SAXOTECH ONLINE HANDBOOK

OCTOBER 2013 SAXOTECH ONLINE EDITUI/MWC

Intro to Saxotech Online	2
Logging in to Saxotech Online	3
Working with stories	. 4
The Properties tab	5
The Edit tab	7
Formatting your story	8
Adding photos to your story	9
Related content	11
Taxonomies and keywords	12
Photo galleries	14
Finding your stories	18
Creating a poll	21
Video	22
Adding a map	24
Adding a file	25
Content ranking in the carousel	26
Breaking news newsletter	27
Breaking news big package	29
Smart Bylines	30
Staff blogs	

Adding a Twitter widget	34
MediaWare Center online	35



INTRO TO SAXOTECH ONLINE EDITUI

SAXOTECH ONLINE EDIT UI gives you an alternative way to publish to your website outside of the MediaWare Center. Since the two programs share a common database, all content that is created in the MediaWare Center will be available in Saxotech Online EditUI, and all content that is created in Saxotech Online EditUI will be available in MediaWare Center.

In general, if your site is using the MediaWare Center to create content and communicate with the Design House, you should also use the MediaWare Center to manage your web content

If your site is not using the MediaWare Center, you will use Saxotech Online EditUI as the primary way of producing and managing your Web content.

This chapter will cover the basics of Saxotech Online EditUI, including:

- Logging in
- Creating a story
- Creating a photo gallery

ONLINE TERMS TO KNOW

Story: The content type where you will write your articles. A story in Saxotech Online EditUI appears as an article in the MediaWare Center. They are the same elements, with different names.

Categories: Categories correspond with the sections that appear in the top navigation of your website.

Taxonomies: Taxonomies are how you control where you content will be published online.



LOGGING IN TO SAXOTECH ONLINE EDITUI

ACCESS SAXOTECH ONLINE EDIT UI

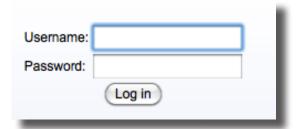
To access your Saxotech online EditUI interface, go to the homepage of your website and type

"/edit" after the URL. The address will look like this:

>> www.yourwebsitehere.com/edit

ENTER YOUR USERNAME AND PASSWORD

>> If you don't already have a username and password for Saxotech Online EditUI, or if you have issues with your password or logging into Saxotech Online, please contact GateHouse Media Support at https://gatehouse.zendesk.com/



YOUR SAXOTECH ONLINE HOME SCREEN

The Saxotech online home screen is the first screen to appear after you log in. From this screen, you can create new stories and galleries and view a list of recent stories. The menu items (in the black bar at the top) are available on every page.







Stories are the main way you will create content in Saxotech Online. If you are using the MediaWare Center, the stories you create in Saxotech Online will appear as articles.

CREATE A NEW STORY

There are two ways to create a new story. You can press the **New Story** icon on the home screen, or choose **New Story** from the editorial menu.

- >> To create a new story from the home screen, press the **New Story** icon.
- >> To create a new story from the menu, find the **EDITORIAL** tab in the black menu bar at the top of the page. Select **EDITORIAL > New story.**





Once you have created your new story, the next screen you will see is the **Edit Story Screen**. The **Edit Story Screen** has six tabs: **Properties, Edit, Pictures, Keywords, Connections/Statistics** and **Preview**.



You will need to fill out the following three tabs, which are detailed on the following pages:

- >> PROPERTIES TAB Control the publication time and date of the story.
- >> EDIT TAB Write the story and add photos and fact boxes.
- >> **KEYWORDS TAB** Designate where the story will be published.

After you have completed those three tabs, press the **Save** or **Save & Close** button at the top right of the page. This will save the changes you have made on your story, and publish it to your website.



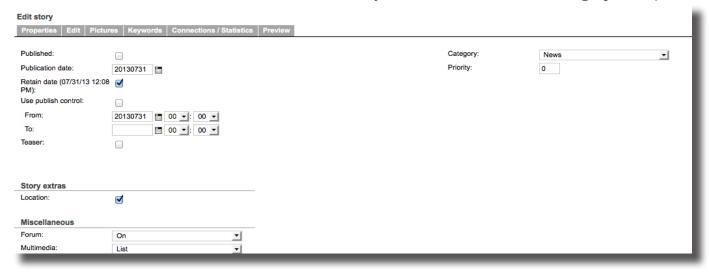


◆ THE PROPERTIES TAB

SET STORY PROPERTIES

The Properties tab is where you will control the publication details of the story. To find these settings, open a story and click on the tab that says **Properties** (upper left side).

In this section, add the basic publication settings for your story. You will need to make choices from the fields listed below. Only **Published, Pub. Date** and **Category** are required:







Published: Check this box when you want the story to be published. The story will publish once you press Save (top right corner). Uncheck this box if you want to remove (unpublish) a story, or if you are writing a draft.



Pub. Date: This field contains the publication date for the story. The system will suggest today's date.

Retain Date: When you edit a story, the date and time is changed to reflect the latest saved change. By marking this checkbox, the original story date and time is kept when you make changes to the story.

Use publish control: Allows you to control when a story will be published in the future. Choose the date and time you would like the story to go up in the **From** dropdown menu.



Category: In this drop-down menu, you can select which category you want the story to be assigned to. Choose the most appropriate category: News, Sports, Business, **Entertainment & Life, Obituaries, Opinion, Photo Gallery, Video.** Choosing a category allows you to find your content more easily later. In addition, the category you choose becomes part of your story's URL, and enhances the search engine optimization for that story.

Location: Check to enable a dateline, which is displayed in front of the summary. It is used to tell where the news item took place. **NOTE:** If the Location box is checked, the system will insert a dateline into your story, which is your location. If you already have a dateline on your story, and this box is left checked, you will have a double dateline on your story. Uncheck this box if you already have a dateline on your story, or if you want your dateline to be different from your location.





OPTIONAL FIELDS IN THE PROPERTIES TAB

The following fields are not needed for basic story publication to your website

Forum: This controls commenting on the story. Choose **On** or **Off** to enable or disable commenting on a story.





WRITE AND EDIT YOUR STORY

The **Edit** tab is used for writing and editing the story content. When you click the edit tab, the following screen appears. You will need to fill out the following fields:





Title: Enter your headline here.



Location: Enter your dateline here, if it is different from your default dateline.



Summary: In addition to the title, the summary is visible if your story is published to the Carousel on your homepage and on the section fronts. Write a short summary of your story here. If you do not write a summary, part of the first paragraph of the body of your story will be shown on the section front and front page.



Byline: Enter the name of the author.





Story body: Enter the body of your story here. You can enter all of your text into one field, separating the paragraphs by pressing Enter.

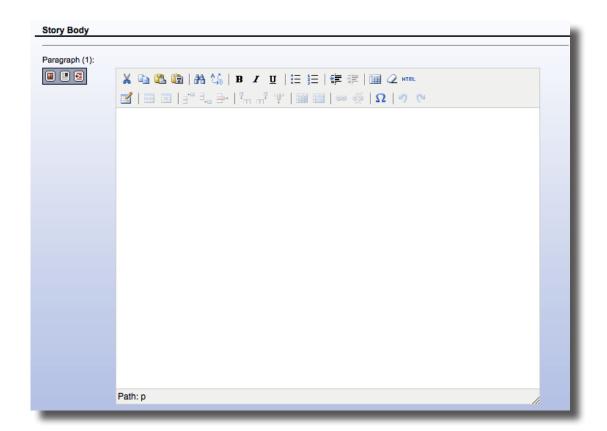






◆ ABOUT STORY FORMATTING

You can format the text in your story by using the toolbar available at the top of each story body paragraph.





FORMAT YOUR TEXT

To add **Bold, Italic** and **Underline** to your text, highlight the area you want to change and press the appropriate button from the toolbar.



REMOVE FORMATTING

To paste a story from a word processing program (like Microsoft Word), use the **Paste As Plain Text** button. If you need to erase formatting after you have pasted, use the **eraser**.



ADD A HYPERLINK

To add a link to an outside source, highlight the text you want to link to and press the **Insert/Edit Link** button. To remove a link, click the **Unlink** button.





ADD PHOTOS TO YOUR STORY

The main photo of your story is what appears in the carousel. It is also the thumbnail that appears next to your article when it is published to a section, and it appears at the top of your story when it is published.

A story can contain only one main photo. The maximum number of photos is nine extra photos plus the main photo. If you need more photos, use the **Pictures** tab or create a **Photo Gallery** to attach to a story.

ADD A MAIN PHOTO

To add a main photo to your story, click the orange triangle next to the words **Main Photo**. >> To upload a photo from your computer, press the **Browse** button and select the appropriate photo. Then, fill out the following fields:

NOTE: Use IPTC: Check this box if cutline information is embedded on the photo.

Then fill out the rest of the fields:

Title: Enter a caption heading for the photo.

Caption: Enter the caption for the photo here if no caption information comes with the photo.

Photo credit: Enter the name of the photographer or source.

ALT text: This is what appears when a visitor to your website hovers over the photo. Use SEO keywords.

Filename (SEO): Enter SEO keywords in this field.

Browse: Search your computer for a photo to upload.

Preview: This field shows a preview of the photo.

Save: Click to confirm your selection and save your changes. The Edit photo window will close.

Cancel: Click to close the window without saving your changes.

Delete: Click to delete the photo.

Search: Click to open the search function to reuse a photo already in the system. Enter a search term and filter by date or select **From** and **To** dates to limit your search. Click **Search** to start your search. Click the **Use** button above the photo you want to use.





♦ ADDING PHOTOS (CONT'D)

ADD EXTRA PICTURES TO YOUR STORY

explained on the previous page.

In addition to the main image, each story in Saxotech can have several additional images, known as **Extra Pictures** in Saxotech.

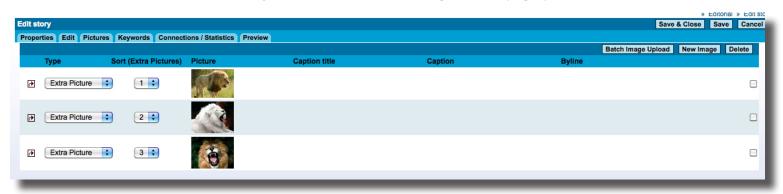
- >> To add extra pictures to a story, click on the **Pictures** tab.
- >> To upload more than one photo at a time, press **Batch Image Upload**. Instructions for the batch uploader are located in the **Photo Galleries** section of this handbook.
- >> To upload one photo at a time, press the **New Image** button at the top right of the page. When the pop-up window appears, press the **Browse** button to choose the appropriate image from your computer. Then, fill out the following fields: **Title, Caption, Photo credit, ALT Text, Filename (SEO).** Details about these fields are

>> When the image is uploaded and all the fields have been completed, press **Save**.

To make an extra picture a main picture (and vice versa), change the photo type using the dropdown menus underneath the **Type** column.

If you would like to indicate the order of your extra pictures, you can do so by switching the numbers underneath the **Sort (Extra Pictures)** column.

>> When you are finished with all changes on this page, press **Save.**



MYCAPTURE AND PHOTOS

To add MyCapture to a photo

- >> Find your MyCapture credit. The credit is the same one you used for MyCapture in Zope. If you don't know your newspaper's credit, please submit a Zendesk ticket (https://gatehouse.zendesk.com)
- >> Enter your MyCapture credit in the credit field of a photo you wish to sell. The credit can be entered be at any point in the credit field, but must be entered in that field when the photo is uploaded into Saxotech.
- >> Publish your photo. The correct credit will trigger the MyCapture shopping cart icon on a photo when it is published to a photo gallery or an article.

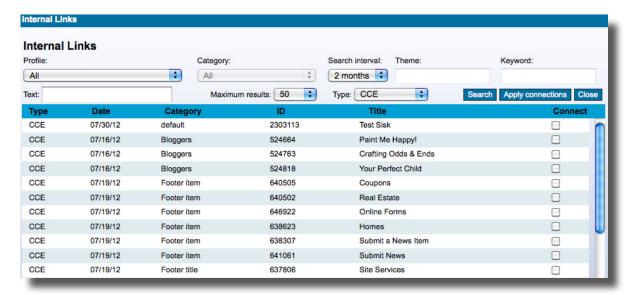


♦ RELATED CONTENT

To add stories and links to an item as related content, you will need to go to the **Connections/Statistics** tab.

ADD RELATED CONTENT TO YOUR STORY

- >> To add a link to an item that is already posted to your website, open the story and choose the **Connections/Statistics** tab. Look under the **Internal links** header.
- >> Press the **change** button. This will bring up a searchable content window.
- >> Use the dropdown menus to find your content. Press **Search**.
- >> To find a **video**, choose **CCE** from the **Type** dropdown menu.
- >> Locate the item(s) you would like to add as related content. **Check** the box in the **Connect** column next to the item(s).
- >> When the correct boxes are checked, press **Apply Connections**. Press **Close**.



ADD EXTERNAL LINKS TO YOUR STORY

To add a new External Link, look underneath the **External links** area, which is the third item listed on the Connections/Statistics tab.

- >> Press Change.
- >> In the pop-up window, press **New Link**. On the **Edit Link** page, add a **Title** for the link.
 - >> Add the **URL** for the external link you would like to add in the **Link** area. Make sure to add the entire link, including the http://(Ex: https://www.google.com/)
 - >> Press **Save**.
 - >> On the next screen that appears, make sure the new link is selected, and press **Apply,** then **Close.**

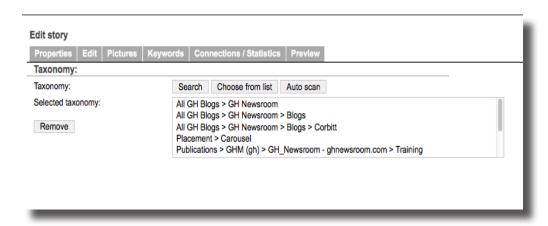
If a link has already been added to the system, you can enter a the name of the link in the Search box and press **Search**.







The keywords tab is where you will control where your story will be published on your website, and what taxonomy words are associated with it.



ADD TAXONOMY TO YOUR STORY

Taxonomy is how you will control where your story will be published on your website. You can think of taxonomy words as topic tags that organize your content.

To choose a taxonomy for a story ...

- >> Click on the button that says **Choose from list.**
- >> A list of taxonomies will appear. Underneath the taxonomies button, you will need to choose from three menus: **Placement, Publications** and **Topic.**
- >> Press the **Plus** button next to each area to choose your taxonomies.

Placement: These are the Placement taxonomies you need to choose from:

Carousel

News Now (called Latest News on your website)

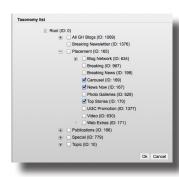
Photo Galleries

Top Stories

Publications: Check the website you would like to publish to.

Topic: Under this category, choose the most specific taxonomy topic you can. For instance, if you have a high school football story, make sure to check HighSchool Foot instead of Sports. Sports and High School Sports will automatically be checked since they are higher taxonomies.

>> Press OK.



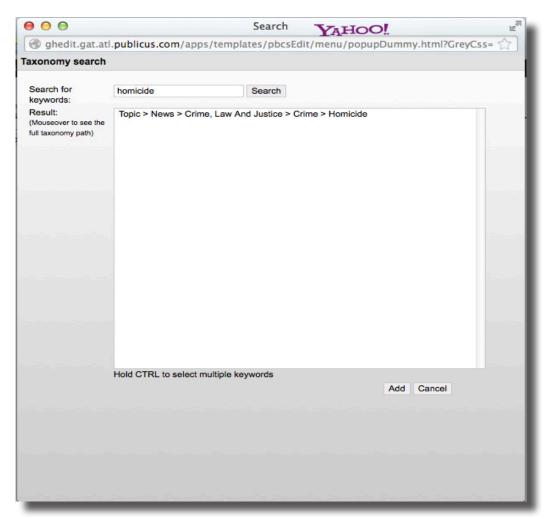


THE KEYWORDS TAB

NOTE: Once you are familiar with all the taxonomies available to you, you can use the **Search** function to quickly add taxonomies to your story.

USING THE SEARCH FUNCTION

>>Click on the **Search** tab. A pop-up box will appear.



- >> Type in the most specfic word from the available taxonomies that could apply to your story in the search box. For example, Saxotech uses the word "homicide" instead of "murder," so you would need to use "homicide" to search for the correct topic taxonomy for a story about a murder.
- >> Click Search.
- >> Click on the appropriate taxonomy sequence.
- >> Click **Add.** Your choice will appear in your **Selected taxonomy** box.
- >> Click **Save** in the upper right corner.



♦ PHOTO GALLERIES: SAXOTECH EDITUI

CREATE A PHOTO GALLERY

From the **Home** screen in Saxotech online, press the **Galleries** button. This will bring up a screen that lists all of your current galleries.

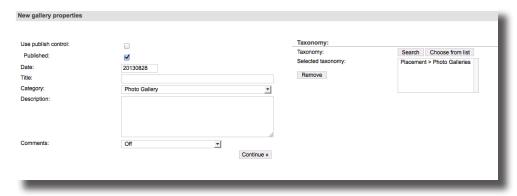
- >> To create a new gallery, click on the **New** button on the upper right side of the page.
- >> To search for galleries that have already been created, use the dropdown menus on the search page.



You can also create a new gallery by choosing **New Gallery** from underneath the **Editorial** dropdown menu.

Once you create a new gallery, you will see a page that controlls your publication settings. This page acts much the same as the publications page for a story.

- >> To publish the gallery, check the **Published** box and press **Save**.
- >> To unpublish the gallery, uncheck the **Published** box and press **Save**.
- >> Choose a **Date, Title, Category (Photo Gallery)** and **Description** for your gallery.
- >> Choose **Taxonomy** for your gallery. Press **Choose from list**, then check the appropriate **Placement (Photo Gallery)** and **Publications.**



When you have filled out all the appropriate boxes, press **Continue**.

After you press **Continue**, you will be directed to the **Gallery Images** page. If you already have images in your gallery, they will appear in the list on the page. From this screen, you can add images, delete images, batch upload images and edit titles, captions and order of images in your gallery.





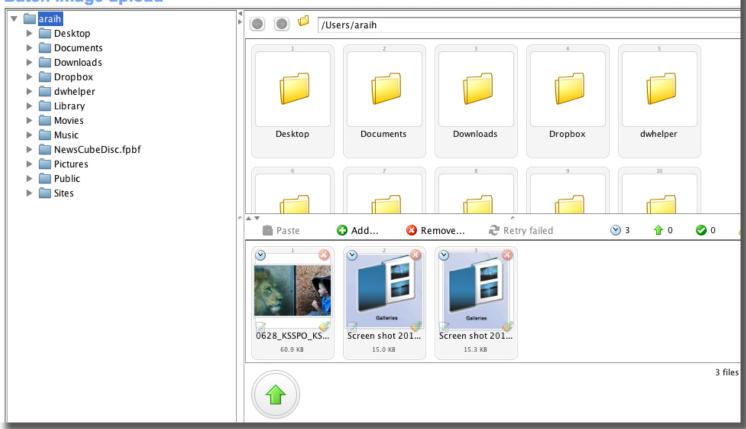
▶ PHOTO GALLERIES: BATCH IMAGE UPLOAD

ADD IMAGES TO YOUR GALLERY

To add images to your gallery, press Batch Image Upload on the upper right side of the Gallery Images page (Reach this page after pressing **Continue**).

On this screen, you can drag and drop the images you would like to add to your gallery into the space provided, or choose from the files on your computer. Once the correct photos are chosen and displayed, press the **Green Arrow** to upload the images into the system.

Batch image upload



Once your photos are uploaded, you will need to add caption information. If your captions were added prior to batch upload, then they will transfer over into the system.

738x486 <u>ا</u> 1 2 133x127 <u>ڪ</u> **→** 3 118x139 738x486 **→** 4

To add or edit image title or photo credit

- >> Press the **Edit** button next to the photo you would like to edit. The Edit button is a small arrow to the left of the image you would like to edit. (See image at left).
- >> On the edit page, add **Title, Caption** and **Byline** information. You can manage the order of the images in the gallery using the **Photo no**. field.
- >> When finished with edits, press **Save**.

To publish the gallery, navigate back to the **Gallery Propeties** page (button on upper right side). Make sure the **Publish** box is checked, and press **Save**.





PHOTO GALLERIES: MULTI-PHOTO UPLOAD PAGE

LOG IN TO THE PHOTO UPLOADER

To upload multiple photos at once, access the photo upload page outside of Saxotech. You can log in at the following address:

> **Site:** http://photos.gatehousemedia.com/ **Username:** Your state name. (In most cases)

Password: Same as username

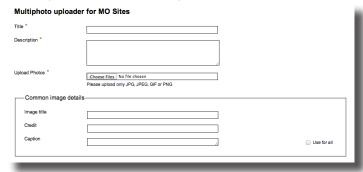
* NOTE: Please submit a Zendesk ticket if your state name doesn't work as your username and password. Make sure you include your newspaper name and state. Your username and password for uploading photos is the same as your username and password for uploading videos.

>> Click on the button that says Photos



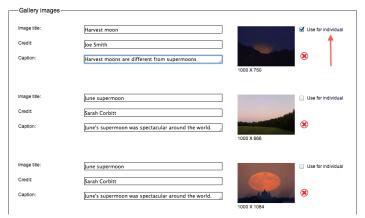
UPLOAD YOUR PHOTOS

- >> Fill out the fields for **Title** and **Description**, These will be visible on your website.
- >> Click on Choose files next to Upload Photos.
- >> To upload more than one photo at a time, hold the **Shift** key when you select, to select



an entire group. Hold down the Command key (Mac) or Control key (PC) to select multiple photos that are not grouped together.

>> Fill out the fields for Common image details. When you check the Use for all box, this information will appear on all of the photos uploaded for this particular gallery.



>> If you want to change some of the common information for some photos, you can edit each individually in the text fields next to them after you have uploaded them by clicking on the **Use for individual box** on the far right and typing in new information.





◆ PHOTO GALLERIES: MULTI-PHOTO UPLOAD PAGE

Once you click on **Create gallery**, you will see a "Processing" notice. When your gallery is completed, you will see a pop up box with a link to access your gallery in Saxotech EdiUI. Click on that link. You will need to sign in to Saxotech EditUI if you are not already signed in.



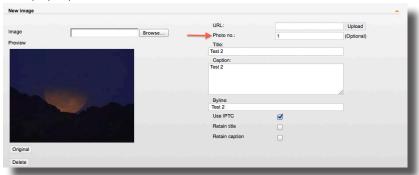
PUBLISHING YOUR GALLERY

>> Click on Galleries from your Saxotech EditUI homepage, either in the icons on the right side of the page or from the **Editorial** drop down menu at the top of the page.

>>Click on the curved arrow icon on the left side of the page to access your gallery.



- >> Check that all of the information for the gallery is accurate.
- >> To change the order of the photos in the gallery, click on a photo and change the **Photo** no. in the pop-up box.



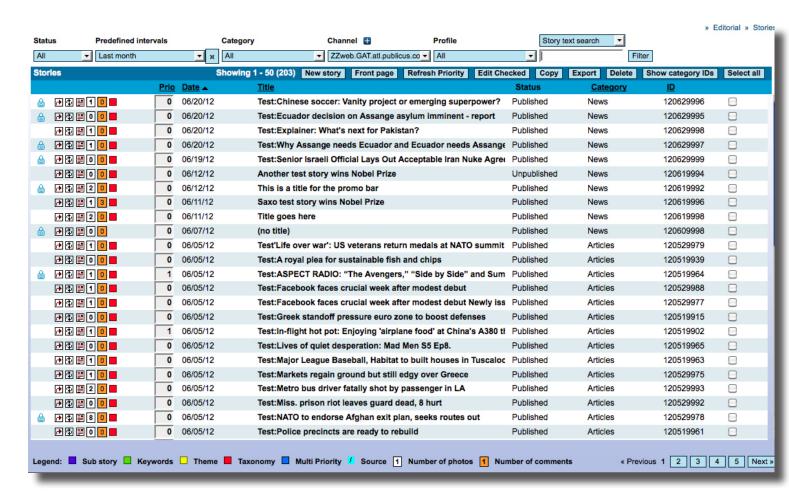
- >> To publish your gallery, click on the **Gallery properties** tab on the upper right of the
- >> Choose a Date, Title, Category (Photo Gallery) and Description for your gallery.
- >> Choose **Taxonomy** for your gallery. Press **Choose from list**, then check the appropriate Placement (Photo Gallery) and Publications.
- >> Click on the box next to **Published** on the Gallery properties page.
- >> Click **Save** on the upper right of the page.



♦ THE STORIES PAGE

STORIES PAGE OVERVIEW

To find a story to edit or view, you will first need to locate it on the **Stories** page. On this page, you can tell when a story was published, what category it was published to and how many images and comments a story has. You can also open a story up for editing, delete and preview stories.



ACCESS THE STORIES PAGE

>> From the **Home** screen in Saxotech Online (press the Home button in the top left corner), choose the stories button (right).

>> You can also access the stories page by selecting **Editorial** from the black menu at the top of the page. Underneath that menu, select **Stories**.

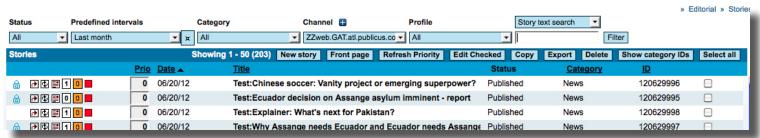




♦ THE STORIES PAGE (CONT'D)

LEARN THE DROPDOWN MENUS

To find content on the stories page, you will first need to learn how to use the dropdown menus. Within these menus, you can sort within the following fields: Status, Intervals, Category and Story text.



Status: This button searches for stories based on their publication status. Choose from Published, Pending, Unpublished, Restricted, Archived, Backed up and Locked.

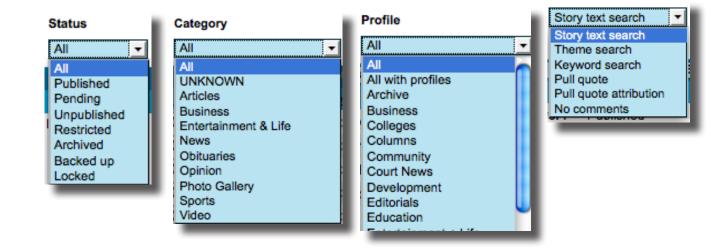
Predefined intervals/date: In the next tab, you can switch between searching by predefined intervals or a specific date by clicking the blue button with a little "x" on it next to the menu.

Predefined intervals searches for stories based on when they were published. Choose from No Date, Tomorrow, Today, Yesterday, Last week, Last 2 weeks, Last Month, etc. Date allows you to search by a specific date.

Category: Search by the category the story was published under: All, UNKNOWN, Articles, Business, Entertainment & Life, News, Obituaries, etc.

Search box: Use the search box at the end of the row to search a story headline, text, or keywords for a specific word. To search the system, first you will choose which area you would like to search (story text, title, keywords, etc.) from the dropdown menu. Then, type your search term in the white box.

>> When you have selected the appropriate fields, select **Filter**.



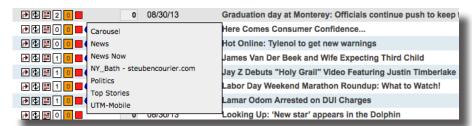




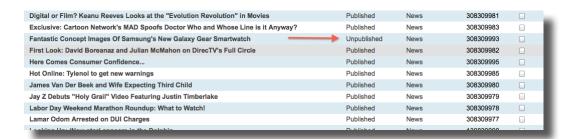
◆ THE STORIES PAGE, CON'T

CHECK TAXONOMIES, PUBLICATION STATUS AND MORE

You can use the stories page to easily check which taxonomies a story has been published to, the publication status, the number of photos attached, force a recache of the story when you have updated it and access it for editing. Hover your cusor over each of the icons on the left of the story page to see what they do.



You can also easily check the publication status of a story and publish or unpublish it. The publication status is shown in the **Status** column to the right of the story. If the status is Unpublished, click on the status to publish it. If the status is Published, and you want to unpublish it, click on the status.





CREATING AND PUBLISHING A POLL

CREATING A POLL

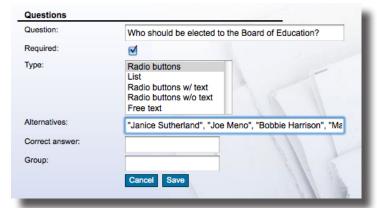
- >> Choose **Q&A** from the menu in the black bar at the top of the page.
- >> Choose **New Item.** This will bring up the page for a new poll.
- >> On the new poll page, fill out the following fields:
 - Under **Category**, **01 Homepage Poll** should be the default selection.
 - Under Profile, select POLL followed by your site name
 - Enter a **Title**. This will not appear on your site, but will appear in Saxo search
- Enter an **Active from** date. If you want your poll to go up immediately, leave this alone. Enter a date if you want to publish a poll on a future date. Time is optional.
- Fill in the **Active to** field. This will ensure this poll will come down when you want a new poll to go up.



- >> Press **Continue**. This will allow you to add questions and answers to your poll.
- >>On the right side of the page, press **Add Question**.
 - >> Enter your poll question in the **Question** field (This will appear on your site).
 - >> Check the box that says **Required**.
 - >> Next to Type, select Radio buttons.
 - >> Next to **Alternatives**, write the answers to your question. Put each answer in quotes, and separate them by commas.

EX: If the question is "Who is your favorite Beatle?", your answers should be written like this: "John", "Paul", "George", "Ringo"

- >> Press **Save** at the bottom of the questions box.
- >> Press **Save** again in the upper right side of the page.



* NOTE: If your poll does not appear, make sure it has an **Active to** date. If it does, and is still not appearing, please submit a ticket to our tech support desk; gatehouse.zendesk.com

To add your poll as related content to a story, go to **Q&A > Items**. Click on **Filter**. Find the **ID** number of your poll on the far right. Type that number into the **Saxoarticlepoll box** at the bottom of the **Edit** story page of the story you wish to add the poll to. Click **Save** at the top right of the page.



♦ ADDING VIDEO

LOG IN TO THE VIDEO UPLOADER

To upload video on your new site, you will need to access the video player outside of Saxotech. You can log in at the following address:

Site: http://videos.gatehousemedia.com/ **Username:** Your state name. (In most cases.)

Password: Same as username

- * NOTE: Please submit a Zendesk ticket if your state name doesn't work as your username and password. Make sure you include your newspaper name and state. Your username and password for uploading videos is the same as your username and password for uploading photos.
 - >> Click on the button that says **Video** after you log in.

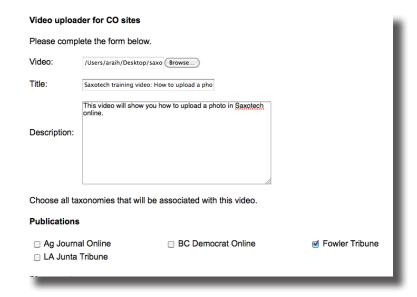


UPLOAD A VIDEO

>> Press **Browse** to choose a video from your local computer.

Videos must be under 1.7 G and in one of the following formats: .avi, .avs, .dv, .dv25, .dv50, .dv100, .f4v, .h261, .h263, .h264, .m4v, .mjpeg, .mov, .mp4, .m4a, mpeg, .mpegts, .mpegtsraw, .mpegvideo, .rawvideo, .rm, .swf, .u8, .wc3movie

- >> Enter a video title into the **Title** field.
- >> Enter a video description into the **Description** field.
- >> Check all publications that you wish this video be posted to.
- >> Click the **Upload** button. Your video will appear on your video page shortly.



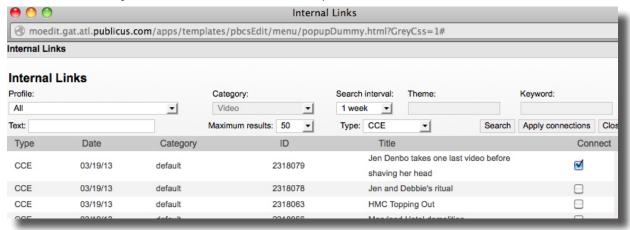


◆ ADD A VIDEO AS RELATED CONTENT

Before you add a video as related content, you will need to upload the video to your website. After you have done that, follow these instructions.

FIND THE VIDEO ON THE CONNECTIONS/STATISTICS TAB

- >> Open the story you would like to add the video to.
- >> Navigate to the Connections/Statistics tab.
- >> Press **CHANGE** under Internal Links.
- >> When the window pops up, choose **VIDEO** underneath the Category dropdown.
- >> Choose your search interval from the dropdown.



- >> Under TYPE, choose CCE.
- >> If you have a search term you would like to use, add it to the **TEXT** box.
- >> Press **FILTER**.
- >> Place a **CHECK** next to the video you would like to add.
- >> Press APPLY CONNECTIONS.
- >> Press CLOSE.
- >> Close the box. When you are back to the main story page, press **SAVE**.





ADD A FACT BOX TO YOUR STORY

- >> Open the story you would like to add the fact box to.
- >> Navigate to the **EDIT** tab.
- >> On the right side of the page, press the dropdown that says **Main Fact Box**.
- >> In the **TITLE** field, write the title for your fact box.
- >> In the **BODY** field, write the body for your fact box.
- >> Under alignment, press **LEFT**.
- >> Press **SAVE**.

NOTE: No image will display with the fact box, so do not add images here.

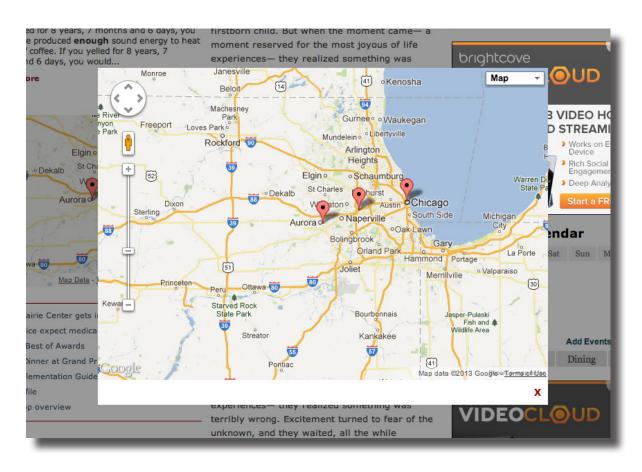


♦ ADD A MAP TO YOUR STORY

ADD LOCATIONS ON A MAP AND LINK IT TO A STORY

- >> Open the story you would like to add the map to.
- >> Click on the **CONNECTIONS/STATISTICS** tab.
- >> Under GEOGRAPHICAL DATA. click CHANGE.
- >> Under **NAME**, write the name of the location. This will be the name you will search for should you need to map this location in the future.
- >> Under **LOCATION**, type in the postal address of the location you would like to add.
- >> Click SHOW ON MAP.
- >> Saxotech will automatically populate latitude and longitude values.
- >> Press SAVE.
- >> To add another location, repeat the steps above. If you are searching to add an additional location you have already added to the system, use the search fields in the popup window. Check all the locations that apply, and save and close.
- >> Press **CLOSE**. You will see your locations listed under the Geographical Data area of the page.
- >> To make your changes live on the site, make sure to press the story save button at the top of the page. Your locations will appear as red markers on that map.

If you have already used a location, the system will remember it. So, if you want to record all of the traffic accidents that have occurred over the course of a month, for instance, you could search for those locations you have named "traffic accident" to add them to your map.





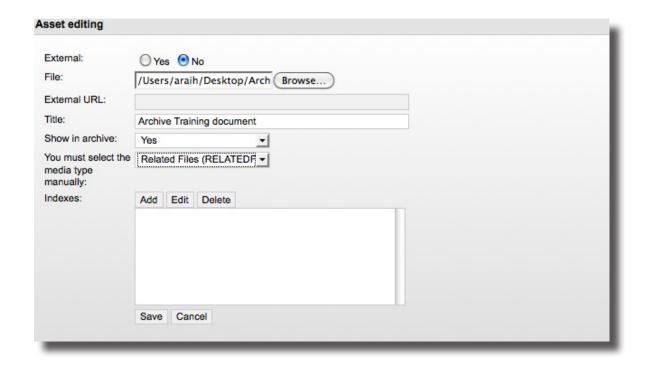
♦ ADD A RELATED FILE

ADD A RELATED FILE TO YOUR STORY

- >> You can now add related files to a story for a reader to download.
- >> Open your story and press the **CONNECTIONS AND STATISTICS** tab.
- >> Under ASSETS. click CHANGE.
- >> When the new window pops up, click **UPLOAD NEW**.
- >> If you'd like to add an **EXTERNAL LINK** to a file, click **YES**.
- >> If you'd like to upload a file from your computer, click NO.
- >> Choose your **FILE**.
- >> Add a **TITLE** in the title field.
- >> Click **SAVE**.
- >> A new dropdown will appear. Select the media type as **RELATED FILES.**
- >> Supported file types: PDF, .DOC, .XLS, .MP3, .JPG, .PPT, .ZIP, .RAR, etc.
- >> Press **SAVE.**
- >> Press CLOSE.
- >> Save and publish your story. A .pdf will open in a new window. Any other file type will download for the reader.

ADD AN AUDIO FILE TO YOUR STORY

- >> Follow the instrucitons above.
- >> If your file type is .mp3, an audio player will display on the page.







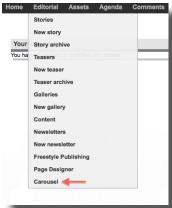
RANKING STORIES IN THE CAROUSEL

YOU CAN SET OR CHANGE THE ORDER OF STORIES IN THE CAROUSEL

Once you have published a story to the Carousel placement taxonomy, you can control the order it appears in the Carousel on your homepage.

>> Go to the **Editorial** dropdown menu in the black navigation bar at the top of the homepage in Saxotech EditUI.

>> Click on **Carousel** at the bottom of the dropdown menu.



This will take you to a **stories list page**. Choose your publication from the **Publication** dropdown menu. Choose Section >> Carousel from the Placement dropdown menu. Click Filter Items. You will see a list of the last 50 stories published to the carousel on the left (Filtered Content).

Click on **Update carousel** on the right and you will see the **10 most recently** posted carousel stories on the right (Carousel Content).

You will see the current order of stories in your carousel in the Pos ("Position") column in the Carousel Content list.



To rank a story:

- >> Put a new number in the box in the **Prio.** ("Priority") column.
- >> Click on **Update Carousel** in the upper right of the page.



🚄 NOTE: Ranking content in the carousel keeps it there. If you rank all of your stories in your carousel, no new content will flow into your carousel. To unrank content, set the Rank to 0. Click on **Update Carousel.**



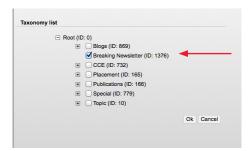


PUBLISHING A BREAKING NEWS NEWSLETTER

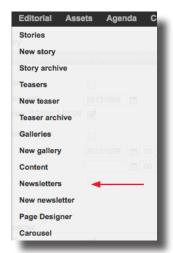
YOU CAN SEND OUT A NEWSLETTER FOR BREAKING NEWS

When you have a breaking news story, you can create and send a newsletter to your subscribers.

>> In the Saxotech EditUI, publish an article that you want to go in the newsletter to the Breaking Newsletter taxonomy.



>> From the **Editorial** dropdown menu, select **Newsletters.**



>> Select **New Item** in the upper right corner of the page.



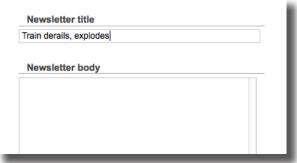
>> From the Template dropdown menu on the Edit newsletter page, select Breaking your publication - yourdomain.com.





PUBLISHING A BREAKING NEWS NEWSLETTER

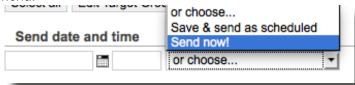
>> In the **Newsletter title** field, enter the title that will appear as the subject of the email. NOTE: The system will automatically add "Breaking news" at the beginning of your newsletter title.



- >> Scroll down to the bottom of the page, to **Receiver Selection**.
- >> Click on [TARGET] Breaking your publication yourdomain.com
- >> Click on the >> **button** between boxes.



>> At the very bottom of the page, choose **Send now!** from the **or choose** drop down menu.



>> Hit **Save** at the top right of the page. Your breaking news newsletter will be sent to your daily newsletter subscribers.



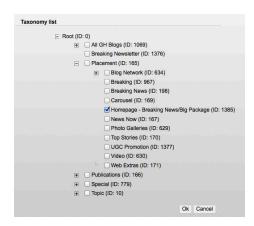


CREATING A BREAKING NEWS 'BIG PACKAGE'

When you have a big breaking news situation, you can publish your stories, photos and videos in a "big package" takeover of the top of your homepage.

>> On the **Keywords** tab of your story, click on **Choose from list** in the **Taxonomy** section.

>> In the Placement taxonomy list, choose Homepage - Breaking News/Big Package. Click **OK**. Click **Save** at the top right of the page.



Your story, along with all related photos, photo galleries, videos and stories will be published together at the top of your homepage. The Carousel will appear as a horizontal scroll beneath the breaking news package.





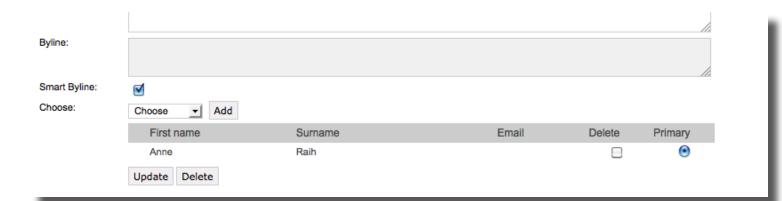
SMART BYLINES

ADD A STAFF PROFILE

- >> Before you add a smart byline, you will need to create a staff profile.
- >> In the EditUI, look in the black bar at the top for the dropdown called **Admin**.
- >> Under Admin. choose **Staff**.
- >> When the Staff directory comes up, press **New Item** to add a new person.
- >> Type a **Staff Member ID**. This must be the same as the EditUI login username.
- >> Type the staff member's **First Name** and **Surname** in the appropriate fields.
- >> Under **Office**, type what you would like to appear in the **Byline Attribution** field. When it displays on the site, it will be underneath the author's name. Ex: Siftings Herald staff reporter.
- >> Type the staff member's email address under **Work email address**. When you use this field, the writer's name will be hyperlinked to their email address when it displays on an article.

ADD A SMART BYLINE TO YOUR STORY

- >> Follow the instrucitons above to add a staff member to the directory.
- >> Write a story. Look for the **Smart Byline** check box under the byline field.
- >> Check the box to use a smart byline.
- >> A dropdown menu will appear. Choose the byline you would like to use.
- >> Press **Add**. If you make any changes, press **Update**.
- >> **Save** your story.

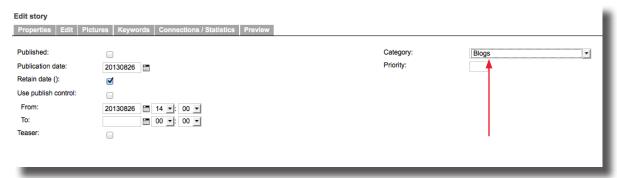






CREATING A BLOG POST

To create a blog post, choose **New Story** from your homepage. On the **Properties tab**, change the **Category** to **Blogs.** The **Category** dropdown menu is on the right hand side of the page.



On the **Properies tab**, choose the basic publication settings for your blog post, just as you would for a story. You will need to make choices from the fields listed below. Only **Published** and **Category** are required:



Published: Check this box when you want the blog post to be published. The blog post will publish once you press **Save** (top right corner). **Uncheck** this box if you want to remove (unpublish) a blog post, or if you are writing a draft.

Pub. Date: This field contains the publication date for the blog post. The system will suggest today's date. To change the date, click on the calendar icon and select a date. The required format is the YYYYMMDD format, for example 20050728 for July 28, 2005.

Retain Date: When you edit a blog post, the date and time is changed to reflect the latest saved change. By marking this checkbox, the original publication date and time is kept.

Use publish control: Allows you to control when a blog post will be published. Choose the date and time you would like the story to go up in the **From** dropdown menus



Category: In this drop-down menu, choose **Blogs** so your blog post will appear in the blog format on your website.

Priority: Priority is used to determine the sequence (or rank) of stories. Use this feature to determine the order of stories in your carousel, for example. If you want the story to stay in the first position, it should have a priority of 1.

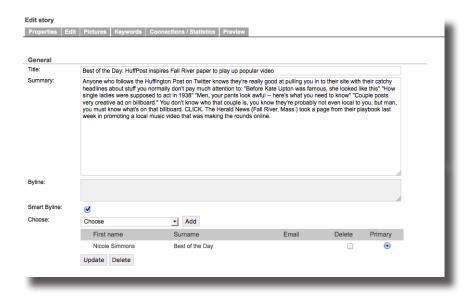




STAFF BLOGS, CONTINUED

WRITING A BLOG POST

To write a blog post, go to the **Edit tab.**



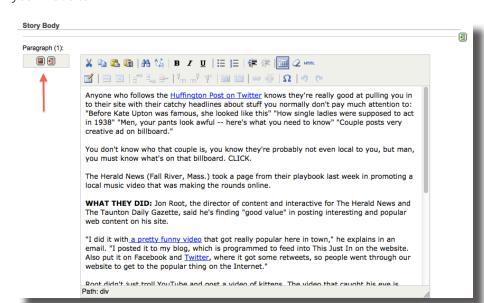
On the **Edit tab**, fill out all of the text fields as you would for a story: **Title, Summary, Story Body.**

Smart Byline does not currently work for staff blogs.

ADDING PHOTOS

Add a **Main Photo** just as you would for a story, using the **Main Photo** tool on the right side of the page.

You can insert additional photos within the body of the blog post. Put your cursor in the **Story Body** text box where you want the photo to appear. Click on the photo icon to the left of the Story Body text box. The photo will appear as a thumbnail under the photo icon. You will not see it in the Story Body text box, but it will appear in the body of your blog post on your website.







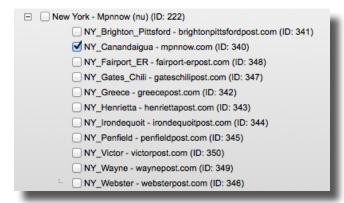
STAFF BLOGS, CONTINUED

CHOOSING TAXONOMIES

Choose your blog under **Staff** in the **Blog** taxonomy.



Make sure you choose your publication in the **Publication** taxonomy.



PUBLISHING YOUR BLOG POST

On the **Properities tab**, click on the box next to **Publish**. Click on **Save** in the upper right corner of the page.





ADDING A TWITTER WIDGET TO AN ARTICLE

CREATE A TWITTER WIDGET

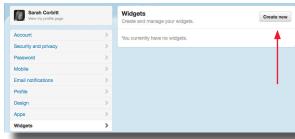
>> Go to https://twitter.com/settings/widgets and log in with your Twitter account.

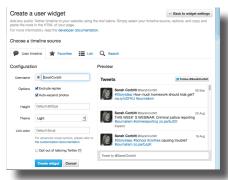
>> Press **Create New** in the top right side of the page

>> Your widget options will display here. Choose **User** (to pull in all tweets from a username), Favorites (to pull in all widgets from your favorited tweets), **List** (to pull in all tweets from a Twitter list), or **Search** to query a hashtag.

>> Configure your widget using the options provided to you. In general, you want to choose "Safe search mode" when using hashtag search. Keep the theme set to light.

>> When your settings are complete, press "Create Widget." You will be given some HTML code in a box at the bottom right of the screen. Save that piece of code.



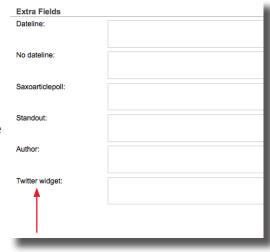


ADD A TWITTER WIDGET TO AN ARTICLE

>> In EditUI, find the article you would like to add the widget to. Open the story to the Edit tab.

>> At the bottom of the article page, you will find a field called "Twitter widget." Copy and paste the entire bit of HTML code that was provided to you from Twitter. If you want to use the same widget multiple times, you do not have to create it new every time. Just save the original piece of HTML provided to you from Twitter.

>> Press **Save.** The widget will appear on your article in the left rail.



MEDIAWARE CENTER ONLINE

OCTOBER 2013

MediaWare Center Online

Publishing an article	36
Publishing a gallery	38
Adding an online icon	40
Submitting to GHNS/MCN	40



▶ PUBLISHING AN ARTICLE

You will be able to publish any article you create in MediaWare Center to your website.

CREATE A NEW STORY

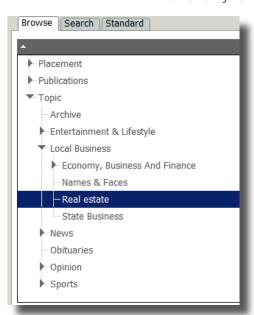
- >> Create an article in MediaWare Center.
- >> Write your headline, byline (on one line), and body paragraphs.
- >> Attach photos to your article. The top photo that is linked to the article is the photo that will appear as your main image. All other photos will appear as secondary images. To rearrange the photos on your article, just drag and drop the photos into the correct order.

ADD PROPERTIES ON YOUR ARTICLE

- >> Open the properties panel of your article. To do this, either right click on the article and choose **Edit Properties**, or select the article and click on the **Properties** button.
- >> On the **General** tab, make sure to choose your correct channel from the list. Your channel is your state, followed by your city.
- >> Select the **Web** tab. Fill out the following fields: Taxonomies and online publication time.

ADD TAXONOMY TO YOUR ARTICLE

Taxonomy is how you will control where your story will be published on your website. You can think of taxonomy words as topic tags that organize your content. To choose a taxonomy for an article ...



- >> Underneath the taxonomies box, choose the button that says **Add.**
- >> A taxonomies window will appear. Underneath the browse area, you will need to choose from three menus: **Placement, Publications** and **Topic.**
- >> Press the **Arrow** next to each area to choose your taxonomies.

Placement: Check the area on your site you would like the article to appear: Blog network, Breaking News, Carousel, Features, News Now, Photo Galleries, Promotions, Special Sections, Top Stories, Mobile, Video, Web Extras, Your Photos. (See **About Placement** on the next page)

Publications: Check the website you would like to publish to.

Topic: Under this category, choose the most specific taxonomy topic you can. For instance, if you have a high school football story, make sure to check High School Football instead of Sports. Sports and High School Sports will automatically be checked since they are higher taxonomies.

- >> After you choose each taxonomy, press **Add**.
- >> After all the taxonomies are chosen, press **OK.**

ADD PUBLICATION TIME TO YOUR ARTICLE

>> On the Web tab, find where it says **Online publication time**. Choose either **Immediately** or **use publication**.

>> If you choose **Use publication**, you must choose a date and time from the dropdown menus next to the word **Earliest**. Unless you want your story to be unpublished at a certain time, leave the word Undated in the **Latest** field.



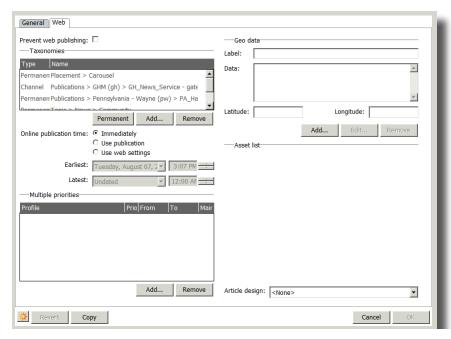


PUBLISHING AN ARTICLE (CONT'D)

PUBLISH YOUR ARTICLE

After your publication details have been chosen, close the properties box by pressing **OK.**

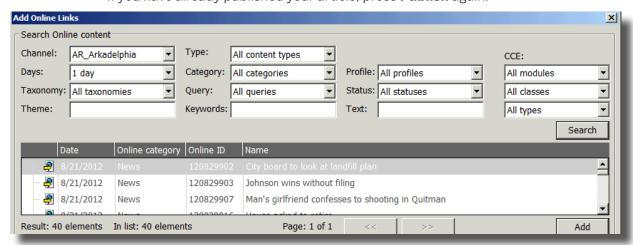
- >> Select your article. press the **Update** button in the toolbar.
- >> To publish your story, you can either press the **Publish** button in the toolbar or right click the article and choose Publish on channel. Choose your site from the list.
- >> To unpublish, right click on an article and choose **unpublish**.



ADD RELATED CONTENT

You can add other items from the MediaWare Center to your article and publish them as related content.

- >> Select your article. From the work menu, select Add online... and then Online links.
- >> Use the dropdowns to find the content you are searching for. You can search by Channel (publication), days, taxonomy, category and more. Videos, blogs and Local Loop are listed under CCE. Press **Search**.
- >>Once you find the content, press **Add**.
- >> If you have already published your article, press **Publish** again.







PUBLISHING A GALLERY

CREATE A NEW GALLERY

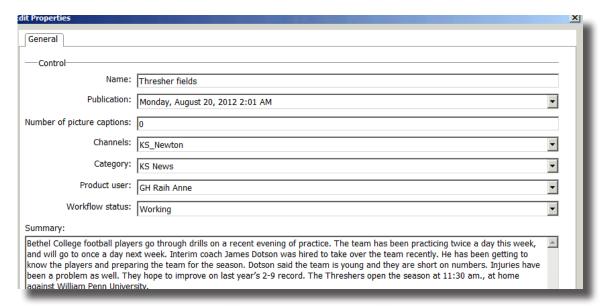
To create a gallery inside of a story package:

>> Open the properties window of your story package. Select **Photo gallery** under **Create new and link**.

ADD PROPERTIES TO A GALLERY

The properties panel is where you will add the headline, summary and publication details for your photo gallery.

- >> To open the properties menu for a gallery, **right click** on the gallery and select **Properties** or select the element and choose **Properties** from the toolbar.
- >> Write the **headline** for the gallery in the **Name** field.
- >> Write the **summary** for the gallery in the **Summary** field.
- >> Choose the correct **channel** (website) from the channel dropdown.



After you have completed the General tab in the gallery properties panel, you will need to click on the tab that says **Web**

- >> Underneath the taxonomies box, choose the button that says Add.
- >> A taxonomies window will appear. Underneath the browse area, you will need to choose from three menus: **Placement, Publications** and **Topic.**
- >> Press the **Arrow** next to each area to choose your taxonomies.

Placement: Check Photo Galleries

Publications: Check the website you would like to publish to.

Topic: Check the most specific topics for your gallery.

- >> After you choose taxonomies from each section, press **Add**.
- >> After all the taxonomies are chosen, press **OK.**



▶ PUBLISHING A GALLERY (CONT'D)

ADD PUBLICATION TIME TO YOUR GALLERY

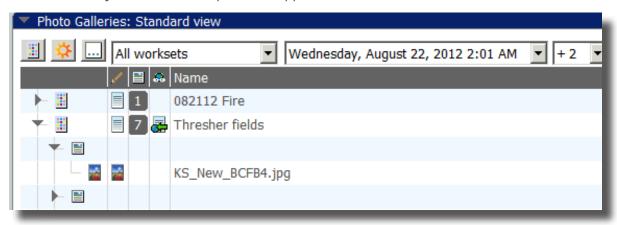
- >> In the properties window Web tab, find where it says **Online publication time**. Choose either Immediately or use publication.
- >> If you choose **Use publication**, you must choose a date and time from the dropdown menus next to the word **Earliest**. Unless you want your story to be unpublished at a certain time, leave the word Undated in the **Latest** field.
- >> After all your properties have been chosen, choose **Apply.**

ADD PHOTOS TO A GALLERY

You will need to upload the photos into the MediaWare Center before you add them to a gallery. You can upload them to a photo request or story package using the Link to Request method, and you can also upload using the category method. Please visit the chapter on photos for more instructions.

Once your photos are in the system, you can link them to the photo gallery element via the drag and drop method.

- >> Hold down the **Control** key and select the photo you would like to add to a gallery. Continue to hold down the control key, and drag the photo to the gallery.
- >> Drop the photo directly on top of the gallery icon. You know it has been added when a grey triangle appears next to the gallery icon.
- >> If the photo already has a caption, that caption will remain with the photo. To change or add a caption, double click on the caption element. Write your caption in the Caption text area and press OK.
- >> To rearrange the order of photos that are attached to a gallery, drag and drop to the order you would like the photos to appear in.





PUBLISH YOUR GALLERY

After your publication details have been chosen, close the properties box by pressing **OK.**

- >> Select your photo gallery.
- >> Press the **Publish** button in the toolbar or right click the article and choose Publish. on channel. Choose your site from the list.
- >> To unpublish, right click on an gallery and choose unpublish.

chapter VII: Saxotech online.



ADD AN ONLINE ICON TO YOUR WORKBENCH

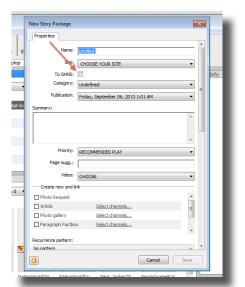
- >> Find the sunburst on the view you want to change (article, gallery, etc.)
- >> Click the sunburst. Go to List View > Edit
- >> When the window opens, find 'related article element' in the list on the left side.
- >> Drag it over to the list on the right side
- >> You can drag and drop items in this list to change the order they appear in your workbench.
 - >> Press "OK"

You will need to restart MWC to see your changes.

HOW TO SUBMIT CONTENT TO GHNS/MORE CONTENT NOW

There are two ways to submit national-interest content to GateHouse News Service/More Content Now in Saxotech. This replaces the method your paper used in Zope with the "Submit National Content" button.

1. When creating a story package, there is a button that says "To GHNS." This will mark it to our attention. If a story package is already created, highlight the package and click "Properties" — you can check "To GHNS" then, too.



- ** NOTE: Please do not use this button for all your content; only mark national-interest content with this. This is separate from Design House and will not affect any work you do with them.
- 2. Right click on the article you wish to submit. Go to "Create copy on channel" and then select GHNS. This will create a copy in our GHNS queue. Edits made to the master file (your story) will not be reflected in the copy, and vice versa, similar to how it worked in Zope. If there are important changes or updates to the original article, please email Lisa Glowinski (Iglowinski@gatehousemedia.com) and Michael Toeset (mtoeset@gatehousemedia.com).