

WorldNow Producer™ **Links+**

Table of Contents


Overview	4
Getting Started.....	4
Tools	4
Link Status	5
Section Title	5
Name	6
Abridged Headline	6
Abridged Clickable.....	6
Source	6
Source.....	7
File Name/Image Library	7
Image Width and Height.....	8
Content Classification	8
Display Style	8
Link to Third Party Content	8
Embed Third Party Content	9
Layout	9
Center Column.....	9
Branding & Navigation	9
Branding.....	9
No Branding	9
Layout Options.....	10
Window Options	10
Browser Title.....	10
Frame Options	10
Border.....	10
Scroll Bars	10
Height	10
Display Window	11
Page Refresh Options.....	11
Refresh Time.....	11
Refresh Button	11
Refresh Text.....	11
Window Dimensions for Branding and No Branding.....	12


Window Options for Branding and No Branding	12
Date	12
Top Menu	12
Location Bar	13
Resizable	13
Scroll Bars	13
Tool Bar	13
Branding Image	13
Link Summary	14
Link Summary Graphic	15
Abridged Section	15
Abridged Summary	15
Abridged Graphic	15
Page URL and Meta Tags	16
Page URL	16
Meta Tags	16
Meta Descriptions	17
Meta Keywords	18
Meta Robot Tags	18
Schedule	19
Advertising Section (Administrators only)	19
Comments	20
Save Options	20
Audit Trail	21
Scenarios	21
Linking to Another Site With a New Window Without Branding	21
Linking to a Destination within Your Own Site	22
Linking to an E-mail Address	23
Embedding Weather Images Such as Doppler, Forecasts and Cams	24
Framing Third Party Content, Including Elections, Closings and Scores	24

Overview

Links+ allows you to direct users to information within and outside of your web site and off your video player. When linking off site, you may maintain your identity with a number of framed branding displays for content which you have an appropriate agreement.

Additionally, the **Links** you create are only as good as the locations you are linking to, and some sites may not always interact properly with every browser employed by users. Additionally, content that contains scripting which attempts to interact with its parent window will not always function correctly due to security restrictions.

 Many of the options outlined below require permission from the target site to display their content under your branding. This may include a contract that is approved by WorldNow and must be negotiated with the target web site administrators.

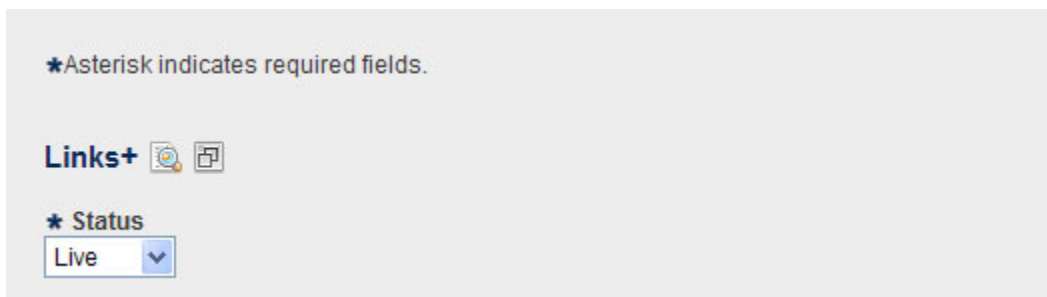
 Included at the end of this document are a number of examples that you may find useful when using *Links+*.

Getting Started



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

Tools


Once the Link has been saved, a **Preview** icon and a **Copy Live URL** icon will display at the top of the page.



*Asterisk indicates required fields.


Links+  


* **Status**


Live 

Tools

Click the **Preview** icon () to launch Preview for this specific Link.

-  The Preview icon will only display for Draft and Live Links. It is not available for Archived Links.

Click the **Copy Live URL** icon () to copy the URL of the live Link to your clipboard.

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

Link Status

Status determines the level of access users have to **Link**. There are four access levels.

- **Draft (default):** Viewed on the preview site, but not the live site.
- **Live:** Viewed on the preview site or the live site.
- **Archive:** Not viewed on the preview site or the live site but searchable in the WorldNow Producer.
- **Delete:** Unable to be accessed or viewed on the Producer, preview or live site. Option appears only once the item has been saved.



A screenshot of a web form showing a dropdown menu for 'Status'. The menu is open, displaying four options: 'Draft', 'Live', and 'Archive'. The 'Draft' option is currently selected and highlighted in blue. The dropdown is located within a larger form area that is partially visible.

Link Status


Section Title

The information you enter in the field appears above the Name hypertext link on the Category or Story page. You can use it to display additional information on the parent web page.



A screenshot of a web form showing a text input field labeled 'Section Title'. The field is empty and has a light gray background. The label is positioned above the input box.

Section Title

-  Section Title is not used on video-only sites.

Name

The Name describes the target site and becomes a hypertext link to the designated URL, location or image.

★ Name

Name


Abridged Headline

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 will automatically be populated with the **Headline** upon adding a new **Link**. You may delete the text if you would not like an **Abridged Headline** to appear, the menu on the site and in content groups.

Abridged Headline

 Clickable

Abridged Headline

 The Abridged Headline displays in the Ticker on the Video Player

Abridged Clickable

Select this box if you would like the **Abridged Headline** and/or **Abridged Graphic** to be hyperlinked or clickable. It will be selected automatically upon adding a new **Link**. You may deselect the box if you would not like the **Abridged Headline** and/or **Abridged Summary Graphic** to be hyperlinked.

Source

Source designates the location or image that your page will link to or display. You can link to a **URL** or an **Image**.

★ Source

URL or File Name / Image Library

URL File Name / Image Library


URL

http://

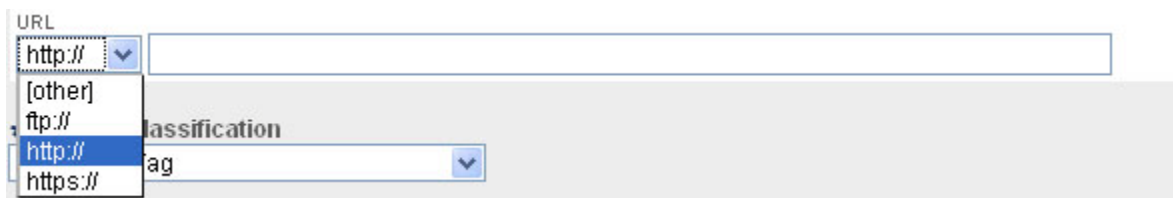
Source

Source

The **Source** option allows you to link to a Web site or location. It can be used to link to an external web site, an internal page, an FTP file location, or an e-mail address. First, choose one of the options in the **URL** drop-down menu, and then type the location in the blank field.

 There is a 255-character limit.

- **[other]**: Use this option for relative links where you don't need an http:// (e.g., /Global/category.asp?C=4385), if any additional coding needs to be entered before the address or you are linking to an email address (e.g. mailto:jdoe@worldnow.com)
- **ftp://**: Choose this option to link to a predetermined FTP file location.
- **http://**: Choose this option to link to an internal or external web page.
- **https://**: Choose this option to link to an internal or external web page with security qualifications.



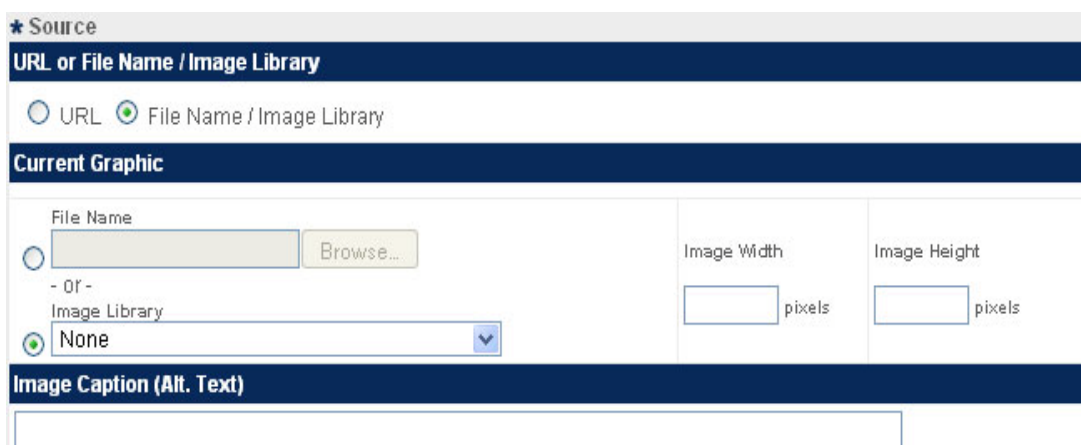
The screenshot shows a dropdown menu for the 'URL' field. The menu is open, displaying options: 'http://', '[other]', 'ftp://', 'http://', and 'https://'. The 'http://' option is currently selected and highlighted in blue. To the right of the dropdown is a text input field. Below the dropdown, there is a 'Classification' dropdown menu with 'ag' selected.

URL

 Select **http://** for Video-only sites to link to your website.

File Name/Image Library

The **File Name/Image Library** option allows you to display an image from your **Image Library** or from a specified **File Path Location**.





The screenshot shows the 'Source' configuration panel. At the top, there are two radio buttons: 'URL' (unselected) and 'File Name / Image Library' (selected). Below this is the 'Current Graphic' section, which includes a 'File Name' input field with a 'Browse...' button, an 'Image Width' input field with 'pixels' next to it, and an 'Image Height' input field with 'pixels' next to it. There is also an 'Image Library' dropdown menu with 'None' selected. At the bottom, there is an 'Image Caption (Alt. Text)' input field.

Source: File Name/Image Library


Image Width and Height

These are optional fields. If you do not enter a value in the **Image Width** and **Image Height** fields, your image will display as its original size. Entering values in the **Image Width** and **Image Height** fields, however, will resize the image. The maximum width is 760 and the maximum height is 1500.

-  If you choose to enter Image Width and Image Height values, please keep in mind that images should be properly optimized for stretching and shrinking.
-  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.

Content Classification

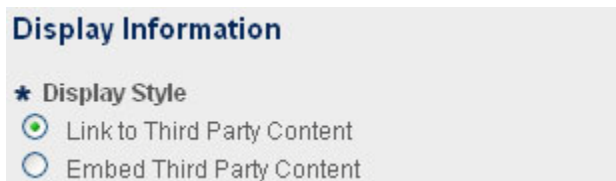
Choosing a **Content Classification** from the drop-down menu determines which implicitly assigned items, such as ads and **Content Groups** (e.g., local Promo Boxes) appear on the **Link** you are creating or editing.

-  Not all display choices features a local ad and/or content groups. Regardless, it's important to choose a Content Classification so that the content you are creating is properly categorized for reporting.


Display Style

Link to Third Party Content

This option creates a new page to display a target site or location. The new page may or may not include your branding depending on the specifications you choose. You have a number of options to determine how your site and the content you are linking to will display.




Display Style

-  The Question Mark icon above the Layout Options will open this guide on Links+ for detailed information.

Embed Third Party Content

This option allows you to display a target site or location within existing **Category** and **Story** pages on your site on the WorldNow platform. Like a **Feature**, users will not have to click a link to see the content because it can be assigned to various positions on a story or category. See the **Layout Options Definitions** section below for details on each choice available to you

-  When you choose the Embed Third Party Content option and have selected File Name/Image Library, the Image Caption option will appear. This allows you to display a brief descriptive line of text can appear beneath your image.

Layout

The following section outlines each option.

Center Column

Third Party Content will be wrapped within your branding, and Columns 1 and 4 if you have Vertical navigation, or Column 4 and 5 if you have Horizontal navigation. Navigation, ads and implicitly assigned **Promo Boxes** will display when this option is selected.

-  Including scrollbars on the page you are framing adds 5 pixels.

Branding & Navigation

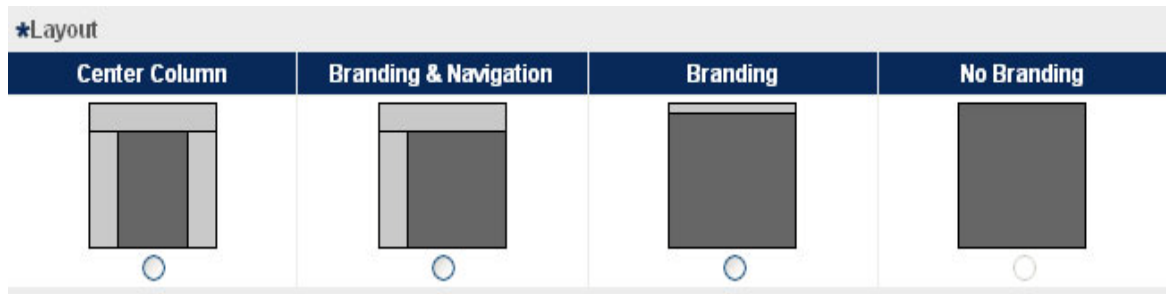
Third Party Content will appear within your branding and navigation, which includes Column 1 if you have Vertical navigation. Navigation and ads appear when this option is selected. (Note: Including scrollbars on the page you are framing adds 5 pixels.)

Branding


Third-party content will appear below your branding or a specified image, along with optional text navigation and limited advertisements.

No Branding

If there is no branding, third-party content will appear. **For Video-only sites:** Use No Branding for Links that you create and assign to the ticker.



Vertical Navigation Layout Options

 Depending on which of the options you choose, a number of Window, Page Refresh and Branding options will appear. Please see the Layout Options Definitions section on the next page for details on each choice.

Layout Options

Window Options

Browser Title

This field defines the text that displays at the top of the browser. If a user bookmarks this page, the bookmark name will pull from this field. If you do not enter any text into this field, it will automatically be populated with the Link Name upon saving a new link.

Window Options	
Browser Title	<input type="text"/>
Browser Title	

Frame Options

Border

Choosing this option displays a line around the embedded content. You may specify a color for the frame. The default color is black (#000000).

Scroll Bars

Displays a scroll bar within the browser window for users to see content that extends vertically beyond the box's height.


Height

Specify the height of the box (in pixels) depending on the length of embedded content you are displaying. The minimum is **0** and the maximum is **5000**.

Frame Options	<input type="checkbox"/> Border	#000000
---------------	---------------------------------	---------

Frame Options

Display Window

- **New Window:** Pops open a new browser window for the target site.
- **Same Window:** Opens the target site in the same window that the user is viewing.
- **Popup Presets:** WorldNow has defined standard presets for displaying Third Party Content. You may edit any of these presets, but should you choose to return to the default selections, click **Popup Presets**.
-  **Revert Button:** If at any time you have filled in values that you no longer want to use, clicking the Revert button will return all fields to their default settings.

• **Video-only site:** Always use **New Window** to ensure that your links on the player open properly.

Display Window	<input checked="" type="radio"/> New Window		Popup Presets	<input type="radio"/> Same Window
----------------	---	---	---------------	-----------------------------------

Display Window

Page Refresh Options

For content that continually updates, you may want the window to refresh automatically. If you do not want the page to refresh automatically, deselect all of the Page Refresh Options.

Refresh Time


Allows you to specify the refresh rate. Minimum time is 1 minute and maximum time is 10 minutes, 45 seconds.


Refresh Button

Places a button in the window so that users can refresh the page themselves.

Refresh Text

Explains to users how often the window refreshes (the **[x]** in the text is automatically replaced by the **Refresh Time**, but can be edited) and that they can refresh the page themselves by using the **Refresh Button** (if you have chosen that option). You may edit the **Refresh Text** – the character limit is 255.

 The Refresh Button and Refresh Text should not be used if you have selected to Embed Third Party Content and plan to assign it as a Branding Feature.

 If you decide not to select an automatic Refresh Time, but you choose to have Refresh Text, the default text will still automatically appear. Therefore, be sure to delete or revise the default text with your own statement when using this option.




Page Refresh Options	
Page Refresh Rate	<input type="checkbox"/> Refresh Time: <input type="text" value="5"/> minute(s) <input type="text" value="0"/> seconds <input type="checkbox"/> Refresh Button <input type="checkbox"/> Refresh Text: <div style="border: 1px solid gray; padding: 5px; width: fit-content;">This page will auto-refresh every [x] or you can click the 'Refresh' button above.</div>

Page Refresh Options

Window Dimensions for Branding and No Branding

The **Height** and **Width** options allow you to control the size of the new window.

- **Height:** Preset = 600. Maximum = 768.
- **Width:** Preset = 610. Maximum = 1024.
-

Window Options	
Browser Title	<input type="text"/>
Display Window	<input checked="" type="radio"/> New Window  <input type="button" value="Popup Presets"/> <input type="radio"/> Same Window
Colors	Background <input type="text" value="#FFFFFF"/>  Text <input type="text" value="#000000"/> 
Window Dimensions	Height <input type="text"/> Width <input type="text"/>

Window Dimensions

Window Options for Branding and No Branding

The following options allow you to control how the browser window is displayed.

 Not all options may be available with your site layout.

Date

The current date will appear in the browser window.

Top Menu

Your navigation will appear as HTML links near the top of the page. If Top Menu is not checked, a "Back to Home" link will display.

Location Bar

Displays the address bar with URL in the user's browser.

Resizable

Allows users to increase/decrease the size of the window

Scroll Bars

Displays a scrollbar within the browser window for users to see content that extends vertically beyond the box's height.

Tool Bar

Displays the default tool bar in the user's browser.

Window Options	<input checked="" type="checkbox"/> Location Bar	<input checked="" type="checkbox"/> Scroll Bars	<input checked="" type="checkbox"/> Top Menu
	<input checked="" type="checkbox"/> Resizable	<input checked="" type="checkbox"/> Tool Bar	

Window Options

Branding Image

Your default Links + branding appears automatically (Default Branding), but you may select a different branding image using the File Name or Image Library options:

To select a branding image from File Name:

4. Select the **File Name** button.
5. Enter the image path in **File Name** or click **Browse** to search the local directory.
6. If desired, you can change the **Image Width** and **Image Height** for your selected image. If you do not enter a value in this field, your image displays as its original size.




To select a Branding Image from the Image Library:

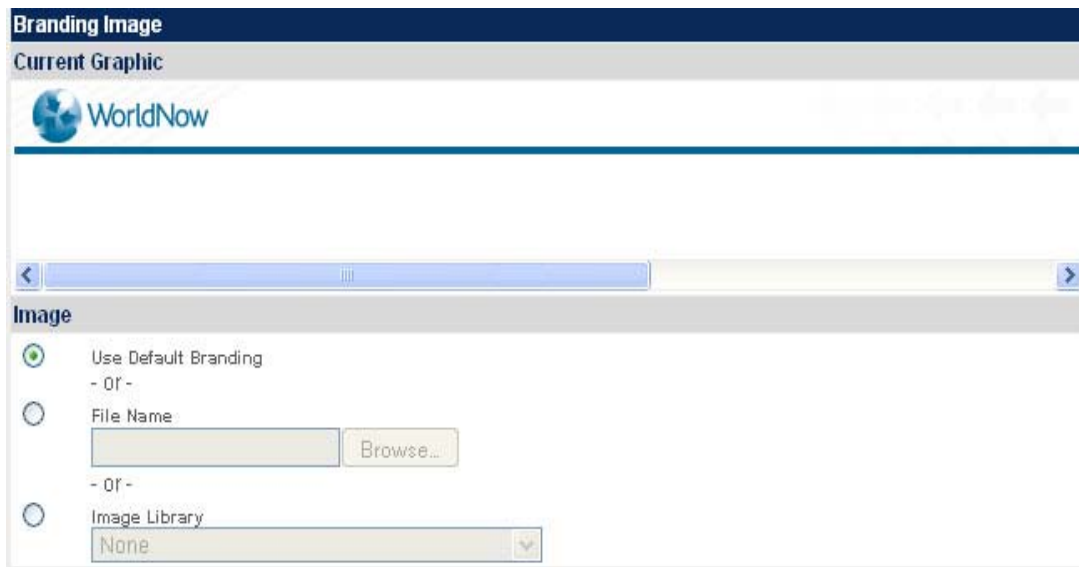
Select the **Image Library** button.

From the **Image Library** drop-down, select your desired image.

If desired, you can change the **Image Width** and **Image Height** for your selected image. If you do not enter a value in this field, your image displays as its original size.

 The maximum width is 980 pixels and the maximum height is 200.



-  Branding Image is available for Center Column, Branding & Navigation and Branding only.
-  If you choose to enter Width and Height values, please keep in mind that images should be properly optimized for stretching and shrinking.
-  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.



Branding Image

Link Summary

The **Link Summary** is an abstract that appears on the parent page when using **Link to Third Party Content**. The purpose of this feature is to describe the target site or location. The summary will appear depending on how and where the link is assigned to the site. There is a 500-character limit.

-  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 Links to the website.

Link Summary Graphic

If desired, you can choose to display an image along with the link. Images will be hyperlinked and appear next to the link on the assigned Category or Story page. You can upload images from your computer or choose an image from the Image Library.

Abridged Section

The **Abridged Section** gives you the ability to input and display shorter text and smaller graphics when assigning the link in certain formats, such as a **Headline Box**, **Promo Box** and **Ticker**. You may also decide whether or not you want the **Headline** and **Graphic** to be hyperlinked. All of the fields below are optional – they can be displayed in any combination to achieve the effect you desire.

Abridged Summary

Enter text into this field if you would like a brief description of the item to appear. (There is a 225-character limit).

Abridged Graphic

Upload this graphic like any **Summary Graphic**. However, note the different image sizes (in widths): 30, 50, and 115. Also note that there is no **Caption**.

▼ **Abridged Section**

Abridged Summary (225 character max.)

Format Font size
B *I* U
ab

Abridged Graphic

Current Graphic

File Name / Image Library	Size	Location
<div style="display: flex; align-items: center;"> <input type="radio"/> <div style="flex-grow: 1;"> <input style="width: 100%;" type="text"/> Browse... </div> </div> <div style="margin-top: 5px;"> <p style="margin: 0;">- OR -</p> <div style="display: flex; align-items: center;"> <input checked="" type="radio"/> <div style="flex-grow: 1;"> <input style="width: 100%;" type="text"/> ▼ </div> </div> </div>	<div style="border: 1px solid #ccc; padding: 2px; display: inline-block;">30 Pixels ▼</div>	<div style="border: 1px solid #ccc; padding: 2px; display: inline-block;">Left ▼</div>

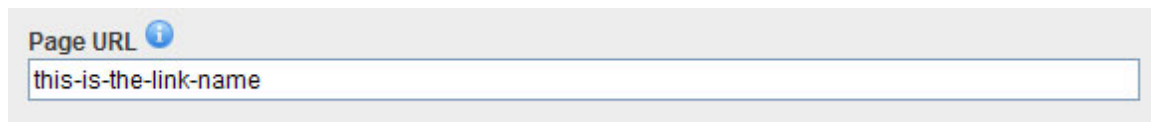
Abridged Section

Page URL and Meta Tags

 This section does not display when the **Embed Third Party Content** option is selected.

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 **Link Name** upon adding a new **Link**.




The screenshot shows a form field labeled "Page URL" with an information icon. The text "this-is-the-link-name" is entered into the field.

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.

Meta Tags

Meta Tags provide information about the page. Meta Tags are not visible to the end-user but can be read by other systems, such as search engines, to better understand the page.

 Please see the guide on *Metadata Management* for a more detailed description of managing your default Meta Tags.

▼ Page URL and Meta Tags

Page URL ⓘ

Description (200 character max.) ⓘ

Keywords (200 character max.) ⓘ

Robots ⓘ

Index	<input checked="" type="radio"/>	No Index	<input type="radio"/>
Follow	<input checked="" type="radio"/>	No Follow	<input type="radio"/>
Archive	<input type="radio"/>	No Archive	<input checked="" type="radio"/>

Meta Tags

Meta Descriptions

The **Meta Description** is a short summary of a page's contents. Meta 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 Meta 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 Meta Description field is already populated with the default Meta Description of the site. You can overwrite the field if you wish to customize the Meta Description for the particular page.
- ❗ When creating Meta Descriptions, you should write accurate descriptions for the specific page in order to differentiate the different pages on a site (e.g., the Meta 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, Meta Descriptions may be displayed in the search results with the URL of your page.

Meta Keywords

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

Tips when using Keywords:

- ❗ It is recommended to use between 10 – 15 keywords or phrases.
- ❗ There is a 200-character limit for the Meta Keywords field.
- ❗ The Meta Keywords is populated with the site's default when adding a new Item. You can overwrite the field if you wish to customize the Meta 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.


Meta Robot Tags

The **Meta 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.

Schedule

Schedules can be set to a specific date and time in the future, or on a recurring daily, weekly, or monthly basis. Arrange a schedule to deliver content to your live site, such as polls, streaming videos, and news stories in advance.

Additionally, you can set a schedule to archive content, or delete content once the scheduled date and time goes by. If you don't set a schedule to Archive or Delete, the content remains live on your site, and refreshes once you assign another schedule as Live to the same content. You should archive items when you wish to search for the content to edit or reuse in the future, but don't want the content to currently appear on the live site.

Schedule

Create Schedule (Note: All Times are Eastern)

Action	<input type="text" value="Live"/>	Recurrence Pattern	
Date	<input type="text" value="Mon 05/17/2010"/>	<input checked="" type="radio"/> None	
Time (ET)	<input type="text" value="9:30"/> <input checked="" type="radio"/> AM <input type="radio"/> PM	<input type="radio"/> Daily	
		<input type="radio"/> Weekly	
		<input type="radio"/> Monthly	

Create Schedule


Advertising Section (Administrators only)


The **Advertising Section** allows you to turn on or off any and all local ads on a given page. All choices are automatically selected upon creating a new Link. Simply 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 again. You can also turn all ads by clicking on **Local Ads Off**.

Advertising Section						
On	Ad Type	Loc %		On	Ad Type	Loc %
<input checked="" type="checkbox"/>	Full Banner	100		<input checked="" type="checkbox"/>	Button - A	100
<input checked="" type="checkbox"/>	Button - B	100		<input checked="" type="checkbox"/>	Button - C	100
<input checked="" type="checkbox"/>	Vertical Banner - A	100		<input checked="" type="checkbox"/>	Popup	100


Local Ads Off

Advertising Section

 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.

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

Comments

The Comments field enables you to type a brief description for your content. The Comments 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. **Note:** There is a 500-character limit.

Comments (500 character max)

Comments Field

Save Options

Select a **Save** option from the **Action** drop-down

- **Save:** Save any changes you've made to an item and continue editing.
- **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:** 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 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.

Action:

Save

Audit Trail

Audit Trail displays information about the user who created and last updated the links+ item, as well as the date and time the links+ item was last updated. The Audit Trail information appears once a user creates the item.

Scenarios


The following section walks you through a number of examples that you may find useful when using **Links+**. Of course, any of the elements within the examples can be customized, but these should serve as a valuable guide to what you can accomplish with Links+.

Linking to Another Site With a New Window Without Branding

Follow this example when you want to open a site in another window while maintaining your site in the original window.

7. Choose an option from the **Status** drop-down.
8. If desired, type a **Section Title**.
9. In the **Name** field, type the Web site name (e.g., FBI) and leave **Source** selected.
10. Enter the **URL** for the site you are linking to into the **Source** menu (e.g., www.fbi.gov).
11. Select a classification from the Content Classification drop-down and choose Link to Third Party Content from Display Style.


12. Select the No Branding option under Layout and select New Window under Layout Options.

 You do not need to enter values for the **Window Dimensions** or change the selections for any of the remaining **Layout Options**, but you can customize them if you wish.

13. If desired, enter a Link Summary and a Link Summary Graphic.

14. If desired, enter an Abridged Link Headline, Abridged Summary and an Abridged Summary Graphic.

15. Select a Save option from the Action drop-down.

 You can assign your **Link** to any Category, including your video player, or Story page in any Format you like.

Video-only sites: Use this option when creating links to your site that will display on the Ticker.


Linking to a Destination within Your Own Site

Follow this example when you want to set up a simple link to a page with your own Web site. The new window you are linking to will replace the existing window the user is viewing.

16. Choose an option from the **Status** drop-down. If desired, type a **Section Title**.

17. In the **Name** field, type the name to describe the Web site (e.g., "More Local News").

18. Leave **URL** from the **Source** menu selected and select **[other]** from the **URL** drop-down. Enter a relative link for the for the page you are linking to in the blank **URL** field (e.g., [/Global/category.asp?C=4385&nav=0nr3](#)).

 You can get the URL by going to the page you would like to link to on your live site, then copying the URL without the [www.wnow.com](#) or [managewnow.worldnow.com](#)

19. Select a classification from the **Content Classification** drop-down.

20. Select Link to Third Party Content under Display Style and select No Branding under Layout.

21. Select Same Window under Layout Options.

22. If desired, enter a Link Summary and a Link Summary Graphic.

23. If desired, enter an Abridged Link Headline, Abridged Summary and an Abridged Summary Graphic.
24. Select a **Save** option from the **Action** drop-down.

 You can assign your Link to any Category or Story page in any format you like.

Linking to an E-mail Address

This option allows you to create a link allowing users to send e-mail to a specified e-mail address.


25. Choose an option from the **Status** drop-down. If desired, type a **Section Title**.
26. In the **Name** field, type the name to describe the Mailto (e.g., “Click Here to Submit a Story Idea”).
27. Leave **URL** from the **Source** menu selected and select **[other]** from the **URL** drop-down.
28. Type “**mailto:**” and your email address (e.g. <mailto:news@wnow.com>) in the blank **URL** field. You can also add a subject to be pre-populated in your email by adding [mailto:news@wnow.com?subject=Viewer Feedback](mailto:news@wnow.com?subject=Viewer%20Feedback) .
29. Select a classification from the **Content Classification** drop-down.
30. Select Link to Third Party Content under Display Style and select No Branding under Layout.
31. Select Same Window under Window Options. If desired, enter a Link Summary and a Link Summary Graphic.
32. If desired, enter an Abridged Link Headline, Abridged Summary and an Abridged Summary Graphic.
33. Select a **Save** option from the **Action** drop-down.

 You can assign your Link to any Category or Story page in any format you choose.


Embedding Weather Images Such as Doppler, Forecasts and Cams

Follow this example when you want to continually display updated images within existing pages of your site. This option can be used in place of **Utility Blocks**.

34. Choose an option from the **Status** drop-down. If desired, enter a **Section Title**.
35. Type a name to describe the embedded image in the **Name** field. (e.g., “Live, Local Doppler”)
36. Leave **URL** from the **Source** menu selected.
37. Enter the **URL** location for your graphic. (If you need the URL, find the graphic on your current site, right-click it, choose Properties, and copy the Address).

 The graphic may be loaded into your **Image Library**. If that's the case, select **File Name/Image Library** option and find your image in the drop-down menu.

38. Select a classification from the **Content Classification** drop-down menu.
39. Select Embed Third Party Content under Display Style.
40. If desired, select the **Border** option and choose a color if you want a border to appear around your image.
41. If desired, select the appropriate **Page Refresh Options** if the image updates continually.
42. Select a **Save** option from the **Action** drop-down.

 You can embed the image within existing Category and Story pages of your site, while also assigning other content around it.



Framing Third Party Content, Including Elections, Closings and Scores

Follow this example when you would like to display external content within your branding, including weather providers and sponsors, as well as elections, closings and scores. The layout options you choose will depend on the size and the layout of the page(s) you are framing. For instance:

- When framing sites/content with narrow pages, choose the **Center Column Layout** option.
- When framing sites/content with wider pages, choose the **Branding & Navigation Layout** option.

- When framing sites/content with very wide pages, or ones that have their own left-hand navigation, choose the **Branding Layout** option.

To display external content within your branding:

43. Choose an option from the **Status** drop-down. If desired, type a **Section Title**.
 44. Type a **Name** to describe the new page (e.g., “Personal Forecast Login,” “Latest Election Results”)
 45. Leave **URL** from the **Source** menu selected. Enter the **URL** for the page you are framing to in the blank field (e.g. “www.personalforecast.com/signup,” “www.wnow.com/images/incoming/elections.htm”).
 46. Select a classification from the **Content Classification** drop-down.
 47. Select the **Link to Third Party Content** option under **Display Style**. Depending on the size and the layout of the page(s) you are framing (see above), choose **Center Column**, **Branding & Navigation** or **Branding** from the **Layout** menu.
 48. Fill out the appropriate **Layout Options** depending on the selection you have chosen.
 49. If desired, enter a Link Summary and a Link Summary Graphic.
 50. If desired, enter an Abridged Link Headline, Abridged Summary and an Abridged Summary Graphic.
 51. Select a **Save** option from the **Action** drop-down.
-  You can assign your Link Summary to any Category or Story page in any Format you like.
-  Additionally, the same sites/content can be embedded within existing Category and Story pages. Please see the *Embedding Weather Images Like Doppler, Forecasts and Cams* above.