Now Available in The CW Screening Room	Feb 02, 21 4:10 PM	Press	1848	0	
	TEST SCREENING ROOM EMAIL - SCHEDULED SEND	Feb 02, 21 3:30 PM	TESTING	8	0	

If you are looking for an older delivery, go to [Message History](#).

How Send or Re-Send a Screening Room Link to a Single User

Any user already in the system can request their Screening Room link be re-sent to them by visiting <http://screeningroom.cwtv.com/>

When they try to enter the Screening Room, they will be brought to a page that looks like this:



When they click the Resend Link button, they will get brought to a page where they can enter their email address that is on file.

<-- If they are already in the system and have access, they will get an email that looks like this

☆Pro-Tip: You can also direct anyone you know who is in the system directly to <http://screeningroom.cwtv.com/resend-link> enter in their email address (must be the **exact** email address that is on file). You can also do this on the requester's behalf. It will not send the group-specific/formatted letters for specific episodes, but it will get them quick access to the Screening Room.

Email:	john.doe@test.com
Last Login:	10/14/2020 14:41:42
Access Link:	https://screeningroom.cwtv.com/use-access-key?key=eda28851e1695e86f075ccdc5140e77
	Resend Access Link Email
View Limit:	0
	Set to 0 to use the global limit

If you prefer, you can manually grab someone their access link by pulling up their profile in List Users. Click their email and when you are in their Edit page, go to access URL. You can highlight the text in the greyed-out field (circled below) to copy and send.

You can also re-send someone's screening room link (will send the basic email shown above) within a user's profile by clicking the Resend Access Link Email button (arrow below)

Email:	john.doe@test.com
Last Login:	10/14/2020 14:41:42
Access Link:	https://screeningroom.cwtv.com/use-access-key/?key=eda28851e1695e86f075ccdc5140e77
	Resend Access Link Email 

ⓘ If you NEED the user to receive the formatted, groups specific letter, you will need to reimport them via the .xls template instructions. For more information, see these pages:

[How to Add Users to Your Screening Room Group](#)

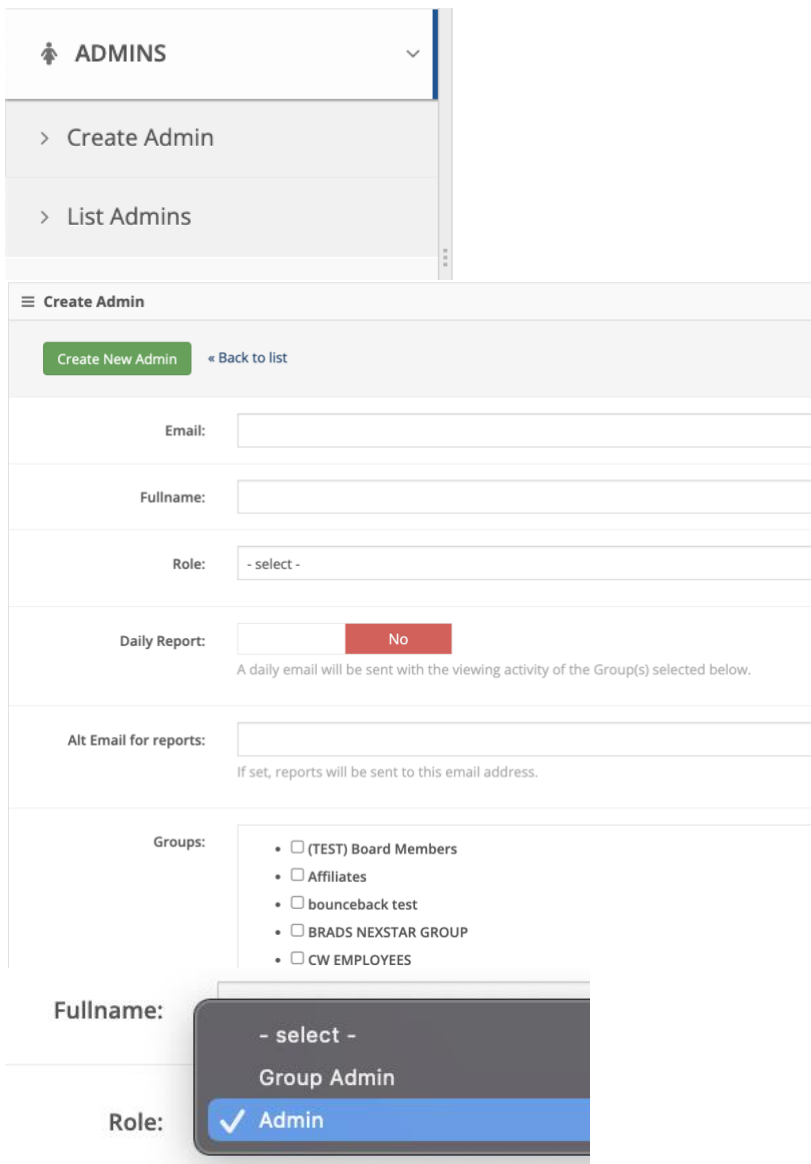
[How To Use The Message \(Invite\) Tools](#)

MANAGING ADMINS FOR YOUR GROUP

Each group is responsible for maintaining its admins and access in the CW Screening Room admin. Please limit the number of admins for your group (e.g., Sales, Affiliates) to a maximum of 5, with 1-2 users designated as "Group Admin(s)."

Regular "Admin" level permissions include adding Screening Room users, creating Screening Rooms, importing videos, sending messages, and other necessary tasks for content distribution in The CW Screening Room.

"Group Admin" level permissions encompass all the abilities of regular Admins and the additional capability to add/remove Admins from the screening room admin. Only Group Admins have the authority to add new Admins. If you require access to the CW Screening Room admin portal, please contact your group's "Group Admin."



The screenshot shows the 'ADMINS' menu on the left sidebar with options 'Create Admin' and 'List Admins'. The 'Create Admin' form is displayed, featuring a green 'Create New Admin' button and a 'Back to list' link. The form includes fields for 'Email:', 'Fullname:', 'Role:' (a dropdown menu), 'Daily Report:' (a toggle switch set to 'No'), and 'Alt Email for reports:'. Below these fields is a 'Groups:' section with a list of checkboxes: '(TEST) Board Members', 'Affiliates', 'bounceback test', 'BRADS NEXSTAR GROUP', and 'CW EMPLOYEES'. A dropdown menu for 'Role:' is open, showing 'Group Admin' and 'Admin' (selected with a checkmark).

As a Group Admin, you can add a new admin for access by navigating to the ADMINS menu on the left sidebar and selecting CREATE ADMIN.

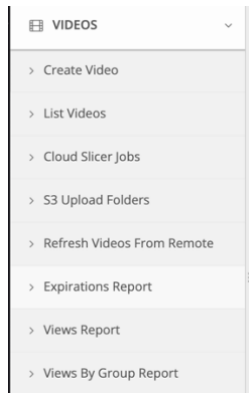
Enter the email address and full name, choose the Role (Group Admin or Admin), specify Group(s), and decide whether you want the user to receive a daily report of viewing activity (for selected groups only). You can set a password for the person, or they can choose "Forgot Password" the first time they log in.

Click the green CREATE NEW ADMIN button to save!

Group Admins – remember to update admins from your group as people leave the company or roles change. You can change someone from Admin to Group Admin and vice versa. To delete an admin, please email your delete request to cwscreeningroom@cwstv.com

HOW TO UPDATE FOLDERS/NOTIFICATIONS FOR VIDEO UPLOADS

This explains how to update the recipient list for those who receive notifications when a video has been uploaded or has completed slicing or to create a new group upload folder.



In the screening room admin, navigate to the VIDEOS menu on the left side and select >S3 Folder Uploads.

S3 Folder List [+ Add Folder](#)

50 per page

ID	S3 Folder Name	Notification Email List
1	testing1234	support+testing1234@tierra-innovation.com s3watcher-testing1234@...
2	cw-pr	CWPRscreeningroom@cwtv.com
3	cw-sales	CWSALEScreeningroom@cwtv.com
4	cw-marketing	ethan.burnette@cwtv.com erin.edwards@cwtv.com
5	cw-digital	cwscreeningroom@cwtv.com
6	cw-affiliates	CWAFFILIATEScreeningroom@cwtv.com
8	cw-admin-dennis-brad	Andrea.Emshoff@cwtv.com Roman.Browne@cwtv.com Erika.Rasso@cwtv.c...
9	cw-content-licensing	mark.rodriquez@cwtvconsultant.com

To update the recipient list for a group, select the group by clicking the number in the first column on the left-hand side.

Edit S3 Folder

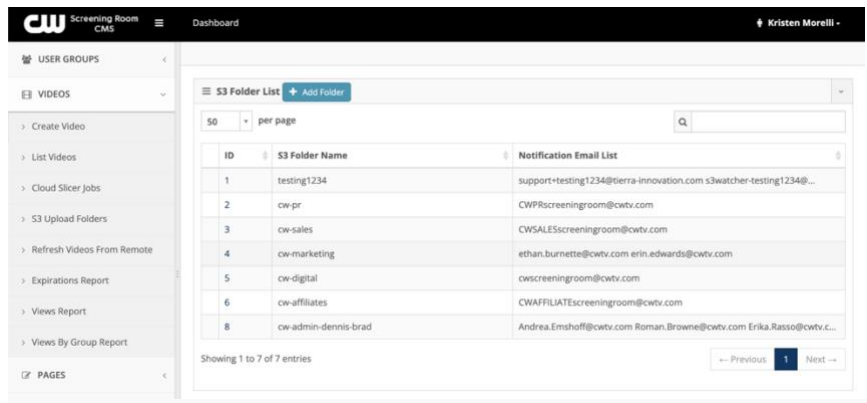
[Save Changes](#) [Back to list](#)

Foldername:

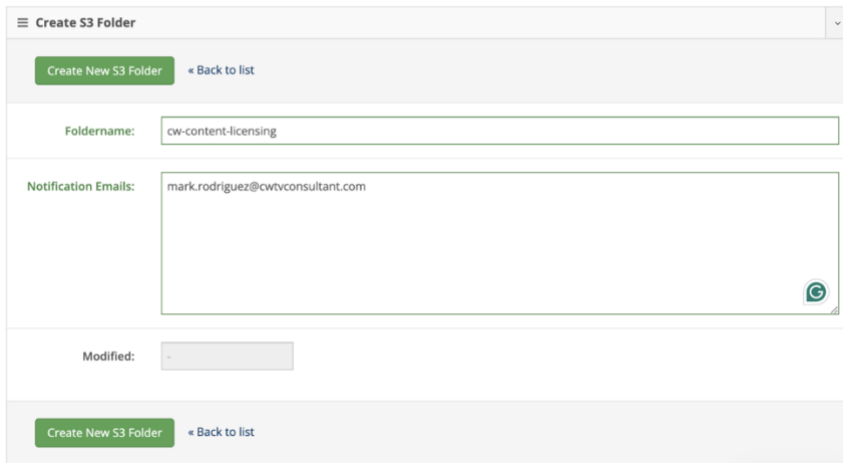
Notification Emails:

On the next page, you can enter in the email address(es) or remove emails to update the list of recipients.

Click the green Save Changes button to save your updates!



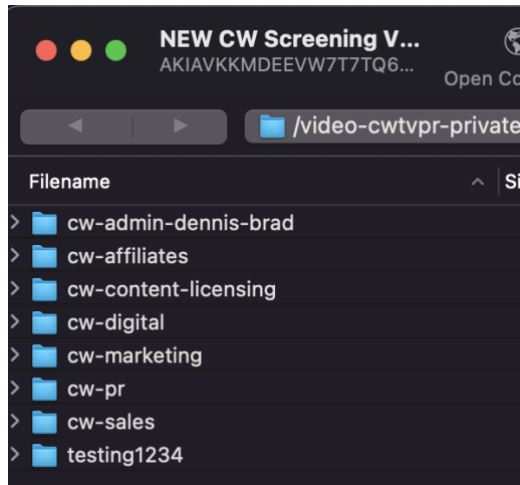
To create a new group folder for uploading, navigate to the S3 Folder Uploads page from the video menu and click the blue +Add Folder button.



Next, type the same of the new folder that will appear in the S3 location for the facility team to upload files to. Please follow the format **cw-group-name**. Include recipients for the notification emails so they/you will know when files have been uploaded and sliced!

Click the green Create New S3 Folder button to save this new folder!

The folder will then appear in the S3 bucket, and the facility team can drop files into the new folder.



When a new group/folder has been created in the S3 bucket, please reach out to **Acquisitions & Program Prep team** to get the group added to the dropdown selection in the [asset locator \(smart sheet\)](#) file for requesting videos: screeningroomrequests@cwtv.com

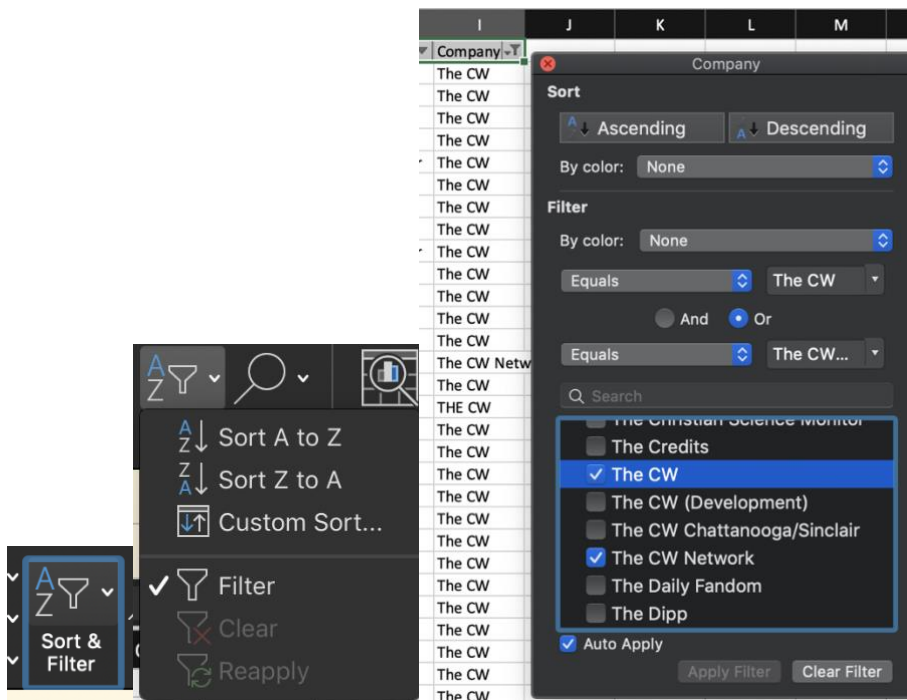
HOW TO PULL VIDEO/VIEWER REPORTING

To simply see how many views a video has generated, after logging into the Screening Room admin, go to Videos > Views Report > and locate the video in the list (please note that a video must have the Published Status toggled ON (green) for the video to show in this list (it **doesn't** need to have current active dates and CAN be expired). The video views are displayed in the right-most column on this page.

To see WHO has watched a particular video, click on the video title (which will be a clickable link) in the Views Report list. This will show all of the email addresses of the users who have watched(clicked) the video. You can export a CSV and use MS Excel to filter down further or dig deeper into the data (e.g, when they clicked the video, or what group they are in).

For further reporting, go to Videos > Views By Group Report. From here, you can filter down to All Groups OR a specific group (e.g. Press) to pull a full report of ALL views generated. Click Export CSV and work in MS Excel to filter out the video(s) you need, or any other category filter.

To filter in MS Excel, highlight the top row/category columns and click the Sort & Filter button, or choose Filter from the dropdown menu. From there, click the filter button on the column you want to filter and you can choose the items you want to include/exclude in your list. The entire list will filter down based on your choices.



The most common usage for this would be if a group wants to see detailed viewership for their group for a specific set of videos. On the Views By Group Report page, you would first filter down to that group. Then from there, select Export CSV. Open this file in Microsoft Excel. Then apply the filters to the category, click the video category, and go through the list checking which videos you want to be included in the viewership report (please note: if there have been multiple versions/uploads for a video/episode, you'll want to select any that you see in this list).

HELP

Reporting Bugs with the CMS

If there is a bug in the Screening Room CMS site that causes the site to not function properly, click the red **REPORT ISSUE** button in the bottom right-hand corner and submit a ticket to our developer.

Action	Admin	Date
Edit Video id:460	Heather Fults	2024-02-23 11:17:36
Edit Video id:459	Heather Fults	2024-02-23 11:17:24
Edit Screening-rooms id:59	Heather Fults	2024-02-23 11:16:54
Edit User id:47032	Heather Fults	2024-02-23 11:16:27
Create User id:48209	Heather Fults	2024-02-22 12:54:24
Create User id:48208	Heather Fults	2024-02-22 12:53:35
Create User id:48207	Heather Fults	2024-02-22 12:52:49
Create User id:48206	Heather Fults	2024-02-22 12:51:51
Create User id:48205	Heather Fults	2024-02-22 12:51:51

DO NOT USE THIS BUTTON IF YOU HAVE A GENERAL QUESTION ABOUT HOW TO USE THE ADMIN PORTAL.

General Questions

For questions about requesting a video, contact screeningroomrequests@cwtn.com.

For questions on how to use the Screening Room CMS, reach out to cwscreeningroom@cwtn.com.

To view the recording of the complete Screening Room Admin Training session from 2/28/24, please visit:

[Screening Room Admin Training-20240228_120313-Meeting Recording.mp4](#)

FAQs

Coming soon!