



*SOUTHEAST REGION*  
***ONLINE NEWS***

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

## **New User Tutorial**

# Welcome

This presentation will introduce you to one of a public affairs officers' most valuable tools, the Southeast Region ONLINE NEWS syndicated newsfeed. This is an online news platform for use by PAOs in Civil Air Patrol's Southeast Region for self-publishing.

The system allows PAOs to bypass traditional media to distribute their CAP news stories. Once published, the articles can be linked to a variety of marketing channels utilized by the unit including web site and social media account.

# Introduction

This presentation serves as a quick-guide to user fundamentals. A written user guide is available. The next few minutes will provide an introduction and overview of the three phases of publication;

- Preparing content for uploading
- Uploading content for review
- Approval & publishing process

# Introduction

**SOUTHEAST REGION  
ONLINE NEWS**  
an Online News syndication platform serving all units  
and public affair officers around the Southeast Region.

Author, Editor, Publisher and Administrative Login

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Remember Username

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[Forgot your password?](#)

**Important!** This system is best viewed in Chrome, Safari, or Internet Explorer 11 (or higher) browsers.

Each user must have unique logon credentials to access the system.

Established PAOs should contact their wing public affairs director or designee to receive personal logon credentials.

# Introduction

The ONLINE NEWS system has been tested and designed for the three most common browsers today: Google Chrome, Apple Safari, and Microsoft Internet Explorer 11. Keep in mind that other browsers or prior versions may produce unintended results.

Text input can be accomplished by copy and paste method utilizing a computer mouse and the menu displayed by right-clicking. It is important that the user is familiar with this method before proceeding.

All software has a learning curve, you will become more familiar with use. Many technologically challenged PAOs team-up with their unit's Information Technology Officer. The PAO creates the content and the ITO uploads the content to the Internet.

# Phase I - Preparing content

It is a best-practice to prepare all content prior to logging on. The system has a timed-out feature. If you take too long to upload your content, you may find that you have to restart the input process from the beginning.

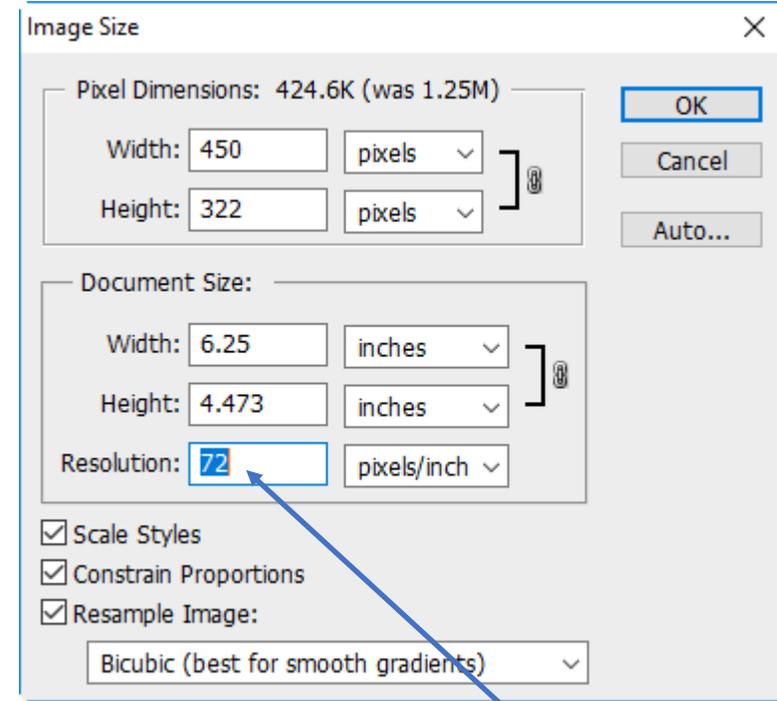
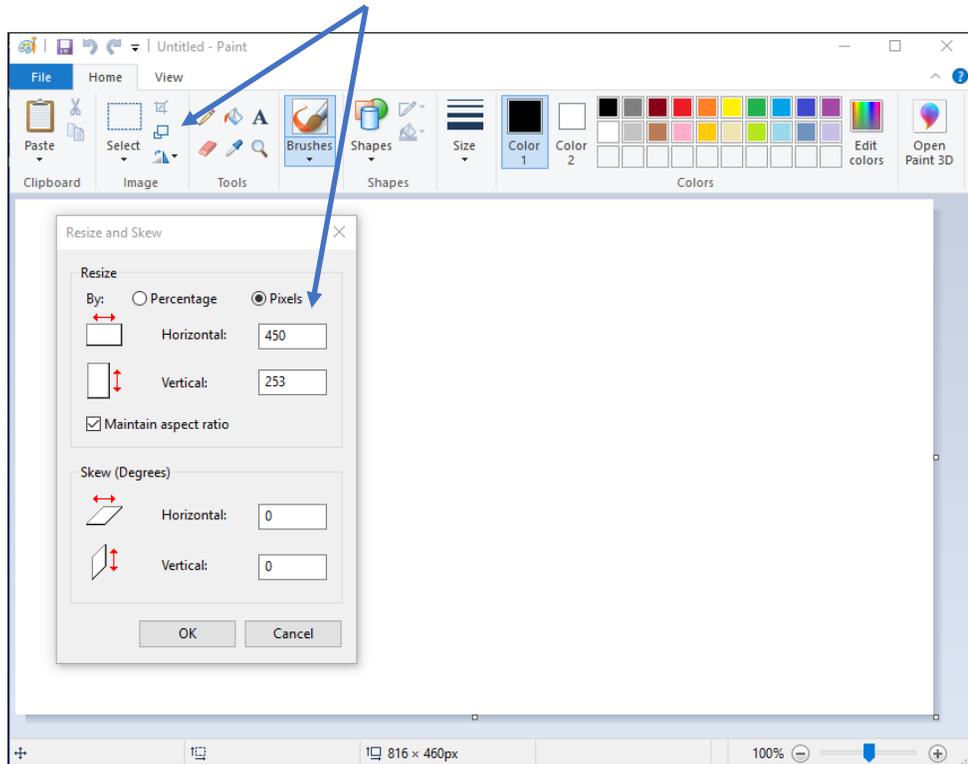
Use a word processing software such as MS Word to create your story. It is quicker to copy and then paste text from a word processing document into the article upload applet. In addition to story body, include the title, article summary, etc. to speed up process.

# Phase I - Preparing content

In addition, each article should include a minimum of one photo. Like writing, there are skills necessary to create images. Much of the work can be done in-camera. Many images need to have additional “post-production” adjustments to exposure, color balance, cropping, etc. There are many freeware and low cost options.

**IMPORTANT NOTE** - The system is sensitive to the file size of uploaded images. Use photo software to adjust resolution and dimensions of images. The resolution should be set to 72 d.p.i. and the longest edge of the photo should be around 450 px.

Most PCs come with Microsoft Paint that can be used to crop and adjust image size.



A more robust image editor may be needed to adjust resolution.

- Photoshop is the professional standard.
- GIMP is popular freeware.

The resolution should be set to 72 d.p.i. and the longest edge of the photo should be around 450 px.

# Phase I - Preparing content

Here is a list of what to prepare in your word processing document:

- **Article Title** (AP style)
- **Article Author** (Grade, Name, Duty position)
- **Author's Unit** (Formal name of unit, not charter number)
- **Location of story** (AP style dateline)
- **Summary of Article** (2-3 sentences that summarize story)
- **Image Caption** (AP style with photo credit)
- **Your Story** (body of article)

## Volunteers Utilize Professional Methods to Tell CAP Story

Public affairs officers use the inverted pyramid format and follow AP-style guidelines when writing news stories. These professional volunteers understand the importance of following recognized standards for communication.

Lt. Col. Jeff Carlson, Public Affairs Officer, SRQ Composite Sqn.

SARASOTA, Fla.  
Each news story written by a Civil Air Patrol (CAP) public affairs officer incorporates the inverted pyramid format. These articles also utilize Associated Press style elements. Use of these professional methods helps to ensure that the CAP story is told in a manner consistent with the highest standards.

The first section of the story body, referred to as the lede, summarizes the most important aspects of the story. The lede paragraph can stand alone and the reader will understand the who, what, when, where and why of the story. The author chooses the order of the subsequent paragraphs depending on the importance of the additional information.

"This is a recognized format used by public relations professionals for many years," said Lt. Col. Judy Steele, CAP Southeast Region Deputy Director of Public Affairs. "The use of the AP style is a requirement for CAP public affairs content."

American journalists have standardized grammar and punctuation usage to save space in print and web-based documents. The AP stylebook is updated annually and is an important addition to all public affairs officer's libraries.

The inverted pyramid is a metaphor used in journalism to describe the way news stories present information in descending order of importance. It is a practical format to combat the abundance of information in a fast-paced society.

"Learning to apply these professional skills is an important aspect of the technician-level training for the public affairs specialty track," said Steele.

"Having quality content to publish on ONLINE NEWS is critical for telling the CAP story."

*The image caption should place the image in proper context including proper identification of subjects if appropriate. All images should include a photo credit that identifies photographer.*

- The article title should draw interest and encapsulate the story.
- The summary of the article should include 2-3 sentences that build on the article title to give more insights to story.
- Use the formal name of the unit, not the charter number, for the author's unit information.
- The article author should include Grade, Name, Duty Position.
- The location of story should be written following the most recent AP style guide.
- The body of the article should be a minimum of 300-500 words and written using inverted pyramid format and AP style guidelines. Each article should include quotes from subject matter experts such as activity leaders or participants.
- The image caption should describe what is happening in the photo and include photo credit.

**Once the content is prepared, you are ready to proceed to the next phase, Uploading.**

# Phase II – Uploading Content

## Uploading Story

Copy and paste information from word processor document into appropriate text box in the “Create and Add Article” applet. Fill in all information.

Click green “Submit Article” button at bottom of page. This will save article in system. Information will not be uploaded unless all boxes have been populated. The system will highlight the boxes with missing information.

The saved article can be edited at any time. When learning to use system, it is recommended to complete this process and then go back and edit article to upload photo to avoid a system time-out. Also, saving the article every few minutes may help you complete the article upload.

# Phase II – Uploading Content

## *SOUTHEAST REGION ONLINE NEWS*

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Author, Editor, Publisher and Administrative Login

Remember Username

[Forgot your password?](#)

**Important!** This system is best viewed in Chrome, Safari, or Internet Explorer 11 (or higher) browsers.

Use your web browser to navigate to:  
<http://news.sercap.us/admin/index.asp>

Login using your assigned credentials.

# Phase II – Uploading Content

HOME ARTICLES TEMPLATES CATEGORIES OFFICERS TOOLS LOG OUT

## The Southeast Region Online News System

Welcome

This system has been designed to support the Southeast Region's Public Affairs program. All Public Affairs Officers are encouraged to be active participants reporting on events that have taken place at all levels. Please review [SERP 102, Online News Administration and System Guide](#) for more information about the Online News System.

As a reminder, your profile expires on Wednesday, January 1, 2020. If you need to have this time frame expanded, please contact the Southeast Region Public Affairs Officer for assistance.

Sincerely,  
The Southeast Region Public Affairs Team

Update My Profile View RSS Feed Links

Search Articles Enter search term All All Q Search

On the top-of-page navigation bar, left click on “Articles” ...

# Phase II – Uploading Content

...and then left click on  
“Add Article”...

The screenshot displays the administration interface for the Southeast Region Online News. At the top, there is a navigation bar with buttons for HOME, ARTICLES, TEMPLATES, CATEGORIES, OFFICERS, TOOLS, and LOG OUT. Below this, there are buttons for '+ Add Article', 'Hide Summary', 'All Articles', and a menu icon. A red arrow points to the '+ Add Article' button. The main content area is titled 'Articles' and includes filter options: 'Filter list by: Any Editor', 'Any Category', 'Display Order By', and an 'Update' button. Two article entries are visible:

- Group 5 Prepares Tomorrow's CAP Corporate Leaders**  
Article Administration: Article Administration  
Approved: Yes  
Editor: Lt. Col. Jeff P. Carlson  
Author: Lt Col Jeff Carlson, Public Affairs Officer  
Viewed: 30 times  
Posted: 1/30/2018 Expires: 1/25/2023  
Article Summary: Group 5 conducted CLC capstone session held in Cape Coral.
- Charlotte County Squadron Distinguished Cadet Honors**  
Article Administration: Article Administration  
Approved: Yes  
Editor: 2nd Lt. Donna Jablonski  
Author: 2nd Lt. Donna Jablonski, Public Affairs Officer  
Viewed: 114 times  
Posted: 1/10/2018 Expires: 1/5/2023  
Article Summary: Two Charlotte County Squadron Cadets recognized with distinguished awards for achievement.





### Article Title

Volunteers Utilize Professional Methods to Tell CAP Story

### Article Author

Lt. Col. Jeff Carlson, Public Affairs Officer

### Author's Unit

**Format Instructions:** Units must be entered as 'Ace Cadet Sq., Alabama Wing', or 'Group Alabama Wing' or 'Alabama Wing'. No other format is acceptable.

SRQ Composite Sqn.

### Location of Story

**Format Instructions:** Location must be entered as 'Clear Lake, Ala.' For correct state abbreviations and major city formats, review the Associated Press format. No other format is acceptable.

SARASOTA, Fla.

### Summary of Article

**Summary Instructions:** Write a summary of your story that will capture the interest of others. This will

Public affairs officers use the inverted pyramid format and follow AP-style guidelines when recognized standards for communication.

### Your Story

Important! DO NOT paste your story into the content editor below. Doing so may add unintended code to your story. For more information, see *Online News Administration and System Guide*, page 15. Articles that are found to have excess code will be removed. Your cooperation in this matter will maintain overall system integrity and allow the continued use of the content editor.



## Volunteers Utilize Professional Methods to Tell CAP Story

Public affairs officers use the inverted pyramid format and follow AP-style guidelines when writing news stories. These professional volunteers understand the importance of following recognized standards for communication.

Lt. Col. Jeff Carlson, Public Affairs Officer, SRQ Composite Sqn.

SARASOTA, Fla.

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"Having quality content to publish on ONLINE NEWS is critical for telling the CAP story."

The image caption should place the image in proper context including proper identification of subjects if appropriate. All images should include a photo credit that identifies the photographer.

## Do not paste the story body directly into the “Your story” text box.

- Position cursor when text is to be added.
- Click on Paste from Word icon on tool bar.
- Paste story body into applet window.
- Click “OK”.



The text will automatically be formatted and entered into “Your Story” text box.

### Your Story

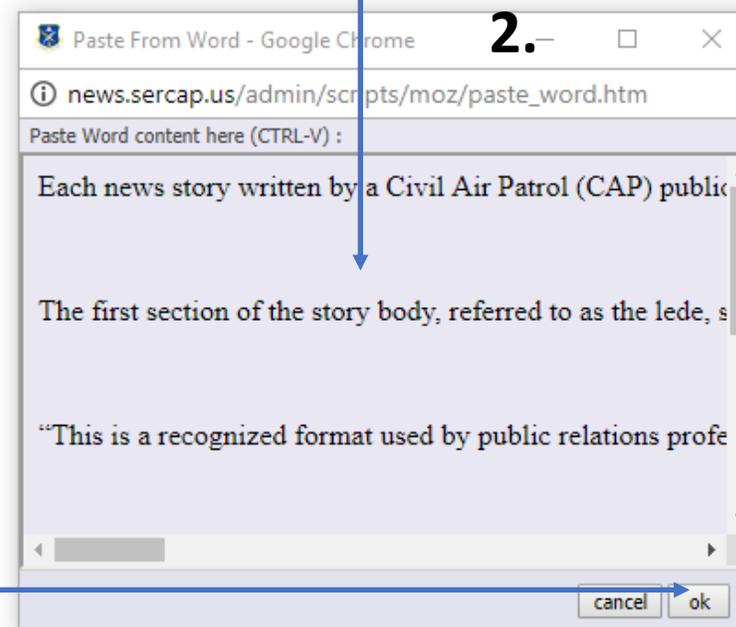
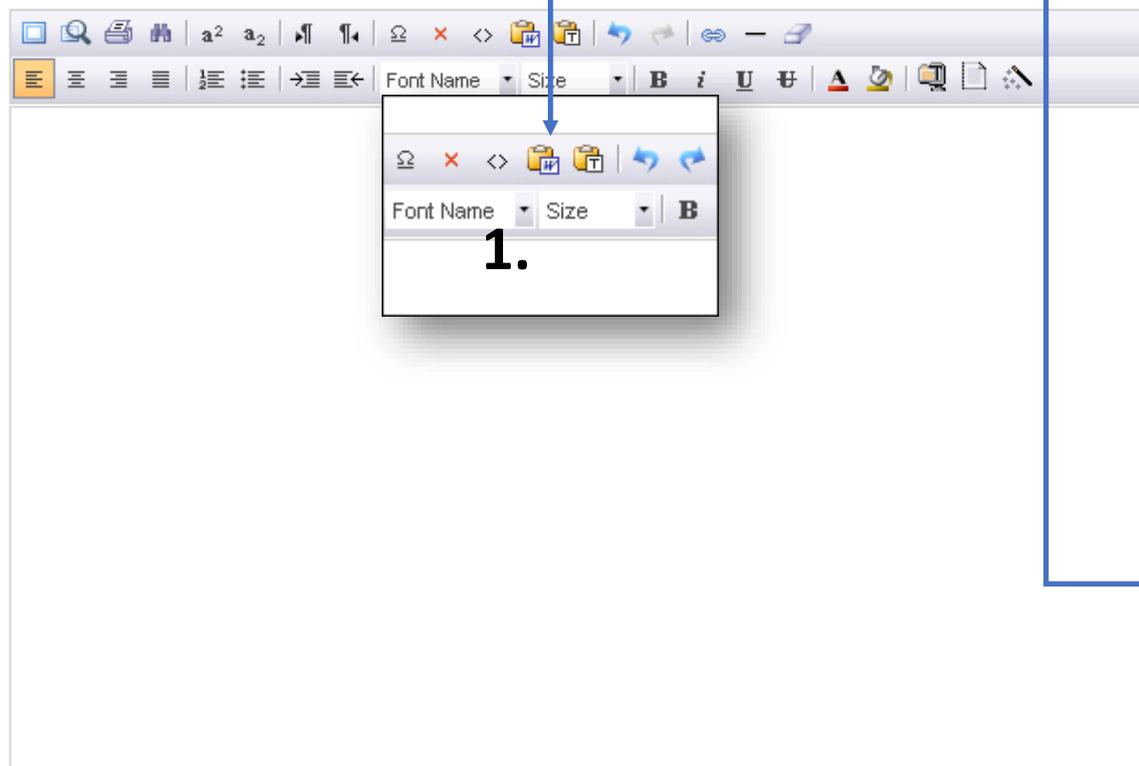
**Important!** DO NOT paste your story into the content editor below. Doing so may add unintended code, that you may not be able to see, resulting in formatting errors. For more information, review SERP 102, *Online News Administration and System Guide*, page 15. Articles that are found to have excess code from pasting may be unapproved by the Chief Editor or IT administration until corrected. Your cooperation in this matter will maintain overall system integrity and allow the continued use of the content editor (WYSIWYG) below.



1. Click on the Paste from Word icon to open text applet window.
2. Paste text of story body into text applet window.
3. Click “OK” in text applet window.

Your Story

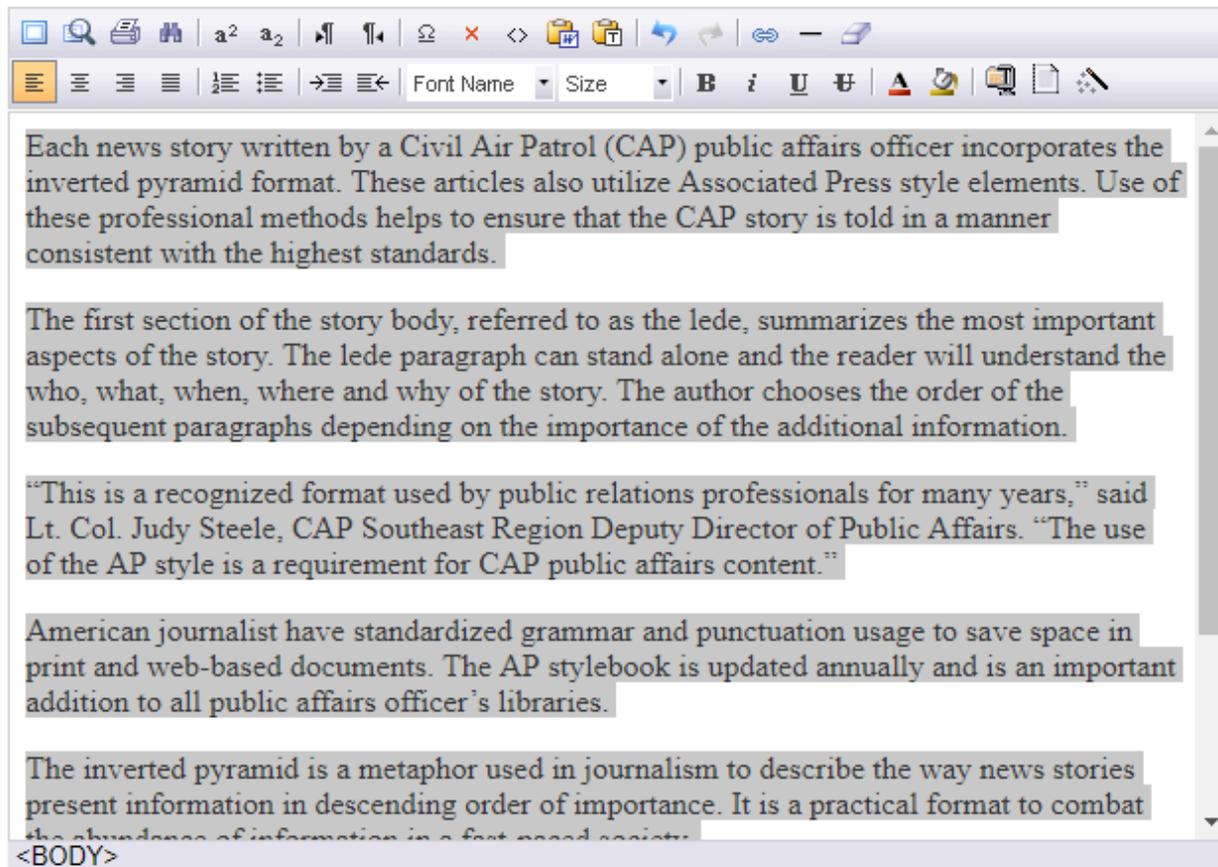
**Important! DO NOT** paste your story into the content editor below. Doing so may add unintended code, that you may not be able to see, resulting in formatting errors. For more information, review SERP 102, *Online News Administration and System Guide*, page 15. Articles that are found to have excess code from pasting may be unapproved by the Chief Editor or IT administration until corrected. Your cooperation in this matter will maintain overall system integrity and allow the continued use of the content editor (WYSIWYG) below.



3.

## Your Story

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The screenshot shows a WYSIWYG content editor interface. At the top is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, text color, background color), alignment (left, center, right, justified), and other functions like undo, redo, and link. Below the toolbar is a text area containing several paragraphs of text. The text is as follows:

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The first section of the story body, referred to as the lede, summarizes the most important aspects of the story. The lede paragraph can stand alone and the reader will understand the who, what, when, where and why of the story. The author chooses the order of the subsequent paragraphs depending on the importance of the additional information.

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The inverted pyramid is a metaphor used in journalism to describe the way news stories present information in descending order of importance. It is a practical format to combat the abundance of information in a fast-paced society.

<BODY>

The text will automatically be formatted and entered into the “Your Story” text box.

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

Select where you want your story to appear.

### Unit(s) Syndication

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

Region Hq	<input checked="" type="checkbox"/>
Alabama Wing	<input type="checkbox"/>
Florida Wing	<input checked="" type="checkbox"/>
Florida Wing > Cadet Programs	<input type="checkbox"/>
Florida Wing > Group 1	<input type="checkbox"/>
Florida Wing > Group 2	<input type="checkbox"/>
Florida Wing > Group 3	<input type="checkbox"/>
Florida Wing > Group 4	<input type="checkbox"/>
Florida Wing > Group 5	<input checked="" type="checkbox"/>
Florida Wing > Group 6	<input type="checkbox"/>
Florida Wing > Group 7	<input type="checkbox"/>

Click on “Submit Article” button at bottom of page to save input into system.

Submit Article

You can reopen article to add image and caption by clicking on “Article Administration” and selecting “Edit Article” from dropdown menu.

*Note- This tutorial is for a new user that tends to work more slowly as they learn. Once your workflow speed increases, you can add image without saving text first.*

The screenshot displays a web application interface for managing articles. At the top, there is a navigation bar with buttons for HOME, ARTICLES, TEMPLATES, CATEGORIES, OFFICERS, TOOLS, and LOG OUT. Below this, there are buttons for Add Article, Hide Summary, All Articles, and a menu icon. The main content area is titled "Articles" and includes a filter section with dropdown menus for "Filter list by:" (set to "Any Editor") and "Any Category", along with a "Display On" button. Two article entries are visible. The first entry, "Group 5 Prepares Tomorrow's CAP Corporate Leaders", has a dropdown menu for "Article Administration" that is open, showing options: "Edit Article", "Relate Article to Another", "View Article Information", and "View Article Online". A blue arrow points from the text above to the "Edit Article" option. The second entry, "quadron Distinguished Cadet Honors", also has an "Article Administration" dropdown menu.

# Phase II – Uploading Content

## Uploading Images

To add the story photo, you must open the “Image Uploader” applet. This is a separate window with instructions for uploading digital images. Follow instructions for step 1 to upload image. This is where you may receive an error message if image file is too large. Resize photo if necessary. Once image file is uploaded, proceed to step 2. Copy the URL listed under step 3 and paste into the Image URL text box on the “Create and Add Article” applet.

Click green Update Article button at bottom of the “Create and Add Article” applet page to save changes.

Click on image icon  
to open “Image Uploader” applet.

**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 added

You have **260** characters remaining

Complete Step1

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

Image Uploader - Google Chrome

news.sercap.us/admin/f\_manager.asp?gateway=ArticleImage

news.sercap.us says:  
Copy link to clipboard by pressing Ctrl+C, Enter  
[https://news.sercap.us/Upload/919023\\_Maj\\_Gen\\_Mark\\_Smith.jpg](https://news.sercap.us/Upload/919023_Maj_Gen_Mark_Smith.jpg)  
OK Cancel

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.**

- \_MHicks3.JPG
- \_MHicks3.JPG
- 1920\_gahurr1-3.jpg
- 920\_prwg-2.jpg
- aj\_Gen\_Mark\_Smith.jpg**
- 1920\_2-p.m.-track.jpg
- 170905\_074119\_\_PRWG\_Hur\_Irma.jpg
- 0170905\_074210\_PRWG\_Hur\_Irma.jpg

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

[https://news.sercap.us/Upload/919023\\_Maj\\_Gen\\_Mark\\_Smith.jpg](https://news.sercap.us/Upload/919023_Maj_Gen_Mark_Smith.jpg)

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

Preview Image

Complete Step 2 by selecting image name from list.

Complete Step 3 by following instructions in pop-up window (copy and paste image URL into text box)

**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.

 [https://news.sercap.us/Upload/919023\\_Maj\\_Gen\\_Mark\\_Smith.jpg](https://news.sercap.us/Upload/919023_Maj_Gen_Mark_Smith.jpg)

**Image Caption**

Enter a description of the photo, if added

Finally, click on update button to save changes.

Update Article

# Phase III - Approval & Publishing

Contact the public affairs officer at next higher-headquarters to alert them that your article content is uploaded and waiting in queue for approval—noted by Red Flag on right side of title bar.

The ONLINE NEWS editor retains all rights to modify the story for publication.



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**This presentation is a quick-guide.**

This presentation authored by [Lt Col Jeffrey Carlson](#), FL WG, Grp 5 PAO  
In cooperation with [Lt Col Judy Steele](#) for Southeast Region Public Affairs

A complete user guide is available using the link below.

[http://epublishing.sercap.us/systems/file\\_download.ashx?pg=123&ver=1](http://epublishing.sercap.us/systems/file_download.ashx?pg=123&ver=1)