worldnow

Worldnow Producer™ **Stories**

Table of Contents

Overview

Stories are the content pages making up your website. By using the **Stories** option in the Producer, you can publish your news articles from any computer with Internet Explorer, Google Chrome, or Firefox. A **Story** page contains the main text, images you select to appear with your text, links to relevant content, as well as other items you want to create and display on the page.

You can assign various other content items to a Story, just as you would to a Category.

Please see the guide on Save, Assign and Format for detailed instructions on assigning Stories to the website.

Please see the Page Layout Guide to learn where the content displays for Stories on your website.

Getting Started

1. Hold your mouse over **Content**.
2. Select **Story**.
3. Click **Add New**.

Adding Stories

1. Select an option from the **Story Status** drop-down in the Toolbar on the left.

    Story Status determines the level of access front end-users have to a story.

    Draft: View it on the preview site, but not the live site. This is most useful when stories are incomplete, unedited or not yet approved.
    Live: Viewed and searchable on both the preview and live site.
    Archive: Not viewed, but searchable on the preview, live site and Worldnow Producer.
    Delete: Unable to access or view the story page on the Producer, preview or live site. This option appears only once the item has been saved.

2. Type your story title in **Headline**. The information you enter appears above the **Body** on the story page of your website. It is the hyperlink from the parent page to the **Body**.

    If your site uses HTML navigation, the Abridged Headline is used as the navigation menu item name. If there is no Abridged Headline, the Story Headline is used.

3. Select a **Classification** from the **Content Classification** drop-down. Choosing a **Content Classification** determines which implicitly assigned items, such as ads and **Content Groups** (e.g., Promotion Boxes and Headline Boxes), appear on the **Story** you are creating or editing.

4. Enter the main text of the story in **Body**.

    Please see the guide on Text Editor for a more detailed description of textual style and formatting elements.

5. If you wish to add optional content to your story, such as a dateline, byline, story graphics, links, section titles, refer to the Table of Contents and select the feature you wish to learn about or add to your story.

6. If desired, type a summary for the story in **Summary Text** field within the **Abstract** section. The purpose of this feature is to describe the contents of the story. It appears on the parent page.

7. Select a save option from the drop-down menu in the **Toolbar**.

    Please see the guide on *Save, Assign and Format* for detailed instructions on selecting a save option. See Save Options for a description on each option.

8. Click **Save**.

    Your Producer session expires after **45 minutes of inactivity**. If you plan to spend an extended time working on your Story, be sure to save your work as a draft before the 45 minutes expires.
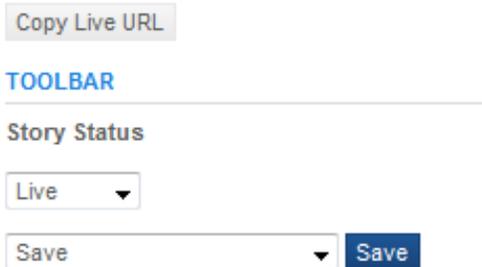
Story Sections

Toolbar

On the left side of the Producer, you will see a toolbar that includes the Story Status, Save button, and shortcuts to customize the view of your template. Checking any of the boxes under the Adjust View heading (e.g., **Date/Time Properties**, **Graphics**, etc.) will allow you to expand or collapse each element of the template to the right of the toolbar.

Copy Live URL

Once the Story has been saved, a **Copy Live URL** button will display at the top of the **Toolbar**.

Copy Live URL

TOOLBAR

Story Status

Live

Save | Save

Copy Live URL

Click the **Copy Live URL** button to copy the URL of the live Story to your clipboard.

> If the Story is Draft, this link will not work properly. It is provided so that you may use the link if hard-coding it elsewhere before the Story is live.

Headline

The information you enter in the **Headline** field appears above the **Story Body** and the **Story Summary**. It displays the title of the story and is also the hyperlink from the parent page to the **Story Body**.

If your site uses HTML navigation, the Abridged Headline is used as the navigation menu item name. If no Abridged Title exists, the Headline is used.

*Headline use as: Abridged Title ☑ Browser Title ☑ Page URL ☑

Headline

Above the **Headline** field, you will see check boxes for other collapsed fields (e.g., **Abridged Title**, **Browser Title**, and **Page URL**). To expand or edit one of these fields, uncheck the box, and the field will appear below the **Headline** field.

Abridged Title

If desired, enter a shortened version of the **Headline**. (There is a 225-character limit). If you do not enter any data into this field, it automatically populates with the **Headline** upon adding a new **Story**. You may delete the text if you prefer to not have the **Abridged Title** appear.

Abridged Clickable or Static

Select this box if you want the **Headline** and/or **Graphic** to be hyperlinked. It is automatically selected when you add a new **Story**. You may deselect the box if you prefer not to have the **Abridged Title** and/or **Summary Graphic** be hyperlinked.

Abridged Title   Clickable ⦿   Static ○

Abridged Title/Clickable

Browser Title

Browser Titles appear as the title of your page in the browser title bar, in a bookmarks/favorites list, or in a search results page. The Browser Title is configurable for Stories, Categories and Links+ features in the WorldNow Producer. Industry standards recommend that the browser title not exceed 64 characters, and the Producer adheres to this limit.

Browser Title ⓘ

Browser Title

- ⓘ The Browser Title can contain only text. No HTML or other special characters are allowed in the field.

- ⓘ If the Browser Title field is left blank in the Producer, the first 64 characters of the Item Name are used as the Browser Title.

- ⓘ The entire Browser Title for any Story, Category or Links+ page consists of the Browser Title as configured on the Producer edit page, and the site's HTML Title Tag.

- ⓘ If the HTML Title Tag is set to be the Prefix **and** the Headline, and if the HTML Title Tag is longer than 64 characters, the HTML Title Tag will display as a suffix.

- ⓘ The Browser Title for the home page of your site will always have the HTML Title Tag as a prefix, regardless of your HTML Title Tag configuration (prefix or suffix).

- ⓘ The Browser Title will be populated with the Item Name (e.g., Story Headline, Category Name, Link Name) when the browser focus is moved from the Item Name, while adding a new feature.

Page URL

The **Page URL** is the readable part of your page's URL. The full URL will contain your site domain, the item type, the item ID, the date (if included, see below) and the readable **Page URL**. The **Page URL** will automatically populate with the **Story Headline** upon adding a new **Story**.

Page URL ⓘ

Include Date ☑

Page URL

The **Page URL** will be converted to all lower case, spaces will be converted to hyphens and any non-alpha numeric characters will be removed.

- The Page URL cannot include capital letters, spaces or non-alpha numeric characters.
- There is a 150-character limit for Item Names and Headlines.

ⓘ Due to Search Engine Optimization best practices, it is recommended URLs should not change once the page has been published. However, if you choose to make a change after publishing, a 301 redirect ("Moved Permanently") will be put in place for the previous Readable URL to handle the change.

Include Date

The **Create Date** of your Story can be added to the full URL. The date will appear before the readable part of the URL and will be formatted /YYYY/MM/DD/.

Check the **Include Date** checkbox to include the date in the URL.

ⓘ Including the date in the URL shows content freshness to the search engines. It is recommended that you only add the date for news content. It should not be used for evergreen content (e.g., seasonal or advertorial content, station information).

Section Title

The information you enter in this field appears above the **Story Headline** and the **Story Summary** upon publishing or previewing it on the Story Page. You can use it to enter the date of your story, byline, state or region, or other relevant information pertaining to your story.

Section Title

Section Title

Content Classification

Content Classification serves two purposes:

ⓘ Choosing a **Content Classification** determines which implicitly assigned items, such as ads and **Content Groups** (e.g., Promotion Boxes and Headline Boxes), appear on the **Story** you are creating or editing.

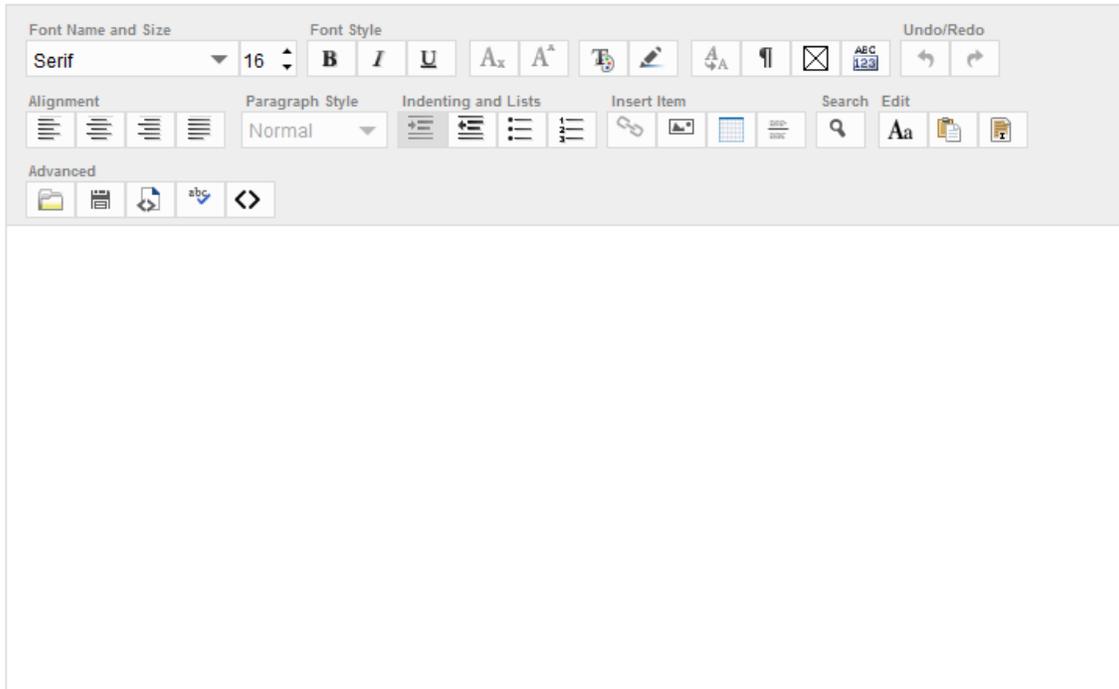***Content Classification**

Choose a tag...

Content Classification

Body

Enter information that will appear as the main text on the story page. Copy information from another publishing tool or source and paste it into the Body.

Story Body

📝 If you copy information from another publishing tool or source and paste it, be sure to use the Paste as Plain Text option in the story editor controls. This will strip out any extraneous HTML code that could cause the story to not display properly.

📝 Please see the guide on *Text Editor* for a more detailed description on textual styles and formatting elements.

📝 There is a limit of one million characters in the Story Body text field.

Above the **Body** field, you will see an "Enable Comments" checkbox. You can unselect this if you do not want commenting to appear beneath the story body.

ⓘ **Note:** Facebook commenting is not impacted by this checkbox. Please see your Client Services Manager for instructions specific to Facebook commenting.

Date/Time Properties

There are three display options for **Date/Time Stamp**:

- Display the Published date on the Story page
- Display the Updated date on the Story page
- Display the Updated date before the Summary on formats that support the summary

The **Published** date/time stamp is when you first created the story. The **Updated** is when the story was last saved. The **Date/Time Stamp** prefix displays before the date. To update the prefix, contact your WorldNow Client Services Manager.

You can override the **Updated** date/time stamp by selecting the **Override** checkbox. The **Date/Time Stamp** field will be editable.

You can have the **Date/Time Stamp** options enabled by default. Contact your WorldNow Client Services Manager to enable this setting.

📝 The time will display in the local time of your viewer. The time zone (e.g., Eastern) will only display on Internet Explorer.

Date/Time Stamp

Date	Story Body	Summary	Override	Display ⓘ
Published	☑	☐	☐	Posted: Mar 12, 2015 04:46 PM
Updated	☑	☑	☐	Updated: Mar 12, 2015 04:46 PM

Date/Time Stamp

Alignment, Byline, Geo & Dateline

Align Related Content

Align content related to your story (e.g., Associated Links, Featured Video, Story Body Graphics). The **Align Related Content** box can be set to either the left or right, with left being the system default.

> If you would like to update your default setting, contact your Worldnow Client Services Manager at 212.931.1250.
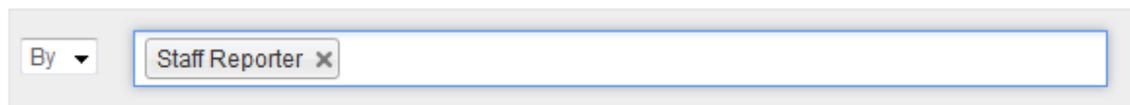
Align Related Content ⓘ Left ○ Right ⦿

Align Related Content

Bylines

Bylines can be added to your Story. **Bylines** are used for site search indexing and are available in the RSS Feed.
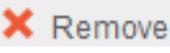
Bylines ⓘ

By ▾ | Staff Reporter ✕ |

Byline

> Byline Prefixes are created and managed on the Metadata Management page. Please see the guide on *Metadata Management* for a more detailed description on Byline Prefixes

Type the Byline Name in the **Byline** field. The field will auto-complete with the available Bylines. Select the desired Byline.

To add another **Byline** to the story, click the ✚ **Add** icon, and another Byline field will appear. You can add up to 10 Bylines for each Story.

Click the "x" next to a **Byline** to remove it, or the ✖ **Remove** icon to remove an extra Byline field.

> Publishers can be made available for use as a **Byline** through the Publisher page. Please see the guide on *Publishers* for a more detailed description on enabling and managing Bylines.

Geo-Locations

Enter a **Geo-Location**. The **Geo-Locations** are the real-world geographic locations, in which the story took place. The **Geo-Locations** are used for site search indexing. For best results, enter 'Address, City, State', 'Address, City, ZIP' or 'Longitude and Latitude' coordinates.

Geo-Locations ⓘ

1600 Pennsylvania Avenue Northwest, Washington, DC 20500

Geo-Location

To add another **Geo-Location** to the story, click the ➕ Add icon, and another Geo-Location field will appear. You can add up to 10 Geo-Locations for each Story.

Click the "x" next to a **Geo-Location** to remove it, or the ✖ Remove icon to remove an extra Geo-Location field.

Dateline

Enter the **Dateline** for your Story. The **Dateline** is used for site search indexing. If the **Dateline** already exists, it will display and be available for you to select.

Dateline ⓘ

COLUMBUS, Ohio ✖

+ New Dateline

Dateline

Click the "x" next to a **Dateline** to remove it.

If the **Dateline** does not exist, you can enter a new **Dateline** by clicking the + New Dateline button and an "Add New Dateline" popup will appear. Insert the desired **Dateline** and click **Add** or **Cancel**.

> 📝 **Datelines** can also be managed by Site Administrators on the *Metadata Management* page. Please see the guide on *Metadata Management* for a more detailed description of managing Datelines.

Graphics

Graphics appear as content related to the **Story Body.** Up to five images can be displayed.

All **Graphics** are aligned left or right of the story text based on your selection under **Align Related Content**. Graphics are stacked together in a vertical formation. To add additional graphics, click **Add Image.**

📋 Please see the guide on *Graphics, Image and Ad Media Libraries* for a more detailed description on uploading images, as well as the selecting the correct sizing and orientation.

Add Copyright © Symbol Captions (Alt Text)

A checkbox has been added to allow publishers to easily include the copyright symbol at the beginning of the caption without needed to know code to display it on the website. This is available in the **Edit Image** popup under the Graphics section.

☐ Include ©

Add Copyright © Symbol

Abstract

The **Summary Text** is an abstract that appears on the parent page where the story is assigned. The purpose of this feature is to describe the contents of the story before the user clicks on the link to view the story. The summary appears depending on how and where the Story is assigned. There are some formats where the Summary will not display (e.g., Headlines).

If no text is entered in this field, the first 500 characters of the **Body** will appear as the **Summary Text** after you save the story. You may edit the summary even after the system automatically enters the 500 characters from your **Story Body**.
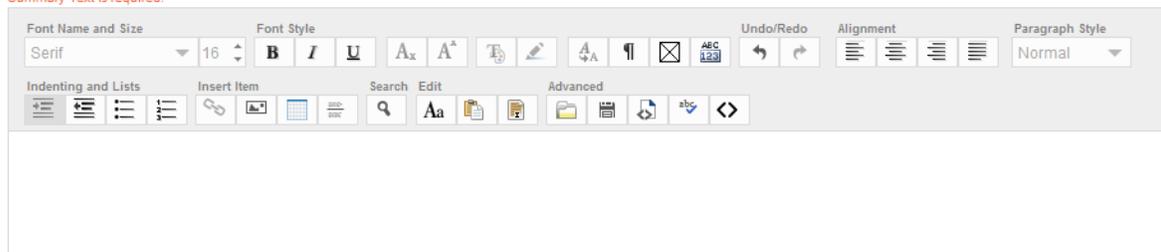
Summary Text

📋 Above the **Summary Text** field, on the right, is a countdown of text characters remaining as users add text into the field.

📋 Please see the guide on *Save, Assign and Format* for detailed instructions on assigning Stories to the website.

Above the **Summary Text** field, you will see **Abridged Text,** and **SEO Description** checkboxes. If **Abridged Text** is checked, the **Summary Text** will serve as both Abridged and Summary Text. If unchecked, the **Abridged Text** field operates independently to the **Summary Text** field, with 500 characters. If **SEO Description** is unchecked, the Summary Text will not automatically complete the **Description** field in the **SEO** section below.

📋 If your website uses HTML navigation, the **Abridged Title** is used as the navigation and menu item names. It is also be used as the Alt Text for your navigation. If no Abridged Title exists, the Headline is used.

📋 Please see the guide on Text Editor for a more detailed description of textual style and formatting elements.

📋 Please see the guide on *Save, Assign and Format* for detailed instructions on assigning Stories to the website.

📋 Please see the guide on Graphics, Image and Ad Media Libraries for a more detailed description on uploading images, as well as selecting the correct size and orientation.

SEO

Topics

Enter a **Topic** to help categorize your content. The **Topic** is used for site search indexing and is available in the RSS Feed. If the Topic already exists, it will display and be available for you to select it. If the **Topic** does not exist, you can enter a new Topic by clicking the + New Topic button.

Topics ⓘ (25 topics max.) use as: Keywords ☑

detroit ✕   auto show ✕

+ New Topic

Topics

You can add up to 25 **Topics** per item. Click the "x" next to the **Topic** if you want to remove a Topic.

If a **Topic** has been archived through the Metadata Management page, the **Topic** will be shown grayed out and will not be used. It can be removed by clicking on the "x" but you will not be able to add it back to the Story.

> **Topics** can be managed by Site Administrators on the Metadata Management page. See *Metadata Management* Producer Help guide for more details.

Above the **Topics** field, you will see a **Keywords** checkbox. If checked, the **Topics** will automatically be included in the **Keywords field** below**.**

Description

The **Description** is a short summary of a page's contents. **Descriptions** can assist search engines in indexing pages and delivering relevant pages in search results.

Tips when creating a Description:

- ⓘ The recommended number of characters is 170 – 200 characters in the Description field. There is a 200-character maximum in the field.
- ⓘ Only plain text can be entered into the field. No HTML or other special characters are allowed.
- ⓘ When creating a new item, the Description field is already populated with the default Description of the site. You can overwrite the field if you wish to customize the Description for the particular page.
- ⓘ When creating Descriptions, you should write accurate descriptions for the specific page in order to differentiate the pages on a site (e.g., the Descriptions for your local high school sports page should be different than your college sports page).
- ⓘ In addition to helping search engines index your site, Descriptions may be displayed in the search results with the URL of your page.
- ⓘ The Description will be auto-populated with the Summary when saving a new item. If the Description is edited during the creation process, the field will not auto-populate. Only when the field is untouched will the default be replaced with the Summary. if the Summary is not available, the first 200 characters from the Body will be used

Keywords

To provide additional text for search engines to find pages, use **Keywords**. Please note, only some search engines recognize Keywords.

Tips when using Keywords:

- ⓘ It is recommended to use between 10 – 15 keywords or phrases.

- ⓘ There is a 200-character limit for the Keywords field. If a publisher tries to enter more than 200 characters and save, they receive an error

- ⓘ The Keywords is populated with the site's default when adding a new Item. You can overwrite the field if you wish to customize the Keyword for the particular page.

- ⓘ If the Keyword field is blank, the site default will be used.

- ⓘ Please separate each word and phrase by a comma (e.g., news, weather, travel).

- ⓘ You do not need to leave a space between words separated by commas.

- ⓘ It is recommended to avoid repeating the same word or phrase.

- ⓘ The most important keywords should be entered at the start of the keyword list.

Robots

The Robots tag allows control over how search engines handle the pages of your site. You can configure access on a per page basis through the Robots Tags for Stories, Categories and Links+ through the Producer.

Robots Tag	Description
Index	Instructs the search engine that they are free to index the video
Follow	Instructs the search engine that they can index pages linked to the video
Archive	Allows the search engine to save a cached version of the video
No Index	Instructs the search engine to not index the video
No Follow	Instructs the search engine that they should not follow any links located on the video
No Archive	Instructs the search engine to not save a cached version of the page to display in the search results

Tips for robot tags:

ⓘ No Archive is recommended if the page is updated on a regular basis, and if you don't want outdated information to appear in the search engine results (e.g., a Breaking News story will continue to evolve over time, and information cached may be outdated).

ⓘ Any changes made to robot tags may not occur immediately but should be honored by the search engine the next time your site is indexed.

Schedules

You can schedule stories to publish, archive, place in draft or delete on a date in the future. Content scheduling is a great time saver and lets you keep your site up-to-date.

Creating a Schedule

1. Click the **Add Schedule** button.

2. Select an option from the **Action** drop-down.

3. Set the start date and time you want the action to occur in **Date & Time**.

4. If desired, you can set a **Recurrence** schedule for the story. See **Recurrence** for more details on setting a schedule.

Add Schedule

You can set a **Recurrence** for the action, if you would like to repeat the action.

Select **Daily**, **Weekly** or **Monthly** from **Recurrence Pattern**.

Daily: Select Every X Day(s) or Every Weekday. For Every X Days, enter how often the recurrence occurs.

Weekly: Enter Every X week(s) and choose the day(s) of the week the action will occur.

Monthly: Enter Day of Every Month that you want the recurrence to happen.

If desired, specify a date when the recurrence should end by checking **End Date** and adding the date and time.

Click **Save**. The schedule is added to the **Schedules** section. **Note**: New schedules and removed schedules are only saved once the page is saved.

Any existing schedules or newly entered schedules occur the **Add Schedule** button. New schedules and removed schedules are only saved once the page is saved. Click the Delete button to remove a schedule.

Delete	**Live** on each week, at **6:00 pm**. Effective Fri 03/13/2015 ET through Tue 03/31/2015.	*Pending save*

Existing Schedules

Associated Links

Associated Links is an optional feature allowing users to go to a URL that has information relevant to the story. Links can connect to a different section on your website (e.g., a hurricane story can link to the Five Day Forecast), or an entirely different website (e.g., a hurricane story can link to a disaster relief agency website). Up to 15 **Associated Links** can be created to a story.

1. Click **Associated Links**. The **Associated Link** menu expands.

2. Click the ➕ Add icon to expand the Add Links section.

3. Type a **Name** for your target page. The **Name** becomes a hypertext to the URL you specify. **Note**: The *Page Layout Guide* shows where the **Associated Links** will appear on the Story page.

4. Enter the web address for your link in the **URL** field.

5. Specify whether you want the link to open in a **New Window. If Open in new window** is unchecked, the link will open in the Same Window.

6. Repeat process with additional links if desired.

*Name	LINK: Worldnow
*Url	http://www.worldnow.com
Open in new window ☑	✖ Remove

Associated Links

Advertising Section (Administrators only)

The **Advertising Section** allows you to turn on or off any local ads on a given page. Deselect the box next to the type of ad you do not want to appear, or select the box to make the ad show up. To remove all the Local Ads, click **Local Ads Off**.

- You will also see the percentage of the ad unit you own (Loc %). Only if you have an agreement with WorldNow will the percentages for any local ad unit change.

- Ad positions are either automatically enabled or disabled based on network defaults and your site's specific configurations.

- Some ad positions may be available to run local ads, however they are owned by WorldNow. In order to disable these controlled ads, please contact your Client Services Manager.

- Please see the guide on *Ad Manager* for a more detailed description of scheduling ads.

On	Size	Ad Type	Local %
☑	468 x 60	Full Banner	100
☐	1 x 1	Popup	100
☑	1 x 1	DHTML	100
☐	180 x 150	Rectangle	100
☑	88 x 31	Poll	100
☐	490 x 25	Sponsorship Header - A	100
☐	120 x 240	Vertical Banner - A	100
☐	120 x 15	Weather	100
☐	120 x 60	Button - A	100
☐	120 x 60	Button - B	100
☐	120 x 60	Button - C	100
☐	468 x 60	Printable Page Banner	100
☑	728 x 90	Leaderboard A	100
☑	300 x 250	Medium Rectangle - A	100
☑	1 x 1	Story Wrap	100
☑	728 x 90	Leaderboard B	100
☑	300 x 150	Spotlight	100
☑	300 x 250	Medium Rectangle - B	100
☐	850 x 30	Pencil	100
☑	300 x 600	Half Page	100
☑	300 x 150	Spotlight - Mobile	100
☑	300 x 250	Medium Rectangle A - Mobile	100
☑	468 x 60	Full Banner - Mobile	100
☑	728 x 90	Leaderboard A - Mobile	100

Local Ads Off

Advertising Section

Rules

To use a **Rule**, the Publisher simply needs to select the Rule(s) before saving the Story. Rules can be selected by clicking in the Rules field, and selecting Rules from the list that appears. Click Add All to apply all Rules. Click Remove All to remove all Rules.

Add All | Remove All

Breaking News - Level 1 ✕ | Article Generic ✕

Rules

When the Story is saved, all tasks associated to the Rule will run immediately. If the Rule contained a task to create a schedule, then the schedule will be added to the Story and display in the Schedule section for the Story.

- Rules will run in the order shown. The last Rule in the list will run last.

- If there is a conflict between Rules or Tasks, then the Rule/Task that runs last will take precedence. For example, if there are two tasks that assign the Story to the same page but have different Display Formats, the Story will be assigned to the Display Size in the last Task run.

- When a schedule created by a Rule fires, the Audit Trail will show that the change to the Story updated was made by Rules Engine. The Rules Execution Log will show the Publisher that selected the Rule that fired the task to make the change.

- If the status is changed by a Rule/Task before a Task to send a Notification Email, the Notification Email will show that the Rules Engine updated the Story last.

- If a publisher executes the same Rule more than once, the assignments won't change and you will not have the same item assigned multiple times. Basic Producer logic prevents that.

- See the *Rules Guide* for full detailed instructions on creating Rules.

Branding & Header Image

You can override your default branding graphic by adding / replacing it with a branding graphic of your choice. The new branding graphic appears at the top of the story page.

Click the Add Image button, and either browse in or select an existing graphic from the **Image Library** to create a branding image. You can uncheck the **Header** or **Branding** checkboxes to designate different images for each purpose.

ⓘ **Tip:** It's easier to update Branding graphics if all Branding Images are managed in the Image Library.
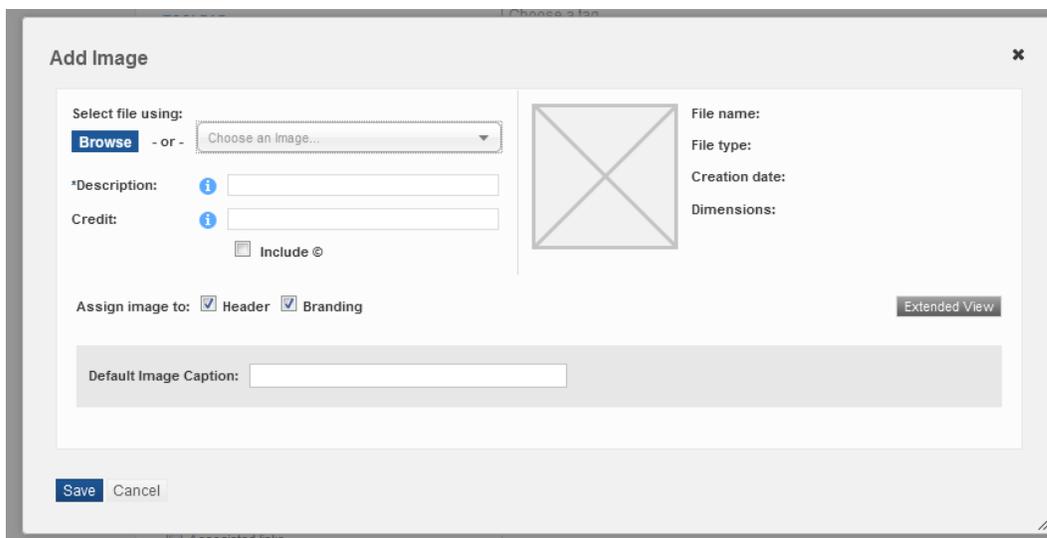
Branding Graphic (optional)

Please see the guide on *Graphics, Image and Ad Media Libraries* for a more detailed description on uploading images, as well as size and orientation.

Notes

The **Notes** field enables you to type a brief description for your content. The Notes you type will appear in the Listing and List Children pages once you hold your mouse over the ⧉icon. Rather than taking the time to click on each item individually, you can now quickly preview a message or description of the content from the Listing and List Children pages.

ⓘ Notes will not appear on the story page on your site in any form or in the source code of the page.

ⓘ There is a 500-character limit.

Save Options

Select a **Save** option from the **Action** drop-down. Below is a description for each save option.

- **Save**: Save any changes you've made to an item and continue editing.
- **Save and Finish**: Save any changes you've made to the item and exit the create/edit page. This action will return you to the Advanced Search page.
- **Save and Assign To Category**: Save any changes you've made to the item and continue to the Assign to Categories page.
- **Save and Assign To Story**: Save any changes you've made to the item and continue to the Assign to Stories page.
- **Save and Create New Story**: Save any changes you've made to the item and continue to the Add New page for a like item.
- **Save and Create Copy**: Save any changes you've made to the item and create a duplicate version. **Note**: COPY appears in the Headline field of the copy.
- **Save and Send As Email**: Save any changes you've made to the item and send as a Direct E-mail.
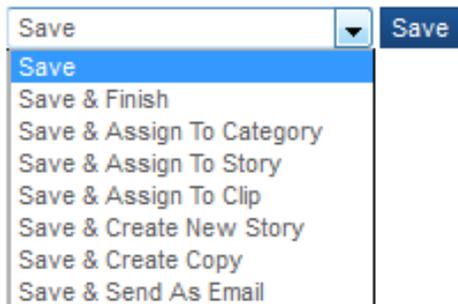
Save

Audit Trail

At the bottom of the **Toolbar** column, the **Audit Trail** displays information about the user who created and last updated the story, as well as the date and time the story page was last updated. The **Audit Trail** information appears once a user saves the story page.