



The Exonian

# The Exonian Web Guidelines

Written and compiled by Brandon Wang '15

## The Exonian Web

*The Exonian's* fourth web board redesigned *The Exonian's* website throughout 2012-2013 to meet the demands of a modern news organization and to reflect the growing capabilities of online publication. The new website was designed and developed by Brandon Wang '15, and was overseen by the Web Editors of the third and fourth boards, Sid Reddy '13 and Tyler Weitzman '14 respectively.

The new website replaced the previous website design on April 25, 2013. At that time, the previous website was archived to an accessible location.

For clarity and ease of convention, this document will refer to the new website as "The Exonian Web" and the previous website as "The Exonian Old". Where the differences may not clear, the new website is referred to as "The Exonian New".

## Accessing the website

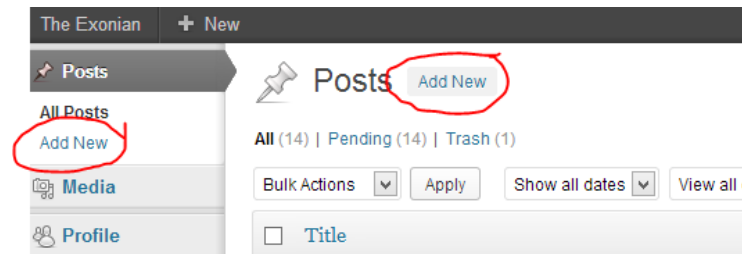
	Before April 25, 2013	After the transition
<i>The Exonian New</i>	<a href="http://theexonian.com/new/">http://theexonian.com/new/</a>	<a href="http://theexonian.com/">http://theexonian.com/</a>
– Control panel	<a href="http://theexonian.com/new/wp-admin/">http://theexonian.com/new/wp-admin/</a>	<a href="http://theexonian.com/wp-admin/">http://theexonian.com/wp-admin/</a>
<i>The Exonian Old</i>	<a href="http://theexonian.com/">http://theexonian.com/</a>	<a href="http://old.theexonian.com/">http://old.theexonian.com/</a>

(More on the next page.)

## Adding stories (section editors)

Adding stories to The Exonian Web is simple; within a workflow, the process will take about ~3 minutes per story (note that this does not include the addition of photos). In the control panel, stories and articles are referred to as “posts”.

To add a new story, click “Add New” under Posts – there are two ways to do this:



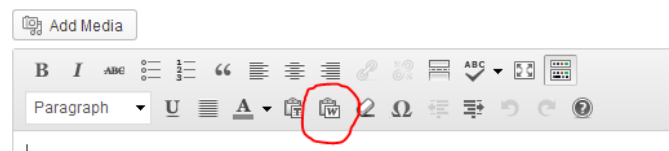
### Add the article first.

You should always add the content of the article before adding anything else. **Do not just copy-and-paste the article into the content field.** Instead, here's how you do it:

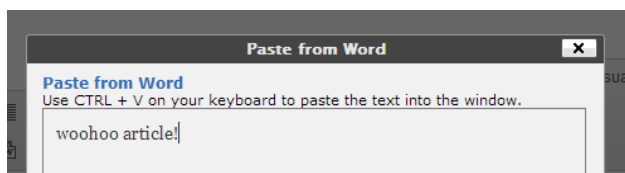
1. Open the newspaper file and place the article on your clipboard (Ctrl+C or Cmd+C).
2. If it's not already open, click on the Kitchen Sink button to open an expanded array of options:



3. Click on the Paste from Word button. This allows us to copy-and-paste the article contents directly from the document; it cleans up some formatting for you automatically:



4. Press Ctrl+V or Cmd+V to paste the article into the box provided, and then press Insert:



5. You should return to the previous screen, and the article should be in the large textbox provided.

**Briefly skim through the article and ensure that no formatting is mangled.**

- a. If there was a drop-cap, was the letter added back? If not, add it manually.
- b. Do the line breaks make sense? Is the piece broken into paragraphs?
- c. Is the article broken into multiple portions on the paper (i.e. continuations)? If so, ensure that the entirety of the article is present.

## Add important metadata.

Before you add additional information, you should add important metadata such as the column/type and the issue the article accompanies.

- **Title** (above article textbox): Enter the name of the article *as it is printed* on the newspaper.
  - Some articles feature particular persons or teams, and often those names are printed on a separate line. Be sure to include it before the title with a colon.
    - **Good:** “Abraham Lincoln: Superstar on the Field and in Class”
    - **Ambiguous:** “Superstar on the Field and in Class”
    - **Too short:** “Abraham Lincoln”
  - If the article title is shorter than four words, consider restructuring the article title.
- **Column:** To the right of the article, check the box that applies to the article (e.g. “Exeter Life”) in the Categories section.
  - Is this a front-page article? If so, check “Featured” – it will be displayed prominently on the front page of the website.
  - You can check more than one box. Be sure to only check boxes that are relevant.
- **Accompanying issue:** Under “Tags”, type in the date of the issue and press Add. Confirm that the tag appears beneath.

The screenshot shows two sections of a web form. The top section is titled 'Categories' and has two tabs: 'All Categories' and 'Most Used'. Under 'All Categories', there are five checkboxes: 'Exeter Life', 'Featured', 'Humor', 'News', and 'Opinion'. The bottom section is titled 'Tags' and contains a text input field, an 'Add' button, and a link that says 'Choose from the most used tags'.

- Format: “YYYY-MM-DD”. Example: “2013-04-18” for the April 18, 2013 issue. “2013-4-18” would be incorrect.
- Be sure you press Add when you are done.

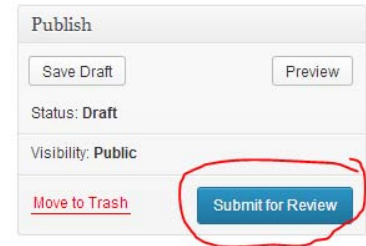
## Add the information accompanying the article.

Information accompanying the article is entered below the article textbox. Note the difference between “Title”, “Title – medium length”, and “Title – short length”.

- **Title – medium length:** Shorten the name of the article to around five to six words.
  - Often, the article title (“title”) fulfills the medium-length as well. If that’s the case, just copy it down – there’s no need to rewrite it.
    - **Good:** “Athletics Department Considers BMX Racing”
    - **Too long:** “Athletics Department Considers BMX Racing As New Offering”
    - **Too short:** “BMX Racing”
  - Shorter words, especially conjunctions, do not count for a full word. Words that are especially long should be used with caution.
- **Title – short length:** Shorten the name of the article to three words or less. The goal is to capture the real point of the article in as little as possible.
  - When we say three words or less, we mean it. With *rare* exception, stick to the requirement.
    - **Good:** “Gym Considers BMX”
    - **Good:** “BMX Considered”
    - **Too long:** “Athletics Department Considers BMX”
    - **Ambiguous:** “Athletics Department”
    - **Too short:** “BMX”
- **Read this! One sentence description:** In one complete sentence, capture the essence of the article.
  - This will never be used next to the article title (“title”) or the medium-length title – try to add some new information here, like a game score. Include a period at the end.

- This description should not be too long – around 10-15 words is a good bet.
- The goal for news articles is to provide a simple synopsis.
  - **Good:** “Barack Obama is determined to win after captaining the varsity baseball team for two years.”
  - **Too long:** “After a long and resounding career, Barack Obama is determined to continue Exeter’s winning tradition after captaining the varsity baseball team for two years.”
  - **Too short:** “Barack Obama wins.”
- For humor, opinion, or life articles where a synopsis would not be helpful (use your discretion), include the name of the author along with a short blurb.
  - **Good:** “George Washington warns us not to eat too much ice cream.”
  - **Good:** “Washington explains why he believes Exeter values math over English.”
  - **Do not make it wordy:** “Washington explains why she believes Exeter values mathematics more than English.”
  - **Too short:** “George Washington writes a humor article.”
  - **Ambiguous:** “You shouldn’t eat too much ice cream.”
- **Author or authors of article:** Type in the author(s) of the article, separated with commas.
  - **Good:** “Barack Obama, Abraham Lincoln”
  - **Do not include “and”:** “Barack Obama, John Doe, and Abraham Lincoln”
  - **Do not include year of graduation:** “Barack Obama ’15, Abraham Lincoln ’12”
  - **Do not include roles:** “Barack Obama (interview), John Doe (writing)”
- If there are more than three authors, group them – e.g. “The Exonian Editorial Board”.
- **Role of author or authors:** Type in the role/designations.
  - Be sure that you use plural when necessary.
    - **Good:** “Staff Writer” or “Staff Writers”
    - **Do not include more than one role:** “Staff and Assistant Writers”

- **Article highlights and Read more text:** Skip these fields; they require separate training.
- **Section editor for article:** Enter your own name; you will be credited for your work. Use the same notation as you did for Author(s).
- **Photo caption:** Photo editors use this field. See below.

A screenshot of a web interface titled "Publish". It contains two buttons: "Save Draft" and "Preview". Below these, it shows "Status: Draft" and "Visibility: Public". At the bottom, there are two buttons: "Move to Trash" (underlined in red) and "Submit for Review" (a solid blue button). The "Submit for Review" button is circled in red.

### Submit the article for review.

All articles uploaded by Section Editors must be approved by an operations director, technical director, or web editor. To submit the article for review, press the blue “Submit for Review” button on the right. This will make the article’s status “Pending Review”.

## Adding photographs (photo editors)

Adding photographs is simple.