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WebReady web publishing

So easy, it's like sending an email to update your web site

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Getting Started Web Publishing with WebReady

This WebReady document assumes several tasks have already occurred:

1. Your software has been installed on your machines locally. This includes both the NewsReady newsroom software and also the WebReady web publishing software.
2. You have worked with a WireReady technician to get web publish working and displaying as you would like. The technician will provide test pages for your viewing so that you can "ok" the final look and feel of the web content that WebReady creates.
3. If your news team has not already been using NewsReady to create news for on-air purposes, then you need to download the NewsReady manual from our web site (wireready.com) and/or call our toll free number to schedule training with a technician.
4. Finally, call our toll free number to schedule a web publishing training session. This document should follow along with that training session and also provide a refresher after the training has ended.

Send it to the web site

1. **Open a story** (previously written) from the FileLog **OR** create a new story in the Notepad.
2. *Click on the "Alt-B Web" button* (gray button toward the right of the screen). *You can also strike the "alt" and "b" keys on the keyboard for the same effect.*
3. **Choose the destination** location on the web site (local news, sports, obits, etc.) by highlighting it. Then click the OK button. (These destination options were previously configured by the WireReady web technician. You can change those options by calling WireReady.)
4. **Fill in the required fields**. You can tab through these boxes, or you can use your mouse to click into the field you want to edit. Each customer has a different set of required fields depending on how complex the design of the web site. A typical set of required fields includes the Slug/Filename field, the Web Headline field, the Web Command, and the Archive to FileLog checkbox. An explanation of the possible fields is outlined on the next page. When required fields are completed, click the OK button.
5. CONDITIONAL STEP: If you checked the "Archive to FileLog" checkbox at the bottom of the previous screen, you will now be presented with a 3rd web publishing screen that asks you to save a copy of your file to a folder. At this point, the story has already been sent to the web site and canceling out of the save screen won't cancel the web publish if you don't want to save. It is beneficial for many newsrooms to save separate copies of their web stories for future reference. It is also beneficial to save copies of the web stories so that you can replace or delete those stories on the web site if need be. If the "Archive to FileLog" checkbox was not checked, you will not see a 3rd screen. Your story has been sent to the web site. If you then decide to save, click on the F4 Save or F6 Archive button, enter information into the fields, click OK, choose a folder and click OK.

Required Fields

WebReady is designed to be powerful and flexible so it can be used by a variety of broadcasters. There may be many more fields displayed in this window than are actually needed for your particular web site display. Below are descriptions of the most commonly used fields. *NOTE: You may need to obtain special publishing instructions from your local web person or the WireReady web tech.*

1. **Slug/Filename**
   If the file has previously been saved, the slug/filename field may already be completed. If it is empty, you'll need to give your story a name. Punctuation is off-limits in this field and if you do put punctuation in this field, we will convert it to an underscore or a dash upon save.

2. **Web Headline**
   Always fill in this field with the headline of the story the way you want it displayed on the web site. All punctuation is acceptable EXCEPT commas.

3. **By Line**
   Many broadcasters like to have a field for the by line. Just as many broadcasters simply type the author credits into the notepad at the top of the story.
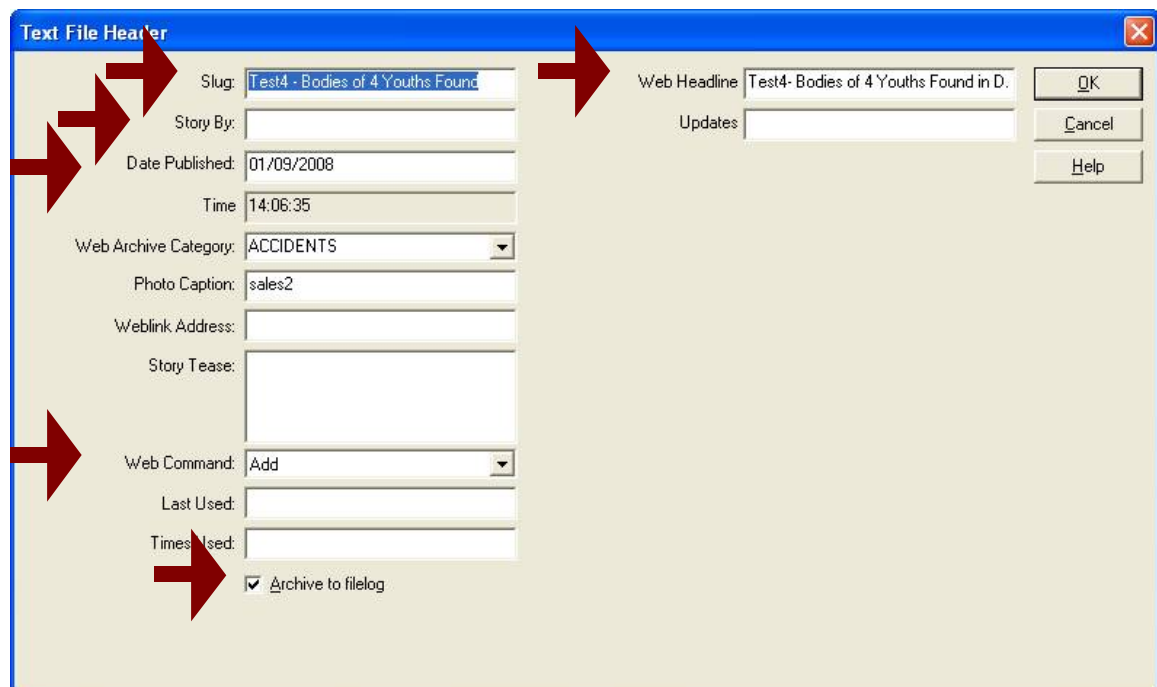
4. **Date**
   This field will fill in automatically and most times, it is not necessary to worry about the date field. It is only used internally. Some broadcasters have configured lists of headlines to sort in date order (as opposed to first-come, first-served), and if that your case, you need to make sure and enter dates here.

5. **Web Command**
   Choose the type of web publish you need from the drop-down menu. Add, Replace, Delete, Replace Text Only or Add Unique. See explanations of these commands on the next page.

6. **Archive to FileLog**
   This checkbox is checked by default and causes a 3rd window to pop up asking you for a location to save the web story. If you do not want to save an additional copy of the story, uncheck this box to skip the last saving window.
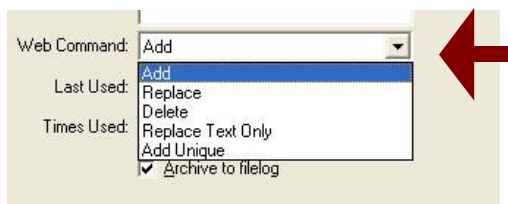
Web Commands

There are five "web command" options that can be accessed from the Required Fields Web Command drop down menu. The default option, "Add" is the most commonly used command. Underneath the Add option are the Replace, Delete, Replace Text Only and Add Unique Options. Brief descriptions of each command option are below:

1. **Add** – Add the new story to the web site.
2. **Replace** – Update an existing story without adding an additional copy of the story to the web site.
3. **Delete** – Remove an existing story from the web site.
4. **Replace Text Only** – If you want to update the text parts of a story quickly without having to go through the process of re-sending any larger audio or photo files, you can use Replace Text Only.
5. **Add Unique** – Is helpful when you've accidentally pushed several copies of the same story to the web site and you want them all removed except for 1 copy of the story. This looks for all stories with the same slug/filename and removes them and then adds 1 copy of the story to the top of the list.

Important Note about these functions: When WebReady is looking to perform any command except Add, it goes searching for a story with the same slug/filename to perform the action on. If it can't find a story with the same slug/filename, it will add the story to the bottom of the list. Be sure to keep your slug/filenames in tact. Slug/Filenames cannot have punctuation in them.

The Web Headline field is there for the purpose of creating a nice looking title complete with punctuation (although commas are still off-limits) and the web headline field is also where you can add words like "update" to flag your audience that the story has new information in it.

So the rule is: Keep your slug/filenames the same throughout the life of a story, change your web headline as often as you like.

Embedding Audio

Embedding audio clips for web publishing is an easy step and a great way to use your existing on-air audio. If your news team has been using NewsReady, they may already be comfortable adding audio clips to a story. The steps outlined here are for embedding WAV files only.

NOTE: These steps assume that audio has already been placed into folders that are accessible to WireReady in our "custom" folders.

1. Place your cursor in the story where you want the audio to be displayed.
2. Click on the gray "Ctrl-W Wave" button. *You can also strike the "ctrl" and "w" keys on the keyboard for the same effect.*
3. Click on the "Select Folder" button the right side of the window to navigate to the file you want to use.
4. Double-click the file you want **or** highlight the file with one mouse click and then click OK on the upper right.
5. CONDITIONAL STEP: If you have the capability to use multiple Notepads at the same time, you may be asked which file you would like to embed the WAV file into. Choose the correct Notepad file by clicking on it and then clicking OK.
6. CONDITIONAL STEP: If you did have to choose the correct Notepad File, you'll have to get back to the correct Notepad file to continue web publishing. You can do this most easily by clicking on the Window menu at the top of the screen and then selecting the correct notepad (which usually has a star to the right of it). Now you should be back to your story and the audio clip should now be embedded.
7. For web publishing, all the "fluff" around the embedded audio file is not needed. You can delete all the associated audio "fluff," making sure to leave behind the path to the audio enveloped in square brackets. The fluff can be left in the story, you may or may not like the resulting display, but it won't mess up the web publishing (technically-speaking) to leave the fluff there. *CHEAT: You could cheat by simply typing the path to the file and putting square brackets around it to achieve the same effect as browsing to the file.*
8. Embed as many audio clips as you need. There are not limits as to how many audio clips you can put into a single story.

Embedding Pictures

Embedding pictures involves a couple more steps than embedding audio, but the resulting display can greatly enhance the attractiveness of your web story. A picture is worth a thousand words. *These steps work for embedding any type of media file you wish to embed (jpg, gif, wmv, doc, pdf, etc.) Embedding non-picture media files may require additional configuration help from the WireReady web tech.*

NOTE: These steps assume that pictures have already been placed into folders that are accessible to WireReady in our "custom" folders. This may involve resizing photos for optimum web display using software outside of the WireReady system. Please be cautious of the file sizes and file dimensions BEFORE you embed them into WireReady. As one web director once put it, "Garbage in is garbage out!"

1. Put your cursor where you want the picture to display in your story. *NOTE: It is likely that your web technician has previously configured the pictures to display in a certain way - for example at the top of the story and only 250px wide. Your cursor placement may not control the placement of the picture in the final web page. You may wish to try placing the picture at the beginning of the story or the end of the story for optimum display attractiveness.*
2. Click on the yellow MediaLog button near the top center of the software. *You can also strike the "alt" and "5" keys on the keyboard for the same effect.*
3. Click on the "Ctrl-L Select" gray button at the left to navigate to the folder that holds your picture files. *You can also strike the "ctrl" and "l" keys on the keyboard for the same effect.*
4. Then simply highlight the desired file with one click and click the gray "F9 Embed" button. This will embed the photo into your story where your cursor was located, but there is no visual confirmation of that happening. *You can embed a file by striking the "F9" key on your keyboard if you prefer keyboard shortcuts. CHEAT: Hand-type the path to the file and put square brackets around it.*
5. CONDITIONAL STEP: If you have the capability to use multiple Notepads at the same time, you may be asked which file you would like to embed the media file into. Choose the correct Notepad file by clicking on it and then clicking OK.
6. CONDITIONAL STEP: If you did have to choose the correct Notepad File, you'll have to get back to the correct Notepad file to continue web publishing. You can do this most easily by dropping down the "Window" menu and then selecting the correct file from the list of open files. The most recently edited story will have a star/asterisk to the right of the file name. Now you should be back to your story and the audio clip should now be embedded.
7. Go back to your story by clicking on yellow Notepad button. You should now see the path to the picture file encased in square brackets.
8. Embed as many pictures as you like. There are not limits on how many pictures you can have in your story.