

Core Publisher Manual

Updated March 2013

If you have any questions, please
contact your Station Support Manager
or submit a support ticket at
<http://info.ds.npr.org//support.html>

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Getting Started: Logging in & Creating Users

How do I log in to Core Publisher to add content and/or administer the site?

While there is no “sign-in” button to take you to your Core Publisher tools, select the **Request new password** tab at **http://[your website URL]/user**, then enter your Core Publisher username or e-mail address in the empty field. A new password will be emailed to you.

How do I create a new user in Core Publisher?

Everyone, including your news staff, editors, web team, content producers, etc. should have their own individual log in information.

Note: Only users with Station Admin user roles can create and edit users.

To create a new user:

1. Select **Users** from your top admin menu.
2. Click on the **Add user** link under the **Users** header.
3. Enter a memorable **Username**. While Usernames are not front facing, they should be a combination of the person's first and last name.
4. Enter a valid email address for your user. All emails, including password resets, will go to this email.
5. Enter and confirm your user's password.
6. For all new users, set the **Status** to "Active". You will only set the status to "Blocked" once they are no longer on your staff.
7. Select a **Role** for your new user. Your new user will assigned either **Editor** or a **Station Admin** privileges. The Editor role is for users that will be creating content and pulling content from the API, but do not need access to website administration tools. The **Station Admin** role has access to a lot more administrator tools and should be assigned to your station's webmaster or online content producers.
8. Check the **Notify user of new account** to email your new user their account information.

If you need to edit a user's account information, simply select **Users** from your top admin menu, and then click on the **edit** link for the user that you want to change.

How do I delete a user in Core Publisher?

At some point, you may need to remove a user. Perhaps they leave their position or transfer to another office in your organization. Regardless of the reason, you have two options for deleting a user.

1. Blocking the user, but not removing them from your user list: Use this option for a user that is going on extended absence, or a sabbatical, but will return.

To block a user, select **Users** from your top admin menu, and then click on the **edit** link for the user that you want to edit. Under **Status**, select the "Blocked" option and save.

2. Disable the account and keep all of its content: To ensure that no content is deleted, or loses it bylines, select this option to delete your Core Publisher users.

To disable an account and keep the content, follow the steps above to edit your user. Scroll to the bottom of the page and click on the **Cancel account** button. Then, make sure that the top radio button is selected and click on the Cancel Account button again.

Note: Checking the “Require e-mail confirmation to cancel account.” box means that the user cannot be deleted until a confirmation email from the user is received. We suggest leaving this box unchecked.

Do not use the other **Cancel Account** options for the following reasons:

Disable the account and unpublish its content: Unpublishing the content will remove it from all areas of your site, which may confuse your visitors.

Delete the account and make its content belong to the *Anonymous* user: This, too, could confuse your web visitors. More importantly, it strips the credit of writing a post from its original author.

Delete the account and its content: You do not want to delete content from your site, as it could break links on other sites linking to your content.

Creating & Managing People

What is a Person/People?

The Person content type contains biographical information about writers, reporters, staff, etc. at your station. People are often tied to **Programs** and **Posts**.

Note: People are not the same as **Users**. Users contain log in and contact information for internal use only, while People contain information about your staff and contributors for your web visitors.

How do I create a Person?

For each Person that you want to create, gather:

- Basic bio (1-2 short paragraphs)
- Their title at your station
- Photograph (try to keep images consistent, ideally 4x3)
- Capacity (Role - Host, Staff, Volunteer, etc.)
- Public Contact info (email, Facebook, Twitter, &Google+ URLs)
- Core Publisher User Name (if they have one)

While each member of your staff or news team should have a Person, you do not need to create People for NPR or syndicated show hosts and personalities. Those People will be added automatically based on the content that you pull from the NPR API. However, you should be creating People for your:

- Board of Directors
- Staff Members
- Local Reporters

- Local Show Hosts
- Volunteers
- Editors

To create a Person:

1. Select the **Add Content** option in your top grey admin menu and click on the **Person** link.
2. Enter your Person's first and last name in the **Name** field.
3. Add text, links and images in the **Bio** field.
4. In the **Job Title** field, enter the person's job title (ex. "Local Host, Morning Edition" or "General Manager").
5. Select the **Capacity** that best describes what your new Person does. You can select multiple capacities, where applicable. Capacities correspond to tabs on your **People Page**.
6. Upload an image of the Person in the **Profile photo** section. This image will show up on their profile on your site, as well on any site that pulls their content from the NPR API, and on the **People Page** and **People Block**.
7. None of the fields in the **Contact information** area are required, but help to connect your staff with your visitors. Facebook, Twitter and Google+ links are especially helpful for creating community around the topics that your reporters are writing about. When adding social media links, make sure to enter the full page URL, including the http://.
8. When you associate a Person with a User using the dropdown in the **Admin tools** section, all content created by that user will automatically have their corresponding Person in the Byline field.
9. Check the **Publish** checkbox, making your Person live on your site, and hit the **Save person** button.

People published on your site are also published into the NPR API, so that journalists' bios can be displayed wherever their stories are published.

How are People displayed on my site?

Your published Core Publisher People show up in two main areas of your site: on your People Page and in your People block.

The **People page** is located at [http://\[yourwebsiteURL\]/people](http://[yourwebsiteURL]/people), and lists all the People created for your site, as well as the People pages of any reporters whose content you have pulled from

the NPR API, in alphabetical order by first name. There is a separate tab for each Capacity, as listed on your Create a Person page. All People from the NPR API are listed under the “Syndicated” tab, and all People, including Syndicated People, show up in your “All” tab.

Each of your capacity tabs has a different URL, which you can use to link to different groupings of your station staff. For example, when creating your main site navigation, you can link to the Staff page (located at [http://\[yourwebsiteURL\]/people/capacity/staff](http://[yourwebsiteURL]/people/capacity/staff)) or the Hosts page (located at [http://\[yourwebsiteURL\]/people/capacity/hosts](http://[yourwebsiteURL]/people/capacity/hosts)) instead of linking to the long list of all People.

The **People block** is an optional block for the right rail that displays a selected list of people in an order that you can define in the tablequeue. Navigate to your People block by selecting the **Manage Queues** option from your top admin tools menu and select **People Block** from the bulleted list. Follow the steps below to add People to your People block:

1. Check the “Activate the People block.” checkbox.
2. Add a title for the block in the **Block title** field. “Contributors”, “Staff”, and “Reporters” are examples of good block titles.
3. Enter the first and last name of each person that you want to add to the block. This is an auto-complete field, so select the name that you are looking for from the dropdown that will appear once you start typing.

Note: For display purposes, only add people to the block that have images (preferably portrait).

4. Use the crossbow icon to drag and drop your People into the desired order.
5. Check the **Publish** checkbox for each person that you want to display and hit the **Save Queue** button to save.

Creating & Managing Pages

What is a Page?

Pages are meant for areas of your site that are static, like an “About Us” page. They are designed for areas of your site that do not have content dynamically flowing into them. Examples of pages that you may create:

- About Us
- Privacy Policy
- EEO Public File

How are Pages different from Posts and Platform pages?

Think of Pages as the backbone of your site structure. While they are normally only linked to in the footer and main navigation of your site, Pages provide information about your station and other non-news topics. On the other hand, Posts are featured in several places on your site, including Category pages, your homepage and your news river. Consider posts the real bulk of your website, as you should be creating or publishing several news posts per day.

While Platform pages allowed open HTML to create custom layouts, Pages in Core Publisher have a specific layout and format for uniformity and clearer communication.

How do I create a Page?

To create a Page:

1. Select the **Add Content** option in your top grey admin menu and click on the **Page** link.
2. Enter the title for your page in the **Title** field. The title will appear on the page, so make sure that it is concise and descriptive. For example, if you were creating a page that contains your station's contact information, you may want to title the page "Contact Us" or "WXYZ Contact Information."
3. Add text, links and images in the **Body** field. To add an image in your post text, place your cursor where you want the image to go, then select the **Add/Edit Image** icon from the far right side of your WYSIWYG editor. Either upload an image from your computer, or search your media library for an image. Once you have selected your image, click on it to and hit the Submit button to add it to your page. Fill in the caption and citation fields. It is important to cite the source of your images. Your image will appear where you put your cursor (with the caption and credits under it.)
4. In the **Page assets** section, you can add a photo slideshow to your page. To add an image slideshow to your post, click on the **Select Media** button. You can upload an image from your computer to the page, which will also add it to your image library. If you are looking for an image that you have previously uploaded to your library, select the **Library** tab or the **Browse Images** tab, where you can search your library for the image. Once you have selected the image that you want to use, enter the caption and citation. To create a slideshow, click on the **Add another item** button to add multiple images.
5. Under Page assets, you also have the option to upload a PDF from your computer to your page. PDFs will appear as attachments at the bottom of the page.

6. If you want to hide the right sidebar/right rail on your page, which you may want to do if you plan to display large iFrames, check the **Display this page as full-width** checkbox.
7. Hit the **Save page** button to publish your page.

How do I edit a Page?

When you are logged in to Core Publisher, you will see View and Edit tabs for each piece of content. Go to the Page that you want to edit and select the Edit tab. Once you have made your changes, re-save the Page.

Setting up Site Navigation: the Flexi-Menu

How is my main menu navigation set up?

You can build your menu using the **Flexi Menu** tablequeue, which serves as your site navigation.

What links should go in my Flexi Menu?

Your Flexi Menu navigation should reflect your online strategy. Adding links to your program pages, schedules and support/pledge resources will allow your web visitors to easily connect to the information that they may be coming to your site for.

You should also add links to content topics that your visitors are likely to be more interested in using **Topic Pages** and **Category Pages**. Please note that any changes that you make to your Flexi Menu will not be reflected on your Events, Composer and Quick Pledge pitch pages. You will have to submit a request to have these legacy page navigations updated.

How do I add links to, or edit, my Flexi Menu?

To navigate to your Flexi Menu, select the **Manage Queues** option from your top admin tools menu and select **Flexi Menu** from the bulleted list. Follow the steps below to manage the links in your Flexi Menu:

1. In the **Title** field, enter the menu option that you want to add. This is what will show up in your Flexi Menu, so it should be short and descriptive. For example, if you want to add link to a list of all of your programs, “Programs” is an effective title. However, “Programs List” or “All Programs” may be too long. If you want to create a link to your pledge and membership links, you may want to use “Support Us”, “Pledge” or “Ways to Support” as a title instead of “Pledge and Membership”.

2. In the **URL** field, enter the full URL of the page that you are linking to. If you are linking to a webpage in Core Publisher, you can use the Relative Link (ex: <http://www.wtst.org/content/tiny-desk> becomes /content/tiny-desk)
3. Check the **Display** checkbox to display the link in your menu.
4. You can create hierarchies in your menu by selecting the crossbow icon and nudging fields to the right, so that they are under main headers. Use the crossbow icon to drag and drop your menu items into the desired order as well.
5. To add more fields to your menu, enter the number of desired rows in the **Number of rows** field and select Rebuild.
6. Hit the **Save Queue** button to save.

Setting up Site Navigation: the Flexi-Footer

How is my footer set up?

You can build your footer using the **Flexi Footer** tablequeue.

What links should go in my Flexi Footer?

Your Flexi Footer should contain links to Category pages, as well as links to station streams, support pages and other popular programs and initiatives at your station.

Please note, though, that any changes you make to your Flexi Footer will not be reflected on your Events and Composer pages. You will have to submit a request to have these legacy page footer updated.

How do I add links to, or edit, my Flexi Footer?

To navigate to your Flexi Menu, select the **Manage Queues** option from your top admin tools menu and select **Flexi Footer** from the bulleted list. Follow the steps below to manage the links in your Flexi Footer:

1. Make sure that the **Activate the Flexi Footer block** checkbox is checked. If this box is unchecked when you save, your Flexi Footer will not show up.
2. In the **Text** field, enter the name of the link that you want to add. As this will appear in your footer, it should include words that your visitors are scanning your site for. For example, if you want to add a link to your Arts and Culture category page, your footer text should be “Arts and Culture.”
3. You can create hierarchies in your menu by selecting the crossbow icon and nudging fields to the right, so that they are under main headers. Use the crossbow icon to drag and drop your menu items into the desired order as well.

4. In the **URL** field, enter the full URL of the page that you are linking to. If you are linking to a webpage in Core Publisher, you can use the Relative Link (ex: <http://www.wtst.org/content/tiny-desk> becomes /content/tiny-desk). URLs are not required for footer options.
5. Check the **New Window** checkbox for links that you want to open in a new tab when clicked. Reserve this for your Listen Live links and any links that will take your web visitors away from your site.
6. The **Column** dropdown allows you to select which of your three columns your header and sub-headers will be displayed in.
7. Check the **Display** checkbox to display the link in your menu.
8. To add more fields to your menu, enter the number of desired rows in the **Number of rows** field and select Rebuild.
9. Hit the **Save Queue** button to save. You can also preview your footer by clicking on the **Preview** button.

Creating & Managing Programs

What Programs should I create?

You can create a **Program** in Core Publisher for each program that you currently air on your station. For reference, you can see a list of your programs (pulled from Composer, where applicable) on your Program Guide at [http://\[yourwebsiteURL\]/schedule](http://[yourwebsiteURL]/schedule).

Do I have to do anything to my Composer site to create Programs in Core Publisher?

You should clean up any conflicts with your Composer program guide before creating programs because program information is pulled from Composer.

A conflict lets you know that 2+ programs are overlapping or were scheduled for the same time. To resolve a conflict, you can do one of two things:

- Edit icon and change the program's end date to a date in the past.
- Ignore it if it's a Temporary Edit (if it's only for one day or time period).

What data is displayed on a Program page?

At the top of a Program page, web visitors can read program information, including air days and times, hosts (which link to their People pages), a program description and the program category, as well as a program logo (when added).

Under the program description, the most recent playlist for the program is displayed. This information is pulled directly from Composer.

Under the playlists (or under the description if there is no playlist, like with a news program), web visitors will see a mini-river of the most recent posts that are affiliated with the program.

Where do my program pages “live”?

Your programs are listed in tabs by genre on your Program Page at [http://\[yourwebsiteURL\]/programs](http://[yourwebsiteURL]/programs). You can add links to your program pages to your Flexi Menu, Sticky Strip and Skyboxes to promote different programs or genre lists.

How do I create a Program?

For each program you want to create, gather the following information:

- Basic program description (1-2 paragraphs)
- Time and days that the program airs on your station
- Names of all hosts (each local host should have a People page)
- Program logo

To create a Program:

1. Select the **Add Content** option in your top grey admin menu and click on the **Program** link.
2. Choose the program that you want to add from the **Import program information** list, which contains all of your programs from Composer. If you have multiple streams or stations, they will all show up on this dropdown list, so make sure that you are selecting the correct program.
3. When you click on your desired program from the Import program information list, you should see an event, which includes the title of the program, a number in a set of brackets, and the scheduling information. If there are multiple instances of the same program airing at different times on the same station or stream, you will have to select the correct one from the list.
4. Once you select the program, the **Program Name** and **Medium** fields will be automatically completed.
5. Select a **Genre** for your program. This will assist with categorizing on your site’s list of all programs.
6. The **When does it air?** field is a human-readable field that you create. If you have a program that airs from 11am-noon on weekdays, you would enter the following text into this field: *Weekday mornings from 11am – noon*

7. Add text and links with some formatting (bold, italicized, bulleted and numbered lists, etc) in the **Description** field.
8. When you import the program from Composer, the host will be added to the **Enter host name(s)** field. If your host has a Person page, remove them from that field and add them to the **Enter host name:** field.
9. Under **Customize station podcast for external players**, you can customize default the title, description and logo that will appear in external podcast players, like iTunes.
10. Any image or Program logo that you add from your **Image Gallery** will display at the top of your Program page.
11. If you are adding a program that has audio and a podcast stored outside of Core Publisher, add that podcast URL in the **External Podcast URL** field.
12. Do not edit the information in the **Database information** field. These IDs are required so that your program will connect with Composer.
13. Hit the **Save program** button to save your program.

Managing Podcasts

What is a podcast?

A **podcast** is a way to deliver a dynamic feed of audio files via the Internet in an episodic fashion using RSS. You can subscribe to a podcast so it automatically updates when new audio arrives.

How are podcasts created in Core Publisher and where are they displayed?

Podcasts are automatically created for each Program, Category, Person, Tag and Topic that has posts with audio that is ingested into the NPR API. When you add audio from your library or computer to an inline player, or in a player at the top of a post that is ingested in the API, the audio is added to the podcast.

You can also add podcasts from other sites to your podcast/RSS page, located at [http://\[yourwebsiteURL\]/rss](http://[yourwebsiteURL]/rss).

Besides the podcast/RSS page, your podcasts are also displayed in the **Podcast & RSS Feeds block** in the right rail.

How do I add a podcast to my podcast list?

For each podcast you want to add to your podcast page, gather:

- Title of your podcast
- Short description of your podcast (3-5 sentences)
- Podcast and RSS links

To add a program to your podcast list, you will need the podcast link. You can get this link from the Podcasts & RSS Feeds section in your right rail.

To get the podcast link:

1. Click on the Podcast icon in the **Podcasts & RSS Feeds** section of your right rail. This will open to two options: “Use iTunes” and “Use a different player”.
2. Use your mouse to right click on **Use a different player**.
3. Select “Copy Link address” to copy the URL of your podcast.

To add a new podcast or edit a podcast on your Podcast & RSS Feeds page, you must first navigate to your podcast admin. Select the **Manage Queues** option from your top admin tools menu and select **Podcasts and RSS Feeds** from the bulleted list. Follow the steps below to add a new podcast:

1. At the bottom of the page, add a new row and select **Rebuild**. This will add a new empty row to the bottom on the page.
2. Enter the title of your podcast in the **Title** field. The title should be the title of the program or topic/category affiliated with the audio.
3. Enter the URLs for the RSS, Podcast (iTunes) and Another Player URL. When adding URLs, enter the complete URL beginning with http://, https:// or itpc://. You do not have to have a URL for each field.
4. Add a text description of your podcast. You cannot format text in this block.
5. Check the **Enable** checkbox to display your podcast on your podcast page.
6. Hit the **Save Queue** button.

Creating Posts

What is a Post?

A Post is a story or piece of content that includes text and/or video, images and audio. It is a basic building block for creating content on your site. You will create posts when publishing everything from news articles to stations news and event promos.

Posts are designed to be fluid & dynamic, and can be associated with Programs, Categories, Tags, Topics and People.

There are several main parts of a Post –

Slug: The Slug is a min-headline for your Post. It is displayed in smaller bold text above your headline, and can be used to draw people’s attention when scanning your homepage or news river.

Byline: The Byline links to the corresponding People page for the person who published the post. You can have multiple people in your Byline and add contributors who do not have People on your site by using the plain text byline field.

AddThis block: Giving your users the ability to easily share posts from your site on their online networks, like Twitter, Facebook and Google+, and email, can lead to more unique visitors to your site. The AddThis block also displays the number of comments that each post has. This block is automatically generated in Core Publisher.

Images: Any images that you upload will be resized and displayed either at the top of your post on inline in your text. Web visitors can browse through multiple images in a slideshow by clicking on the *Images # of #link* under the main image.

Post body: The Post body is where main the text, images and links that you enter are displayed.

Tags: Tags have multiple purposes on a post. Not only are they helpful for search engine optimization and make it easier for web visitors to search your site for content, each tag links to a page containing all posts with that tag.

Related Programs and Content: To encourage your web visitors to visit other pages and posts on your site, add links to related programs and posts at the bottom of your post page.

Comments: Disqus is an online tool that provides a space for web visitors to comment on your posts and discuss topics with your online community.

How do I create a Post?

When creating a post, first select the **Add Content** option from the top administrator menu. Select **Post** from the list of content types.

Create a headline for your post. The **Headline** is a plain text (no hyperlinks or HTML) title of your news story. There are five steps to creating a great web headline:

1. Identify the interesting aspects of your story that will draw readers.
2. Identify active verbs.

3. Identify relevant words and information that your web visitors care about and need to know. These include proper nouns like names and places and specific neighborhoods (for local news).
4. Make sure that your headline delivers “the three Ps”:
 - **Parsability:** Good headlines are easy to understand, and provide a description of the story without additional context.
 - **Promise:** Headlines should offer the reader the opportunity to get more from the story than just the headline.

Example: The headline “VIDEO: 100-Year-Old Man Finishes Toronto Marathon” promises that there will be a video accompanying the article.

Example: The headline “How one local startup approached Buffalo's Venture Forum” promises to provide information specifically about what the title says.

- **Proper Nouns:** Using proper nouns in the headline helps with search engine optimization, as well as makes it easier for those scanning your site to find what they are looking for.
- Example: Using “President Obama” vs. “the president” or “West Philadelphia” vs the term “Local”
5. Try to make your headlines tweetable, where possible. Use eye-catching phrasing and keep your headlines close to or under 100 characters to make your posts easily sharable on social media networks, like Twitter (which only allows tweets of 140 characters).

There are two ways to add bylines to your posts. Either you can add a **Core Publisher Person** to your byline, or you can add a name of a contributor in plain text.

Bylines associated with a Core Publisher Person will link to the People page of the person who contributed to the post. People pages contain bio and contact info for that person, as well as a river of all posts that they have posted or contributed to.

You can also add authors to your post who have not been added to Core Publisher. This is most helpful in situations where you have contributors who are interns or guest writers. The authors will appear as non-clickable text links in the byline area.

Regardless of what type of authors you plan to add to your byline, you can type their name(s) into the **Bylines** field, located under the **Headline** field.

If you are adding a Core Publisher Person, you will see their name appear as an auto-complete option once you have started typing their name. Select the name from the auto-complete dropdown to link the author to their Person page.

If you are adding a non-Core Publisher person, you can simply type their name in the **Byline** field.

If you do not add a byline to your post, your username will be in the byline. This is not advisable, so make sure to add a byline to your post.

Select a **Category** for your post from the dropdown list. This will determine on which of your Category pages your post will appear. Once you pick a Category for your Post, that term will be automatically assigned as your **Slug**. You can, however, change the text of your Slug to better fit the content of your post.

Think of the Slug as a “mini-headline” for your post. While it is not the main title, it should serve as a quick description of the focus of the post for the web visitors who are just scanning your content. Good Slugs have three characteristics:

1. They are short (one to three words).
2. They are eye-catching.
3. They are descriptive without repeating the same words used in the title.

Example:

Headline – “More students opting out of flu vaccinations”

Weak Slug – News

Strong Slug – Child Vaccines

Example:

Headline – “Green Light for Red Line Service on Friday and Saturday Nights”

Weak Slug – Red Line Service

Strong Slug – Public Transit

Add the copy of your post to the Body field. Use the WYSIWYG editor to format your text and add lists and hyperlinks. You can also add your inline images, audio players and pull quotes in the text editor.

There are two ways to add text to the Body field – typing directly into the WYSIWYG editor, or pasting your text from a text editor like Microsoft Word.

Note: If you create your text in a text editor and paste it into the Body field, you must erase the stray formatting code from the text editor before adding it to your Post to avoid any issues with formatting. To do so, copy and paste your text into an editor like Notepad to break the formatting, then paste into the Body field and restore formatting.

Adding images and audio to your post creates a multimedia experience that will convert your first-time web visitors into subscribers who will visit your site often. Think of media as the essential icing on your content cake.

There are several options for adding an image to a post. You can add a main image or image slideshow to the top of your posts, and you can add images inline in your post text.

To add an image slideshow or main image to your post, click on the **Show Slide Show** option in blue text above the WYSIWYG text editor. You can upload images from your computer to the post, which will also add it to your image library. If you are looking for an image that you have previously uploaded to your library, select the **Library** tab or the **Browse Images** tab, where

you can search your library for the image. To add multiple images to your slide show, select the **Add another item** option to upload or select another image from your library.

To add an image in your post text, place your cursor where you want the image to go, then select the **Image** icon from the far right side of your WYSIWYG editor. Either upload an image from your computer, or search your media library for an image. You can choose to have your image align to the right side of the text, or, for images in landscape orientation, appear as centered across the width of the post.

Once you have selected your image, click on it to and hit the Submit button to add it to your post. Fill in the caption and citation fields. It is important to cite the source of your images. Your image will appear either under the headline of your post, or where you put your cursor (depending on which of the above options you chose) with the caption and credits under it. Please note: the information that you add to the credit and agency fields will be stored with the image, and will display if you re-use the image on another post. However, the caption will only display on the post where it was originally added.

Here are some tips for selecting and using images effectively on your posts:

- Keep your images fresh and eye-catching. Repeating the same image, unless it is tied to a news series, can discourage visitors from reading your posts.
- Consider how someone reading your post will attempt to tie the image that you use to the story that you are telling. Avoid images that have “too little context,” like generic images of people shaking hands or sitting at a table together talking.
- Use captions to add extra context to your story through your images.
- Credits are required for all images.

Adding audio to a post is very similar to the above outlines steps for adding an image. Click on the **Audio** icon (located next to the **Image** icon on the far right side of your WYSIWYG editor) and either upload a new file from your computer, or select a previously uploaded file from your library. Audio files are displayed as audio players in your post.

Your audio files must meet the follow requirements to be uploaded into Core Publisher successfully:

- File Size can't be larger than 75Mb
- Must be a mp3 file
- Sampling Rate = 44.1kHz
- Bit Rate = 64 kbps mono or 128 kbps joint stereo

Adding a pullquote to a post provides a visual anchor for web visitors who are browsing your posts for information and helps to emphasize the focus of the news story. To create a pullquote in your post, click on the **Pullquote** button in the WYSIWYG editor (the icon located at the far right, next to the **Audio** button). Enter the text that you would like use display as a pullquote and select whether you would like the text to align to the right of the post or stretched across the entire width of the post text. Hit **Submit** button to continue.

Tag your post with multiple descriptive **Tags**, separating each with a comma. When you are typing in the **Tags** field, you will notice that, if you have entered the tag before, it will appear in an auto-complete dropdown. Select your tag from that dropdown list to ensure that you do not create duplicate tags.

A tag can be a word, proper noun or phrase. Tags have several uses on your site:

- They are crawled by Google, so the better your tags are, the more your site will be search engine optimized.
- They are used to create **Topic pages**.
- Terms that you tag your post with appear at the bottom of each post, and link to a dynamic aggregate page of all posts with that tag.

Here are a few tips for effectively using and managing your tags:

- Develop guidelines with your team around what tags you are going to use for common topics for better organization.
- Consider what people will be searching for online when creating tags.

Example:

Headline – “Bonham Warrior football All-District Selections”

Weak Tag – Bonham

Strong Tags – Bonham Warriors, Bonham High School, High School Football

Example:

Headline – “A local perspective on new district lines in Texas”

Weak Tags – Ralph Hall, Bob Deull, Dan Flynn (names of state senators with affected district lines)

Strong Tags – North Texas, District lines, San Antonio, May primaries

- Groom tags regularly. Tags are case-sensitive and spelling matters when adding tags to a post. In addition, multiple tags for the same topic will not be automatically consolidate into one tag, so make sure to manually organize your tags to easily connect your web visitors with more content and drive traffic to other parts of your site.

Example:

“President” is not the same as “president”, “President Obama” or “Obama”. Your team should decide which tag(s) should be used on posts that are referring to the President, and only use those.

Adding Related Content to your post connects readers to other posts on your site that they may be interested in, based on the content of the post that you are creating. It also encourages your online visitors to explore your site’s content. You can add both related posts, programs and topics to a post.

For example, if you are writing a post about the start of the construction of a new local dam, you could add links to other posts that you have published in past about community action groups reacting to the approval of the contract and the development of the building plan. The posts will show up at the bottom of the post page in a horizontally scrollable bar with images, headlines and links to the full post page.

There are two ways to add related content to your post –using tags or manually.

If you have tagged your post using tags that you have used on other posts in the past, Core Publisher will automatically list the five most recently edited posts with that tag. You can then select the **Add** button next to each post that you would like to display in your related content section of your post.

To manually add related posts to a post that you are creating, in the **Enter a headline or keywords:** section, start to type keywords or the title of the post in the auto-complete field. You have to allow the field to auto-complete and select the title of the post that you want to add from the dropdown. Click the **Add another item** button to add multiple related posts. To reorder the posts, drag and drop them using the crossbow icon.

You can also add related programs to a post. Using the earlier example about the post related to the building of a new local dam, if you aired that story on your station’s Morning Edition program, you can add Morning Edition in the **Related Program(s):** section. Related Programs are displayed as links at the end of the post. Adding a program to a post also adds the post to the program’s **Core Publisher Program page**, which contains information about when the program airs, as well as a river of all related news posts.

Adding a related program is very similar to adding related content. Enter the name of the program under the **Related Program(s):** section in the auto-complete field.

The options under **Story Treatment** control how and where your post will appear on your site. Under **Story Placement**, you can choose whether you want your post to show up on your homepage by checking or un-checking the **Display on my homepage (desktop and mobile)** block. Note that this box is checked by default, so make sure to uncheck it if you do not want your post to appear on your homepage.

If you are using the Modular Homepage, use this checkbox to control whether or not your post will appear in your Local News block or just on your /news and Category pages. This is useful when you create non-news posts related to station news, like a new transmitter or job opportunity, or information about pledge gifts, but you only want that post to show up on a Topic or Category page.

There are three options under **Urgency** – Normal, Breaking and Developing. New posts are automatically set to “Normal,” and changing the Urgency will affect the color of the title post in the river of news found on aggregation pages, like Category and Topic pages. “Breaking” posts will be in red, and “Developing” will be blue. In most cases, you will leave the Urgency as “Normal”. Use the Urgency options to draw reader’s eyes to posts in your category pages and news feeds that have ongoing coverage. Think of breaking news as anything that a news station

would interrupt television or radio programming to share with people. Developing news normally refers to news that is breaking, but may also be updated throughout the day, like a court case ruling or new law being debated or signed.

Under **Story Treatment** options you will find **Story Settings**. **Sharing Settings** allow you to set whether or not you will share your post with the NPR API. Under **Push to NPR**, there are two options:

- **Keep post locally only** – Select this option if you do not want to share your post with the NPR API. The term “locally” here refers not to your local geographic location, but to your website URL.

For example, if you created a post that had audio or images that you do not have licensing to share with NPR and other member stations or podcast, you can keep the post locally and not share it with the API.

- **Push to NPR** – This is the default option for all posts. The option allows you to share you post with the NPR API.

To ensure that your posts are retrievable in case you forget or do not get a chance to save your work, Core Publisher automatically saves drafts of your posts every few minutes. However, if you want to save a draft of a post at any time, you can click on the **Save** button, located under the green **Publish** button on the right rail of the post form.

Drafts are saved to a list under the **Drafts** tab in your Content admin section. To navigate to your saved drafts to edit them:

1. Select **Find Content** from your top admin menu.
2. Select the **Drafts** tab.
3. Click on the title of the post that you want to edit.

Drafts are available only to the editor who created the post. If you need to share posts that you have created with other editors before they are published, or if you want to save your post to come back to later, click the **Save** button at the top of the post form. The post will show up in your site’s list of content as “unpublished” and be available to anyone logged into your site.

The last step to creating a post is to publish it, which will make it live on your site. To publish a post, click on the green **Publish** box at the top of the post form right rail. You can also opt to preview the post before publishing it by hitting the **Preview** button.

You can also schedule it to appear on your site on a future date and time. This is especially useful to keep your homepage fresh and relevant during weekends or a pledge drive, when your staff may not be able to dedicate a lot of time to creating new content.

To schedule a post, click into the **Schedule** field, located under **Save** and **Preview** options. This will trigger a calendar to appear. Select the date that you want your post to publish on, then

enter the time in military **HH:MM:SS** format. You will notice that the green **Publish** button is now a gold **Schedule** button. Click on this button to schedule your post.

Scheduled posts will listed in the **Scheduled** tab, where they can be edited before publishing. To navigate to your scheduled posts to edit them:

1. Select **Find Content** from your top admin menu.
2. Select the **Scheduled** tab.
3. Click on the edit link of the post that you want to edit.

Creating Webclips

What is a Web Clip?

Sometimes, you or your news staff may come across an article from another source (like Facebook, Twitter or word of mouth) that you want to highlight on your Core Publisher site. For example, your local television news station may be doing a series of stories on school reforms in your area that you didn't have the resources to cover. Or, you may enjoy a local blog's opinion piece on a new shopping mall opening in your area.

Instead of creating a post with a link to the article, you can create a **Web Clip**, which allows you to not only highlight external content, but also add lead-in text.

How do I create a Web Clip?

To create a Web Clip:

1. Select the **Add Content** option in your top grey admin menu and click on the **Web Clip** link.
2. Paste the full URL of the external article that you want to link to into the **Embed a URL** field.
3. In the **Title** field, enter an eye-catching title for your webclip. While this doesn't have to be the same as the original title of the article, it should be related to the topic of the post.
4. Add some **Lead in text** that gives the article context on your site, explains why you have shared this content with your audience, and describes the focus of the post.
5. Think of the **Via** as a "hat tip"/"ht" or "RT"/"retweet" on Twitter. The **Via Name** is the name of the source that referred you to the article, and the **Via URL** is the URL of the page where you came across the article. For example, if you were referred to the article via a local writer's blog, the Via Name would be writer's name and the Via URL would be the URL of their blog.
6. When you hit the **Embed** button, you will see a preview of what your webclip will look like on your site.

7. Check the **Display on the river?** checkbox to add your webclip to your homepage news river, local news block or mini-river.
8. Add a **Category** and **Tags** to your webclip to control where it is displayed on your site and hit **Save**.

Creating Topic Pages

What is a Topic and what is its purpose in Core Publisher?

A Topic is a way to gather posts on topics into one page using tags. A Topic Page can be used to highlight content in several situations, including:

- Ongoing topics (Elections, legislative changes)
- News Series on topics of interest
- Local hubs for neighborhoods/counties in your listening area

There are several components to a Topic page –

Custom title – Add a custom, eye-catching title to your Topic Page.

Custom images – You can add a custom image to your Topic Page. Use this space for custom logos/banners and effective photographs.

Page description – Add a description of what your topic page is about. You can add links and contact information to this section.

Posts with the tag(s) that you have selected for your topic page will be automatically added to your Topic page river. Pagination under the page description allows visitors to easily browse your content.

Your Topic Pages are like regular Core Publisher Pages. You will have to link to them in your Sticky Strip and Flexi Menu so that web visitors can get to them. You can also add them to the Related Content section of Posts.

How is a Topic Page different from a Category Page?

Topic Pages	Category Pages
Content is automatically added to page based on up to five tags.	Content is automatically added to page based on category.
Can have a custom title.	Cannot have a custom title.
Can have a custom description and image.	Cannot have a custom description and image.
Topics' meta descriptions, that is the copy displayed by search engines, is the custom description added to the topic.	Categories' meta descriptions, that is the copy displayed by search engines, is the category description added under "Manage Categories."

How do I create a new Topic?

To create a Topic page:

1. Select the **Add Content** option in your top grey admin menu and click on the **Topic** link on the Add Content page.
2. Add your title and description for your Topic page in the **Title** field.
3. In the **Body** field, enter a description for your Topic page. You can add links to other pages or external websites here as well.
4. Under **Topic assets**, add an image to your Topic page.
5. You can select up to five tags that will show up on your topic page.
Note: You must select at least one tag before saving or you will not be able to see your topic page and you will get a "maintenance mode" error message.

Creating & Managing Categories and Tags

What is a Category and how are Categories created?

Categories are like newspaper sections. They are a way to group content, making it easier for site visitors to browse your pages and find information. We often call Categories “aggregations”. Examples of categories that you may have on your site include:

- Arts & Culture
- Politics
- Local News
- Education

Your categories are originally imported from your previous site. You can also add new categories to your site at any time.

Where do Category pages live?

Categories are aggregations of posts and must be linked to in your Flexi Menu, Flexi Footer or Sticky Strip to be accessed.

What Categories should I have on my site?

Consider two things when creating categories:

1. What topics does your station focus on?
2. What topics are important to your listeners and web visitors?

Category pages are hubs of content that can be used to draw visitors to your site. Your categories should be subjects that you will be adding content to often that pertain to your station’s goals while fulfilling a need in your listening community.

How do I create a new Category?

To create a category:

1. Select the **Manage Categories** option from your top admin tools menu.
2. To add a new Category, first select **Add term**. If you want to edit a current category, click on its **edit** option.
3. In the **Name** field, enter the title of your new category. Your category title should be concise and descriptive. Consider using terms that people would use in a search engine when creating your categories. For example, if you wanted to create a category focusing on what is going on in the economy, “Economy” is a very effective title.

4. In the **Description** field, enter your Category page’s metadata. This could be something as simple as “News focusing on the state of the national and local economy, straight from Boston.” This text will be displayed in search engine results.
5. Make sure to select **news_blog_xxxx** from the **Parent Blog** section before saving your category.

What is a Tag and where to Tags live on my site?

Like Categories, **Tags** are used to group content. Each tag links to a page containing all posts with that tag. Every Tag that you add when creating a post is saved on your site. You can also manually add tags to your site.

Tags appear at the bottom of your published posts in the Tags section. Each Tag links to a **Tagged:** page that contains all posts with that same tag.

How do I create a new Tag?

Each time that you add a new tag to a post, it automatically creates that tag for future use on your site.

You can also manually create tags, for use with Topic pages or future use on posts. To create a tag:

1. Select the **Manage Tags** option from your top admin tools menu.
2. To add a new Tag, first select **Add term**. If you want to edit a current tag, click on its **edit** option.
3. In the **Name** field, enter the title of your new tag. The title should be concise and descriptive. Consider using terms that people would use in a search engine when creating your tags.
4. In the **Description** field, enter your Tagged: page’s metadata. This could be something as simple as “News focusing on the state of the national and local economy, straight from Boston.” This text will be displayed in search engine results.

Because tags are not “smart”, in that they are not case sensitive or recognize when duplicates are created, it can be very easy to create multiple duplicates of Tags on your site. For example, when writing posts about the presidential elections, your news posts may use all of the following similar tags: Election, election, elections, Elections

Creating Topic pages can be very difficult when you have multiple similar tags. To remove redundant tag entries and combine all posts with those tags under one “master” tag,

To merge tags in Core Publisher:

1. Select the **Manage Tags** option from your top admin tools menu.
2. Click on the **Merge** tab.
3. Select the two or more tags that you want to merge and hit the **Merge selected** button.

4. Select the tag that all terms will be merged into, or type a new term for all tags to be merged into.
5. Hit **Save**.

Using TableQueues to Highlight Content

What is a TableQueue?

A **TableQueue** is a term used to describe any queue of content that you create and display on your site. There are several **TableQueues** in Core Publisher that you can use to highlight your posts, programs and pages on your site, including:

- [Flexi Menu & Flexi Footer](#)
- [People Block](#)
- [Skyboxes](#)
- [Sticky Strip](#)
- [Featured Content](#)
- [Lead Stories](#)

All available TableQueues are listed both in the **Edit Queues** block on your Content page (the **Content** link on your top admin menu), and on the Content page **Manage Queues** tab.

Highlighting Content Using Skyboxes

Skyboxes are a set of three content blocks that appear at the top of your site under your main navigation. Each block can contain one piece of content, and displays the main image, Slug and headline or title of the post or page.

Any posts on your site, including posts from the API can be featured in a Skybox. We suggest using your Skyboxes to promote posts (preferably with images) that would be especially interesting to your web visitors or timely pieces. Also, make sure to keep this content fresh by replacing the stories in the Skyboxes with new ones regularly.

To add content to your Skyboxes:

1. Select the **Skybox** link from your list of queues on the Content admin page.
2. Check the **Activate the Skybox block** checkbox to display Skyboxes on your site. Uncheck this box to hide your Skyboxes.
3. Make sure that there are at least three fields under **Title** section. This is where you will be adding content to your Skyboxes. To add more rows to your queue, enter the number of desired rows in the **Number of rows** field and select **Rebuild**.

Note: You must have three pieces of content in the Skybox queue for it to display.

4. Enter the name of a piece of content (Post, Page, Program, Topic, etc.) in a blank field to add it to your Queue. Typing in a field activates the auto-complete function, which will generate a list of posts based on what you are typing. Select the piece of content that you want to add to the Queue from this list.
5. Make sure to check the **Display** check box for each piece of content that you want to show up on your site. Unchecking the **Display** box will hide your content, allowing you to queue it up for the future.
6. Use the crossed arrows to drag and drop your content into the desired order and hierarchy.
7. Hit the **Save Queue** button to save your Skyboxes.

Managing the Sticky Strip

The **Sticky Strip**, located under your main navigation and Skyboxes (where applicable), allows you to highlight specific topics and content in a ticker-tape styled list of links.

Any Post, Page, Topic or Tag can be featured on your Sticky Strip. We suggest using this area to highlight ongoing coverage, local breaking news (e.g. School Closings, Weather Emergencies), station news, or recurring series from your station or partners. As a best practice, you should list no more than five items in your Sticky Strip.

To add content to your Sticky Strip:

1. Select the **Sticky Strip** link from your list of queues on the Content admin page.
2. Check the **Activate the Sticky Strip block** checkbox to display the block on your site. Uncheck this box to hide the block.
3. Add a custom title to your Sticky Strip to the **Block header** field.
4. To add a link to a Tag page, add the tag to the auto-completing **Tag** field. Enter the text that will show up in the Sticky Strip in the **Title** field. Leave the **URL** field empty.
5. To add a link to a webpage, leave the **Tag** field empty. Enter the text that will show up in the Sticky Strip in the **Title** field. Enter the Relative Link of the page that you are linking to in the **URL** field. If you are linking to an external page, use the full URL.
6. Checking the **Hot** checkbox makes that Title stand out in your Sticky Strip by making it bold.
7. To add more rows to your queue, enter the number of desired rows in the **Number of rows** field and select **Rebuild**.
8. Make sure to check the **Display** check box for each piece of content that you want to show up on your site. Unchecking the **Display** box will hide your content, allowing you to queue it up for the future.
9. Use the crossed arrows to drag and drop your content into the desired order and hierarchy.
10. Hit the **Save Queue** button to save your Sticky Strip

Promoting Posts Using the Featured Content Block

The **Featured Content** block automatically rotates through four posts, displaying the main image and headline from each post. It is located under your Flexi-Menu and/or Sticky Strip.

Any posts on your site, including those from the NPR API, can be featured in the Featured Content block. All posts added to the Featured Content block must have images. For optimal display, the images should be 480x320, or they may be distorted. As with other content blocks, make sure to keep this content fresh by swapping old stories for newer ones regularly.

To add content to your Featured Content block:

1. Select the **Featured Content** link from your list of queues on the Content admin page.
2. Make sure that there are at least four fields under **Title** section. This is where you will be adding content to your Featured Content block. To add more rows to your queue, enter the number of desired rows in the **Number of rows** field and select **Rebuild**.

Note: You must have four pieces of content in the Featured Content queue for it to display.

3. Enter the name of a piece of content (Post, Page, Program, Topic, etc.) in a blank field to add it to your Queue. Typing in a field activates the auto-complete function, which will generate a list of posts based on what you are typing. Select the piece of content that you want to add to the Queue from this list.
4. Make sure to check the **Display** check box for each piece of content that you want to show up on your site. Unchecking the **Display** box will hide your content, allowing you to queue it up for the future.
5. Use the crossed arrows to drag and drop your content into the desired order and hierarchy.
6. Use the **Preview** button to see what your block will look like before saving it.
7. Hit the **Save Queue** button to save your Featured Content block.

Notice that there is no “Activate” checkbox for the Featured Content block. To deactivate this block:

- Uncheck all of your **Display** checkboxes, OR
- Remove it from the Top Region in your Homepage Layout Manager.

Featuring Posts Using the Lead Stories Block

The Lead Stories block displays either one or three stories with image, slug, header and mini-teaser (for top story). It lives in the same space as the Featured Content block. We suggest only using one of these two blocks at a time on your site.

When there are three posts in the Lead Stories block, the first story in the queue is featured with a larger image and headline, and a teaser of the post. However, when there is one post in the Lead Stories block, the title of the block changes to **Lead Story**. The teaser for the

post is also longer. Any posts on your site, including those retrieved from the NPR API, can be featured in the Lead Stories block.

To add content to your Featured Content block:

1. Select the **Lead Stories** link from your list of queues on the Content admin page.
2. Check the **Activate the Lead Stories block** checkbox to display this block on your site. Uncheck this box to hide it.
3. Make sure that there are at least three fields under **Title** section. This is where you will be adding content to your Lead Stories block. To add more rows to your queue, enter the number of desired rows in the **Number of rows** field and select **Rebuild**.

Note: You must promote either one or three stories at a time in the block.

4. Enter the name of a piece of content (Post, Page, Program, Topic, etc.) in a blank field to add it to your Queue. Typing in a field activates the auto-complete function, which will generate a list of posts based on what you are typing. Select the piece of content that you want to add to the Queue from this list.
5. Make sure to check the **Display** check box for each piece of content that you want to show up on your site. Unchecking the **Display** box will hide your content, allowing you to queue it up for the future.
6. Use the crossed arrows to drag and drop your content into the desired order and hierarchy.
7. Hit the **Save Queue** button to save your Lead Stories block.

Appendix

Finding Images for your Posts

Where can I find images for my posts?

Ideally, you should be using original images taken by your station staff for your posts. However, as that is not always possible, you can use **Creative Commons** photos from the Internet for your posts as well.

Creative Commons is a free to use diverse image collection that you can use to find images to enhance your content, as long as you respect citing and licensing. A Creative Commons license notes how you may use an artist's work on your website. There are four types of license: Attribution (by), Noncommercial (nc), No Derivative Works (nd) and Share-alike (sa).

At NPR.org, we use images that are either one of their license-types:

- Attribution (by) – meaning that you can use and edit image if you give the artist/photographer credit.
- Noncommercial (nc) – meaning that you can use and edit the image for noncommercial purposes only.

We do not use No Derivative Works (nd) because Core Publisher automatically crops uploaded photos, which goes against that license. Never use Share-alike (sa) photos, because that license gives that artist permission to use any image on NPR.org, which would violate your sharing agreement with NPR.

You can find Creative Commons images online on various websites. However, CreativeCommons.org and Flickr are among the most reliable sources for useable images.

How do I find Creative Commons images on Flickr?

1. Go to **<http://www.flickr.com>** and enter the term that you are searching for in the Search box. Select the **Search** option.
2. Select the **Advanced Search** option.
3. Check the “Only search within **Creative Commons**-licensed content” checkbox and hit **Search**.

How do I add online images to my posts?

It is very easy to add videos from YouTube, Vimeo and PBS Cove to your posts without using embed codes. The videos will appear in players in your post text body and can be played inside of the post without having to go to the host website.

1. Choose the video that you want to add to your post and copy the URL of the page (not the Embed code).
2. Paste the URL into your post body where you want it to show up.
3. Save your post. The video will show up on your post in a player.

Embedding a Video in a Post

How can I embed videos in my posts and pages?

While you cannot upload videos directly into Core Publisher, it is very simple to add videos from YouTube, Vimeo and PBS Cove to your pages and posts.

How do I add online videos to my posts and pages?

1. Search Vimeo (<http://vimeo.com/>), YouTube (<http://www.youtube.com/>) or PBS Video (<http://video.pbs.org/>) for a video to embed.
2. Choose the video that you want to add to your page and copy the **URL** (not the Embed code). Use your “partner” Cove links to have PBS videos show up with your station’s branding.
3. Paste the URL into your page or post body where you want it to display.

Submitting Podcasts

How do I submit my podcasts to iTunes?

Adding your podcast to iTunes makes it easier for your listeners and web visitors to subscribe and listen to your podcast from mobile devices, like laptops, cell phones and tablets. Submitting your podcast is free and simple, and can have a positive effect on your web traffic by drawing new visitors to your site.

To submit your podcast to iTunes:

- 1) Open iTunes on your computer.
- 2) Select **iTunes Store** from side menu.
- 3) Select **Podcasts** from the top Store menu.
- 4) Select **Submit a Podcast** from the Podcast Quick Links.
- 5) Go through the Podcast submission wizard.

Using Music Live Events with Core Publisher

What is Music Live Events?

Music Live Events (MLE) is a multimedia music platform that allows you to attractively display live streaming music events and videos from archived concerts on your site. You can choose which events to display on your site by pulling them from the NPR API, or “subscribe” to a Live Events API channel.

Where will my Live Events live on my site?

Your Live Events and Live Event channels will live on separate pages in Core Publisher. To promote them on your site, we suggest adding them to your main site navigation, Sticky Strip and Skyboxes. You can also promote upcoming events in Posts on your homepage.

How do I create a Music Live Event?

You can choose to either create a new event for a single concert, or create a channel based on an NPR Music category.

To pull a single concert or event onto your site using Music Live Events:

1. Select the **Add Content** option in your top grey admin menu and click on the **Live Event** link. Note: If you do not see the **Live Event** option on your **Add Content** page, please contact your Station Support Manager for assistance.
2. In the **Title** field, enter an eye-catching title for your event that will display on your site.
3. In the **NPR ID** field, enter the NPR API ID of the event from the event’s NPR page URL. For example, if the URL for the NPR.org page for a concert is *www.npr.org/2011/12/07/143262428/jeff-the-brotherhood-tiny-desk-concert*, the story ID is *143262428*.
4. Hit the **Save Live Event** button.

To create a channel of NPR Music events and concerts using Music Live Events:

1. Select the **Add Content** option in your top grey admin menu and click on the **Live Event** link. Note: If you do not see the **Live Event** option on your **Add Content** page, please contact your Station Support Manager for assistance.
2. In the **Title** field, enter an eye-catching title for your channel that will display on your site.

3. In the **NPR ID** field, enter the NPR API ID of the channel that you want to create based on one of the NPR Music categories below:
 - Live In Concert (AAA): 145307348
 - NPR Jazz Live: 144931957
 - NPR Classical Live: 144933426
 - Tiny Desk Concerts: 92071316
4. Hit the **Save Live Event** button.