



**YOUR RELAY EVENT INFO**

You’ll be publishing to our live production site at http://relay.lavoixdelamerique.com/worldcup  
Your event hashtag is ***#worldcup***

*Also,* ***CRON*** *is the process that allows pre-approved journalists in the field to expedite publishing by clicking on a URL in your email. Your CRON URL is:* ***http://bit.ly/1oWPibT***

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-To auto publish text updates, Tweets cards   
 Email: **‘Relay Auto Generate’** for **youremail@gmail.com**

-To auto publish video cards

Email: YouTube: **‘Relay Video’** for **YourMobileYoutubeEmail@m.youtube.com**

-To auto publish photo cards

Email: Flickr: **‘Relay Flickr’** for **FlickrUploadEmail@photos.flickr.com**

***NOTE:*** *Only emails coming from* ***pre-approved email addresses*** *will be auto  
 generated in our system.*

**A. Email a Text Update to Relay**   
Text messages are 500 characters or less and are published on their own cards in   
your Relay event.   
 1. Create email from pre-approved email account to Relay Auto Generate

contact alias.  
 2. Type ‘**Editor Message #worldcup**’ in English in subject field.

3. Type up to 500 words in body; send.  
 4. Wait 5 mins for message to auto publish or hit CRON URL to expedite publish.

**B. Email Video to YouTube/Relay**

Make sure you set up aliases for YouTube and email contact  
 1. Shoot video. Note, iPhones only allow 57 second video clips in emails.   
 For longer clips, contact Randy.

2. Find video in library, click share. Select email.

3. In the TO field, type in your Relay YouTube alias. In the Subject, enter

{short desctiption of the video} **#worldcup**

4. You will receive a confirmation from YouTube in your email. Forward email

AS IS to Relay Auto Generate alias.

5. Wait 5 minutes for CRON to autopublish or hit CRON URL to expedite publish.

**C. Email a Tweet from iPhone Twitter App**

Make sure you’re logged into Twitter  
 1. On the bottom right of the Tweet you want to share, click MORE.  
 2. Select MAIL TWEET.  
 3. Enter Relay Auto Generate alias in TO field.  
 4. Type in SUBJECT Field: **Tweet #worldcup**; send email or hit CRON URL to

expedite publish

**D. LiveStream—Note: Contact Randy Abramson for LiveStream account info**

Allows streaming live video from your mobile device into the Relay platform

**E. Photo Auto Generation**

Make sure you set up Flickr email alias   
 1. Take photo.

2. Find photo, and share photo in your email.   
 3. Enter ‘Relay Flickr’ in the TO field.  
 5. Enter description of photo in SUBJECT field and **#worldcup**.

6.Wait 5 mins for message to auto publish or hit CRON url to expedite publish

***Create email contact aliases to speed up reporting***

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Q. How do I broadcast a live stream from my phone?

A. Relay supports live streams from Ustream, YouTube Live, and LiveStream platforms.

Q. Is Relay easy to learn?

A. With the help of a short training guide, journalists can quickly learn how to use Relay.

Q. How can I start using Relay?

A. Contact your admin or *YourRelayAdmin@YourOrg.com to* set up your event. Please provide:

-URL you want for event

-Email addresses used to send   
 reports from

-Language preferences

Q. How long does it take to set up a Relay event?

A. ODDI can set up English based Relay events within hours of your request. Other languages that require translation needs more time.

Q. What third party services can I embed into Relay cards?

A. Google Hangouts, YouTube videos, Vimeo, Tweet embeds, Flickr photos, SoundCloud audio interviews coming soon.

***Here’s how you Relay***