



SOUTHEAST REGION **ONLINE NEWS**

an Online News syndication platform serving all units and public affairs officers around the Southeast Region.

Advanced User Tutorial

Welcome

This presentation will introduce you to advanced techniques for using the Southeast Region ONLINE NEWS syndicated newsfeed. The online news platform is used by public affairs officers in Civil Air Patrol's Southeast Region for self-publishing.

The following information assumes that you are already successful with using the syndicated news feed and are ready to make your articles more engaging.

SOUTHEAST REGION
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Introduction

The ONLINE NEWS system has been designed for use with Google Chrome, Apple Safari, and Microsoft Internet Explorer 11. Other software may produce unintended results.

User should be familiar with fundamentals of using the ONLINE NEWS system before proceeding.

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ONLINE NEWS

Introduction

This presentation serves as a follow-up to the New User tutorial which focuses on the fundamentals. The following topics are covered in this tutorial:

- Additional content
 - Images
 - Hypertext
 - Multi-media content
- Unit syndication
- Leveraging published content

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ONLINE NEWS

Topic I – Additional Content

The article's author may choose to include the following additional items to improve article:

- **Additional images** (A few select images)
- **Image Caption** (AP style)
- **Hypertext** (Use article text as link)
- **Multi-media** (slideshow, video, graphics)

Images

Additional images are a great way to enhance a story and immerse the reader while keeping the article word count to a reasonable limit. This doesn't mean a photo album, rather the addition of two or three images in addition to the article's primary image. Each image should be accompanied with an appropriate caption and photo credit.

Prepare all content prior to logging on. Use photo software to adjust brightness and contrast of each photo along with resolution and dimensions. The resolution should be set to 72 d.p.i. and the longest edge of the photo should be around 450 px.

The additional images are uploaded in the same fashion as the primary image. The image is previewed and then the copy and paste method is used to insert the image into the story body.

Uploading Images

Open “Image Uploader” applet. Follow instructions to upload image. Resize photo as necessary. Once uploaded, select (left click) on file name in list to highlight. Next, click on blue “Image Preview” button in bottom section of applet. Hover cursor over preview image and right click. Select “Copy image”. Place cursor in position where image is to be inserted into “Your Story” text box. Right click and select “Paste”. Add caption.

Click **green button** at bottom to save changes.

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ONLINE NEWS

Image URL

Image Instructions: You're encouraged to add an image to supports your article by clicking the image icon below. The image must be in good taste demonstrating the best qualities of the CAP.

Caution: If your photo does not upload successfully, it's TOO large. Resize your photo and upload again. DO NOT use outside links to display your photo since appearance can not be guaranteed.

 Click on the image icon to add a photo

Image Caption

Enter a description of the photo, if needed

You have **260** characters remaining

Start by opening
"Image Uploader" applet.
Left click on icon.

Follow Step 1
instructions to upload
additional images.

Image Uploader - Google Chrome

news.sercap.us/admin/f_manager.asp?gateway=ArticleImage

Image Uploader

Close

Step 1: Choose the image from your computer, then click the 'Upload' button.

WARNING: If your photo does not upload successfully, it is TOO large. Resize your photo and upload again. DO NOT use outside links to display your photo.

Choose File No file chosen

Upload

Step 2: Select your image from the list below by clicking on it.

- blank.gif
- _20180127_CLC-class.jpg
- EarlyBird.jpg
- _Rocketry2.jpg
- ec 2017 awards.jpeg
- _Venice (110 of 3)l2.jpg
- _Venice (111 of 3)l.jpg
- Venice (110 of 3)l.jpg

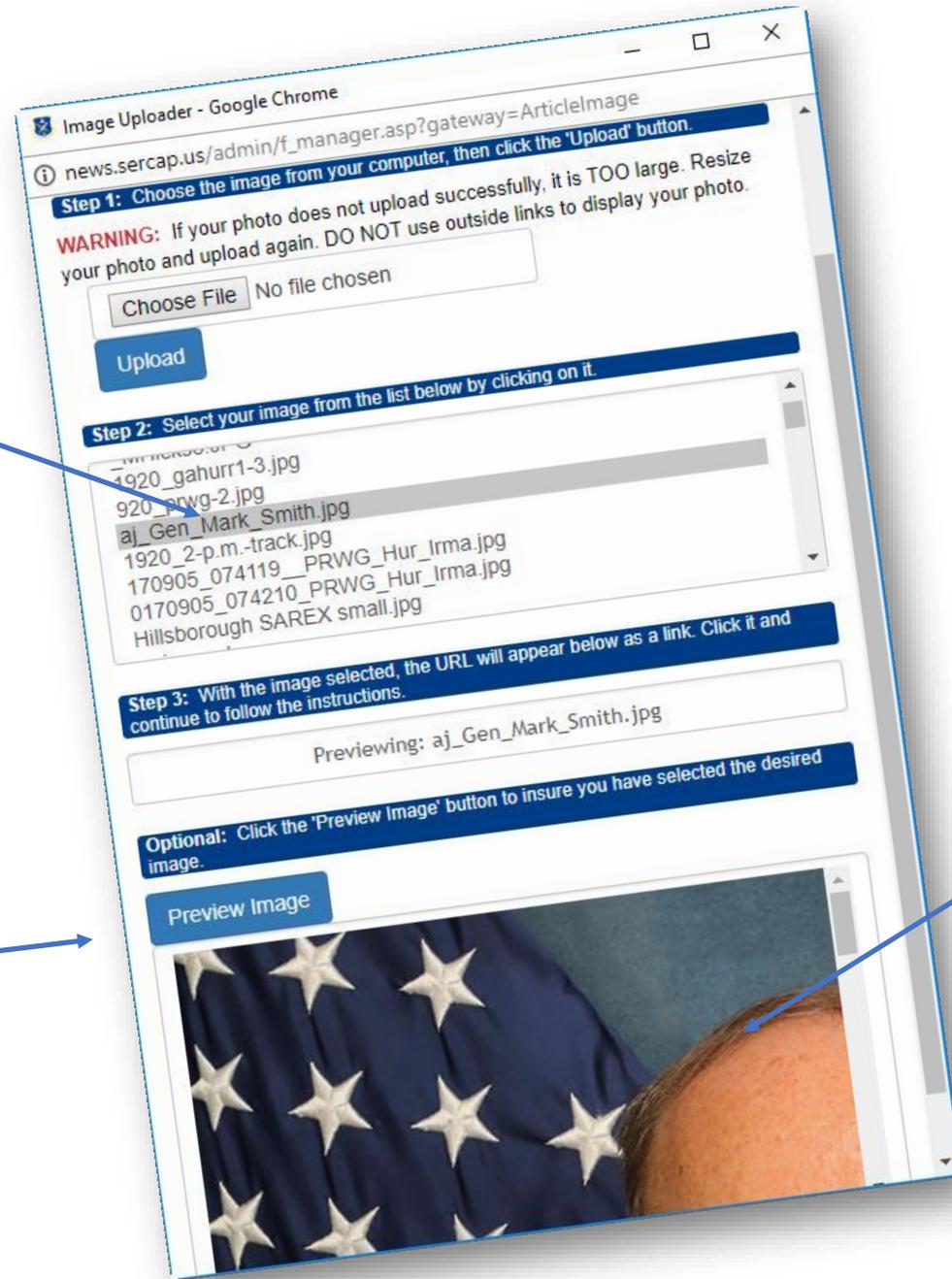
Step 3: With the image selected, the URL will appear below as a link. Click it and continue to follow the instructions.

Optional: Click the 'Preview Image' button to insure you have selected the desired image.

Preview Image

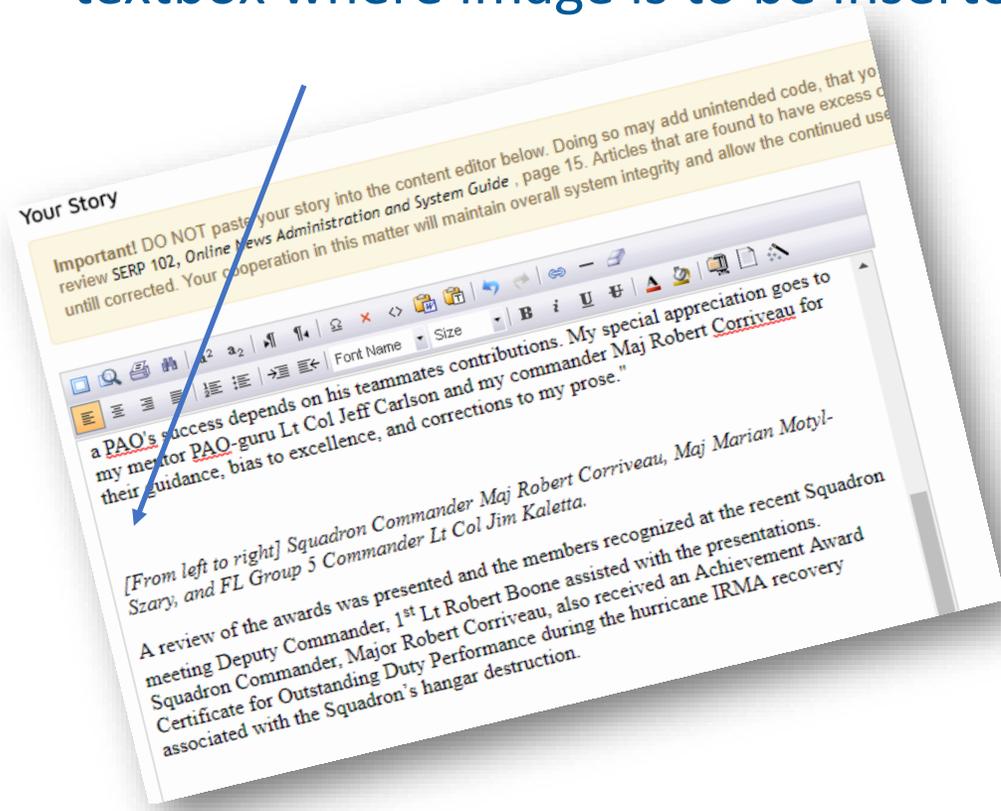
Step 2 - by selecting image name from list.

Step 3 - Left click blue "Image Preview" button.

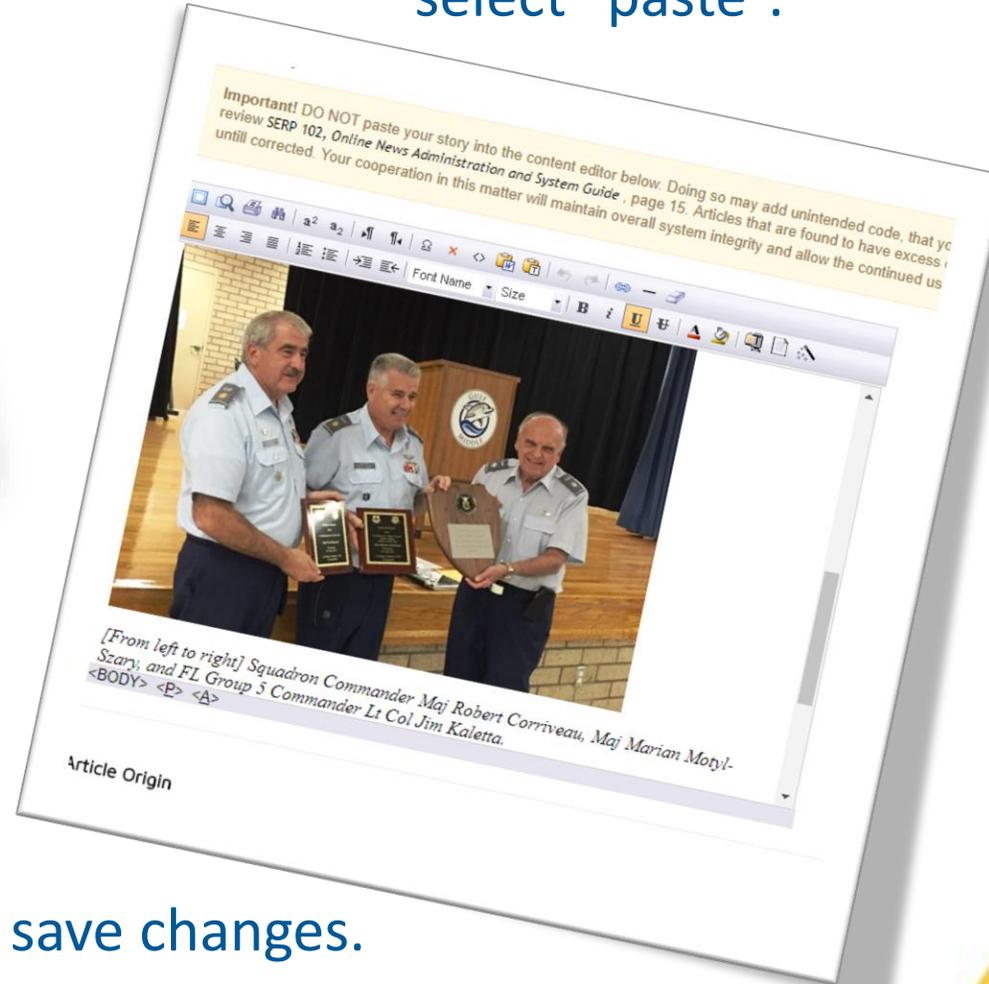


Step 4 - Hover cursor over preview image, right click, select "Copy Image".

Step 5 – Place cursor in “Your Story”
textbox where image is to be inserted.



Step 6 – right click,
select “paste”.



Finally, click on update button to save changes.

Update Article

Captions

All article images must have a caption, no longer than two concise sentences.

- The first sentence of the caption describes what the image shows, in the present tense, and states where and when the photo was made.
- The second sentence of the caption gives background on the news event or describes why the image is significant.

Include photo credit in parentheses. (Photo credit: name of photographer)

Hypertext

A hyperlink is an icon, image, text or graphic used in a document to provide a quick link to another place in the document or completely different document.

Keywords, names or phrases can be used as hypertext to point the reader to additional information. The text appears blue and underlined. As the cursor passes over the link, the arrow changes to a small hand with pointing finger.

These links give the reader more options for information.

Hypertext

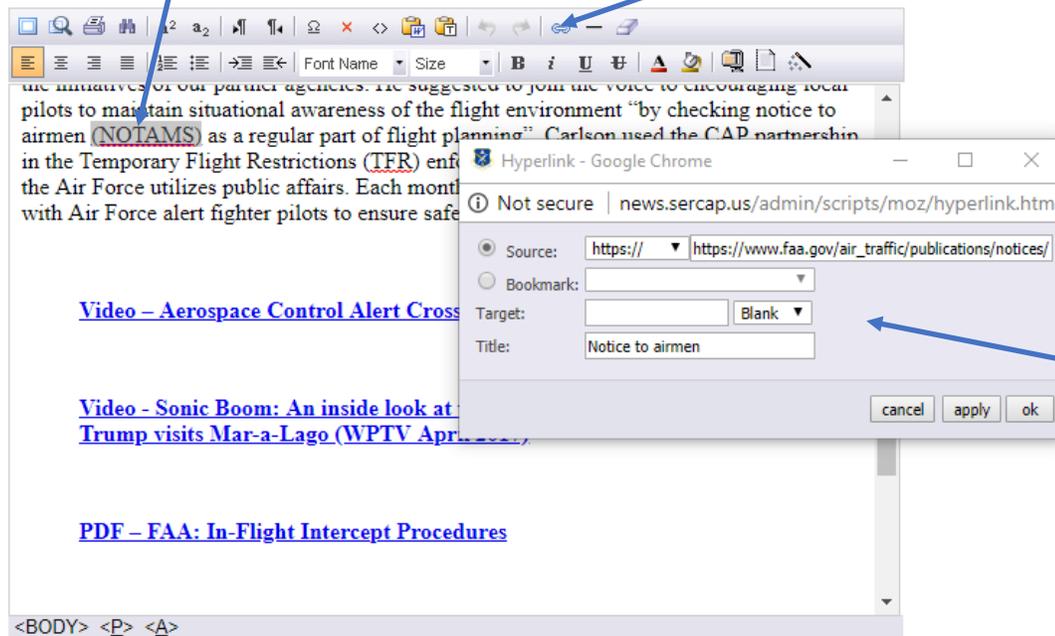
Studies have shown that readers begin to bailout around 250 words into an article unless there is something that captures their interest and compels them to keep reading. A good rule of thumb for online articles is around 500 words.

Good writing is concise and hyperlinks present the reader with options for additional information. A good option for a hyperlink is the unit web site. Add the link to the first mention of the home unit's name. Other units or higher-headquarters can be treated in the same manner. Additional links may include CAPNHQ web pages about awards and programs, partner agency webpages, online photo albums and related stories.

Step 1 – Highlight text.

Step 2 – Left click on “link” icon.

Important! DO NOT paste your story into the content editor below. Doing so may add unintended code, that you may not be able to see, result in formatting errors. For more information, review SERP 102, *Online News Administration and System Guide*, page 16. Articles that are found to have content from pasting may be unapproved by the Chief Editor or IT administration until corrected. Your cooperation in this matter will maintain overall system stability and allow the continued use of the content editor (WYSIWYG) below.



Step 3 – Paste web page URL into textbox in Hyperlink applet. Click OK.

Article Origin

Inserting Hyperlinks

Inserting Multi-media Content

A well crafted story will include a narrative and supporting media content. A typical CAP unit does not have a media server to host streaming content. It is a best practice to upload files to the unit's YouTube channel and then insert a hypertext link into the story body.

It is possible to modify page HTML coding to embed a video frame.

SOUTHEAST REGION
ONLINE NEWS

Inserting Multi-media Content

The screenshot shows a content editor interface. At the top, there is a text area with the following content:

forming errors. For more information, see SERP 102, Online News Administration and System Guide, page 15. Articles that are found to have been created from pasting may be unapproved by the system until corrected. Your cooperation in this matter will maintain overall and allow the continued use of the content editor.

Below this is a rich text editor with a toolbar. The text in the editor includes:

the initiatives of our partner agencies. He suggested to join the voice to encouraging local pilots to maintain situational awareness of the flight environment "by checking notice to airmen (NOTAMS) as a regular part of flight planning". Carlson used the CAP partnership in the Temporary Flight Restrictions (TFR) enforcement. The Air Force utilizes public affairs. Each month the Air Force utilizes public affairs. Each month with Air Force alert fighter pilots to ensure safe

Three hyperlinks are visible in the editor:

- [Video – Aerospace Control Alert Cross](#)
- [Video - Sonic Boom: An inside look at Trump visits Mar-a-Lago \(WPTV Apr...](#)
- [PDF – FAA: In-Flight Intercept Procedures](#)

A 'Hyperlink' dialog box is open over the text. It contains the following fields:

- Source:
- Bookmark:
- Target:
- Title:

Buttons for 'cancel', 'apply', and 'ok' are at the bottom of the dialog.

At the bottom of the editor, the text '<BODY> <P> <A>' is visible.

It is a best practice to upload files to the unit's YouTube channel and then insert a hypertext link into the story body.

Topic II – Unit Syndication

Unit(s) Syndication

ⓘ Instruction: Select all the appropriate units you wish the article to be syndicated to. Use the 'Ctrl' key for multiple selections.

Key for multiple selections.

Region Hq
Alabama Wing
Florida Wing
Florida Wing > Cadet Programs
Florida Wing > Group 1
Florida Wing > Group 2
Florida Wing > Group 3
Florida Wing > Group 4
Florida Wing > Group 5
Florida Wing > Group 6
Florida Wing > Group 7

The Southeast Region ONLINE NEWS syndicated news feed can be imbedded into a page on the local unit's website. The news feed helps to meet the CAP regulation requirement for maintaining current content. The update happens automatically when each story is published. The local feed can be filtered to show only local stories or it can include wing or region level articles.

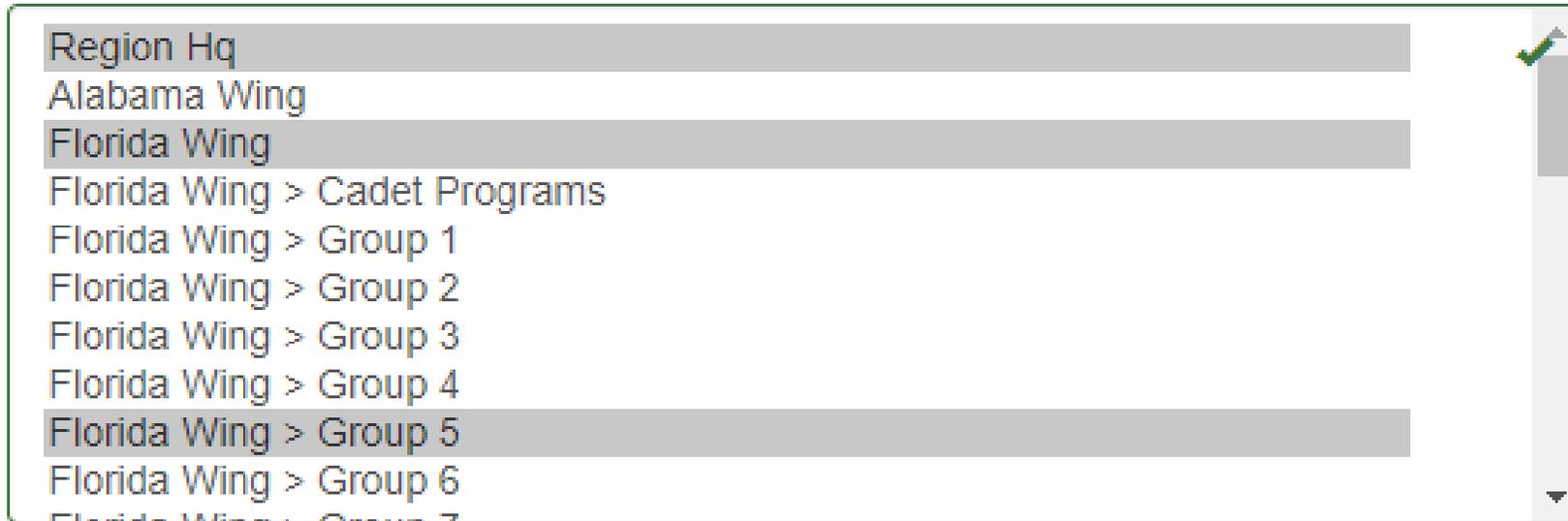
The syndicated news feed can be filtered to region, wing and/or group level.

The unit syndication of an article is determined by selecting hierarchy levels from the dropdown menu on the create article applet.

Follow instructions to select where you want your story to appear.

Unit(s) Syndication

 Instruction: Select all the appropriate units you wish the article to be syndicated to. Use the 'Ctrl' Key for multiple selections.



A screenshot of a dropdown menu for unit syndication. The menu is open, showing a list of units. The following units are selected, indicated by a grey background: Region Hq, Alabama Wing, Florida Wing, Florida Wing > Group 5. Other units in the list include Florida Wing > Cadet Programs, Florida Wing > Group 1, Florida Wing > Group 2, Florida Wing > Group 3, Florida Wing > Group 4, and Florida Wing > Group 6. A green checkmark icon is visible in the top right corner of the menu.

- Region Hq
- Alabama Wing
- Florida Wing
- Florida Wing > Cadet Programs
- Florida Wing > Group 1
- Florida Wing > Group 2
- Florida Wing > Group 3
- Florida Wing > Group 4
- Florida Wing > Group 5
- Florida Wing > Group 6
- Florida Wing > Group 7

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Florida Wing > Group 6
Florida Wing > Group 7

Authors should use care when selecting, highlighting all of the units in the dropdown menu defeats the purpose of the news feed feature.

If Group 1 has set their webpage feed to only display stories from within Group 1, it is important that other groups do not fill the Group 1 feed with stories.

Some stories are limited to a local focus and do not meet the needs of higher-headquarter public affairs. Author can select the local group only and still publish the stories.

Topic III – Leveraging Content

The ONLINE NEWS newsfeed helps PAOs get their stories distributed through self-publishing, this is only the start. The PAO can expand the reach of each story by distributing the article URL through other marketing channels such as social media and other electronic messages.

The article URL can be posted on the unit's Facebook page. The post will automatically populate with the primary image and article lede. The URL can also be inserted into a Twitter post, email message, text message,



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A complete user guide is available using the link below.

http://epublishing.sercap.us/systems/file_download.ashx?pg=123&ver=1