

NCCNewsOnline – How To Post – *New Website*

2/10/2022

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- First, if you are trying to create a web post from off-campus, you will not be able to login to create a web post; it is limited to users who are ON THE CAMPUS NETWORK.
 - Go to [nccnews.info](https://nccnews.newhouse.syr.edu/wp-admin/) (<https://nccnews.newhouse.syr.edu/wp-admin/>) and log in
 - On the left-hand side under Posts – click Add New
 - Enter **headline** where it says “Enter title here”
 - Headline must have a subject and a verb, and should be short (no more than two lines when viewed in the actual post)
 - Capitalize each word
 - **Summary text:** this is the two- to three-sentence summary of your story that is shown on the home page and gets sent out over social media, 250 character max
 - **Subheading:** This can be a little longer than the headline and will appear on the story page. This should be a sentence with subject, verb and period at the end. Capitalize first word and proper names.
 - **Mobile title:** this is a shorter version of the headline that will appear on mobile devices
 - By default, it’s the same as the regular headline, but you can shorten it, 75 character max
 - Choose your **course** from the right-hand column (this is how your professor finds your story)
 - Choose a **category** from the right-hand column – you cannot create new categories
 - Enter several **tags** from the right-hand column – you can create new tags
 - Adding **Images**
 - **Photos must be 2MB or smaller**
 - **Photos MUST be 1920 x 1080 pixels; if smaller will look bad when enlarged on the site**
 - Always upload images shot **landscape**, not portrait
 - [See later section for tips on resizing images](#)
 - **Header Image** – this image appears with featured stories on the home page and on the story page
 - The header image is larger so it can be a wider view of the subject: **MUST BE HORIZONTAL, 1920x1080 pixels**
 - **Preview Image:** this is the image that appears with stories in categories on the website home page
 - The preview image is smaller so it should be a narrower view of the subject
 - Set **Header/Preview Image**
 - Add Image
 - Select Files
 - Select image to upload
 - Caption: a sentence of news, complementing what the photo shows.
 - Alt Text: a sentence specifically describing what is in the photo.
 - ✦ “A white dog with a red ball and a black dog with a green ball.”
 - Photography Credit: your name, when you took the photo. If you have written permission to use a photo from another copyright owner, then put his or her name in. Remember that you need permission from the person who took the photo, not just anyone who has a copy of the photo. If you are using a photo from Creative Commons, use the instructions [on this page](#) for how to attribute it. It needs to be clear to your professor where the image came from, and that it is legal, or your post will not be published.
 - Photo Year: the year the photo was taken--mandatory
 - Crop the photo by dragging/moving the box
 - ✦ The box maintains aspect ratio

How to post text and photos in the body of the story

- **Story Content** – click Add Content ○ **Written Content**
 - ✦ **Admin Title:** identifies what kind of content this is – write Text
 - ✦ **Editor:** write the story here
- Dateline in bold:
 - **FULTON, N.Y. (NCC News)** — ○
start article right away, no return
-  Tool bar toggle expands options
- To add a **photo** in the story, place the cursor where you want the image to go, then click Add Media
- ✦ Upload or choose photo, include caption, alt text, credit and year for each photo
 - Click on photo to choose alignment: left, center, right, none



How to post video

- **Story Content** – click Add Content ○ Embedded Content
 - ✦ **Admin Title:** identifies what kind of content this is – write YouTube link
 - ✦ **Embed Choice:** Audio/Video
 - ✦ **Embed Display:** Set as Featured Content – Yes
 - ✦ **Embed:** copy complete URL from YouTube
- Video will appear below
- Media Type: Video
- Transcript: copy and paste your script ○ Remove Macros, such as Take PKG ○ Add in who's talking: Reporter, Mayor Walsh, etc. Should have this format:
 - ✦ ANCHOR: alsddf kajf;dl ksdf
 - ✦ REPORTER: asdlfj dfjasd jsdkfj sd
 - ✦ JANE DOE: " asdlkfj sdkfj sdj alks ✦ **More Options:** skip

How to post a photo gallery

- **Story Content** – click Add Content ○ **Photo Gallery**
 - ✦ Add to gallery
 - ✦ Upload/click on all the photos you want to include in the gallery
 - ✦ Include caption, alt text, credit and year for each photo ✦ Select
 - ✦ Rearrange the order of the photos by clicking and dragging

How to post audio

Your audio file should be featured at the top of the story; include a Header/Preview images, followed by the primary audio (wrap?)

- Go to SoundCloud and click on your story
- Copy the URL
- Add Content
- Embedded Content
 - **Admin Title:** identifies what kind of content this is – write SoundCloud link
 - **Embed Choice:** Audio/Video
 - **Embed Display**
 - ✦ Set as Featured Content – No
 - ✦ Content Alignment: Center (Breaks inside content area)
 - **Embed:** copy complete URL from SoundCloud
 - ✦ Audio will appear below
 - ✦ Media Type: Audio
 - ✦ Transcript: copy and paste your script
- Remove Macros, such as Take PKG
- Add in who's talking: such as Reporter: or Mayor Walsh: , etc.
 - **More Options:** skip
 - **If adding additional audio, please add additional Embedded Content, and include a transcript on everything.** If you embed audio within the text box, you MUST also upload and embed a transcript file adjacent to the SoundCloud URL.

How to submit your story

- Continue to add content blocks until you're finished
- Close all content toggle triangles (on the right-hand side) and then drag the content blocks to the order you want them
- **Save Draft**
- **Preview** to make sure it's the way you want it
- Click **Submit for Review** when you're finished
 - Once you click Submit for Review, you can no longer make changes to your story
 - Do not click Submit for Review until you're absolutely sure you've finished editing
- Professor or supervisor will publish it when it's OK, or professor will adjust it so you can publish it.

Use the tool bar above the text box to format text



Format Bar: The default is paragraph. Skip it.

Bold: Create bolded font.

Italics: Create italicized font.

Unordered List: Create a list in your article with bullets.

Ordered List: Create a list with number.

Blockquote: Highlight/indent a quote.

Align text: Left, Center, Right

Link: Add a hyperlink to words in your article.

Unlink: Take a link away from words in your article.

Insert Read More Tag: Do not use.

Full Screen: Expands text

Toolbar Toggle: more options



Strikethrough: Create font with a line through it.

Horizontal line: insert line all the way across the column (don't use)

Text color: don't use

Paste as Plain Text: Use when you paste from the web or another document so text is formatted correctly.

Clear formatting: Removes all formatting from highlighted text.

Insert Custom Character: Gives a choice of many custom characters.

Outdent: Moves indented text back to the left.

Indent: Indents text to the right.

Undo

Redo

WordPress Help

What to do if your captions do NOT save along with the photo:

In order to avoid that problem, students need to complete anything they need to do with the photo ***in one sitting*** when they upload the photo. If they upload the photo, save it, then return later to add captions, their captions will probably disappear. So this is the recommendation:

A. Normal Process (best practice)

- 1. Upload the Photo**

2. **Add the meta data – alt text, caption, photo credit**
3. **Choose Select**

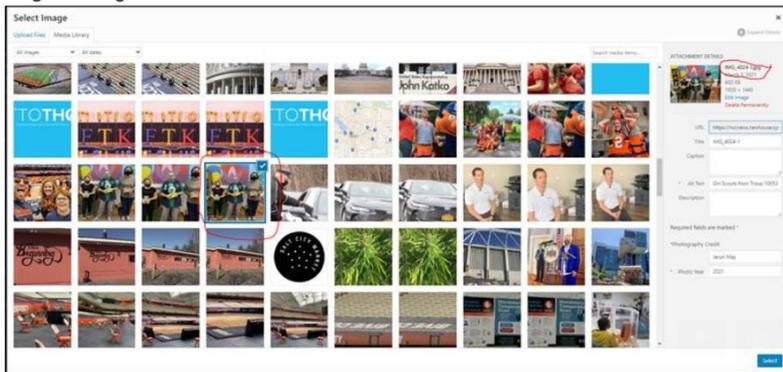
To alter the photo in any way, follow these steps:

To add or edit the meta data

1. **Delete the attached image by selecting the X (do not edit select the pencil)**
2. **Find the original image (the original image will not have “acf_cropped” in the name)**
4. **Add/edit the meta data – alt text, caption, photo credit**
5. **Choose Select**

Below is an example of how the original and copies appear in the media library

Original Image



Cropped Image



NCC NEWS ONLINE

Checklist to Avoid the Most Common Mistakes

1. **PHOTO** - You've uploaded a photo to which YOU own the copyright, or you have written permission from the copyright holder (not the person in the picture, not a company employee, but the person who took the photo).

- Photo captions are a sentence of news with a subject and a verb. They add news or information to what the picture itself communicates. (**That is, they do not just describe what the picture already shows**).
- The photo copyright notice comes at the end of the caption and follows this format: (c) 2018 Firstname Lastname. **You must attribute a photo to a photographer. Your story will not be published otherwise.**

2. For TV Reporting Classes: Video appears sat the top of the page and plays correctly.

3. **COURSE TAGS**

- The story is marked with the correct (1) course number (2) category and (3) tag

3. **HEADLINES** have a subject and a verb.

- Length: The headline has no more than two lines. Words in the second line cover at least 2/3 of the second line.
- Capitalization: the first letter in each word is capitalized
- **NO SENTENCE FRAGMENTS! NO ACRONYMS OR ABBREVIATIONS.**

4. **DATELINE** - dateline is formatted and capitalized correctly:

- **SYRACUSE, N.Y. (NCC News)** -- The Town of Cazenovia is ...
- Note the capitalization: Only the city is all caps. **State abbreviations are AP abbreviations**, not zip code abbreviations, with periods. Use a dash at the end, not a hyphen.

5. **TRANSCRIPT** -

- The transcript appears in the format below (identify all people by first and last name the first time you write about them. Then last name only for all other references.

Your transcripts need to look like this:

GILLIBRAND: As I said, I'm at the beach. There are no swimmers, the beach is specifically closed. There is a sign warning about the dangers of blue green algae to swimmers if you do get in contact with it on your skin.

MAIER: The village is keeping residents and swimmers updated on its website, www.villageofskaneateles.com. Live from Skaneateles Lake, Natalie Maier, NCC News.

USE LAST NAME ONLY!!!!

5. **PAST TENSE** - Verbs are past tense. Write “said” not “says.”

6. **QUOTES** are in a paragraph of their own. **Attribution comes after the first sentence**. Check the punctuation.

Examples:

“It’s great that the state has done this,” Strobel-Gower said. “People with disabilities don’t use the word handicapped and haven’t for a long time.”

“I feel sorry for the taxpayers, but this is a much bigger problem than just the Town of DeWitt,” said Jim Clune, one of the protestors.



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IDK who needs to hear this, but the punctuation goes inside the quotation mark.

Resizing a Photo

- 1) Try <http://resizeimage.net/> (save Photos as 1920 x 1080 pixels)
- 2) Try using Adobe Photoshop in BDJ labs

In Photoshop open File>Export>Save for Web (Legacy)

This will bring up dialog and preview to set the new image properties (see below).

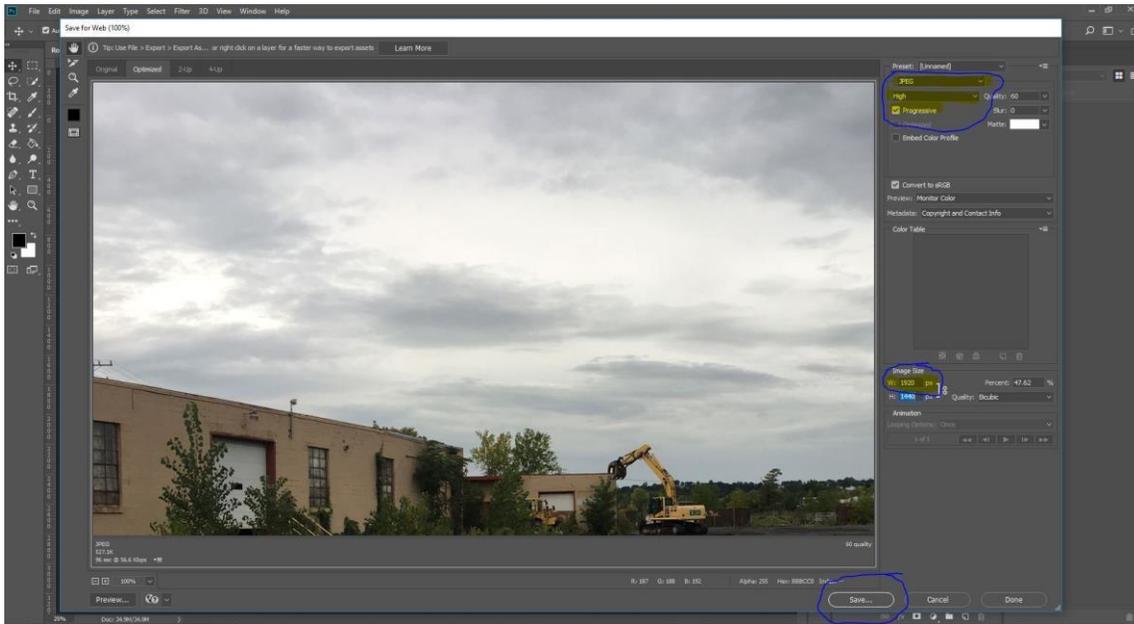


Image should be saved as **jpeg** or **jpg** with a maximum width of 1920px.

If the image is still too large the image quality should be lowered.

To optimize the image for web it is better if it is set as *Progressive*