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Understanding How DBCapture Web Publishes

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Understanding How DBCapture Web Publishes

Whenever WireReady is publishing files to a web server, a template allows the customer to have a file that includes any content and code they need, while letting us inject data from the station's newsroom software into the file being uploaded. Our substitution fields are standard HTML comment tags. These tags are replaced with actual data from the item coming out of the newsroom system. The actual order of the tags is up to the customer and can be changed at will without effecting how we publish. A tag can be used more than once, and not all tags need to be used.

When publish jobs are setup in our software, each destination on a web site can be setup with a different set of templates. A text template is used for a story, where a link template is used to embed a template within a template. For example, if a story in the WireReady had embedded WAV files, embedded JPG or any other file type, each of these files when published as links, references a different template that allows us to link and display the files exactly as you would like. Any of the comment tags can be put in text templates or link templates.

When a story is published, we generally create a file for that story page itself that we refer to as a unique story. However, the same job often has us use another template to generate a referring link on a separate page, which usually includes an ordered entry. An ordered entry contains permanent comment tags which act as separators for story references which are published between those separators.

Macros that are replaced by the Newsroom software

The following list of macros would be used in the template files (that are written in html/web code) to control the content being displayed on WireReady-generated pages.

IMPORTANT! The actual comment tags that begin with the word "WireReady" are the actual comment tags our software replaces with actual user data when we upload content to an FTP/web server. Any comments near them are just for clarity - they aren't used or needed. With CMS systems, if you are looking to have us give you a standardized output so a 3rd party system can ingest our data, keep in mind that it is up to you how you envelope our tags, with your tags/code. Since our tags will disappear. For example, with the first tag below, if you wanted to have your own permanent tags appearing around our tag, you might have `<!-- SLUG= <!--WireReady Slug --> -->` where SLUG= could be substituted with whatever field delimiters you want to use to describe our data.

<!--WireReady Slug -->

<!-- Displays the filename or slug (punctuation is not allowed in this field) -->

<!--WireReady Category -->

<!-- Displays the category as designated in the WireReady software -->

<!--WireReady Writer -->

<!-- Displays the writer of the story -->

<!--WireReady CreationDate -->

<!-- Displays the date the story was created (as recorded in the file header)-->

<!--WireReady CreationTime -->

<!-- Displays the time the story was created (as recorded in the file header)-->

<!--WireReady FileCreationDate -->

<!-- Displays the date the story was created (as recorded by the OS)-->

<!--WireReady FileCreationTime -->

<!-- Displays the The time the story was created (as recorded by the OS) -->

<!--WireReady ModificationDate -->

<!-- Displays the The date the story was modified (as recorded by the OS)-->

<!--WireReady ModificationTime -->

<!-- Displays the The time the story was modified (as recorded by the OS) -->

<!--WireReady WhoModified -->

<!-- Displays Who modified the story -->

<!--WireReady Keywords -->

<!-- Displays the keywords that are used to search for the story by -->

<!--WireReady NextBroadcastFile -->

<!-- Displays the file that is to be broadcast next -->

<!-- The name of the macro tag is misleading - it's most commonly used now to carry the web headline that users type in our save screen, for a story tease or for a photo caption -->

<!--WireReady TextFilename -->

<!-- Displays the file name the story was saved with-->

<!--WireReady UserWhoArchived -->
<!-- Displays the user who archived the story -->

<!--WireReady YearArchived -->
<!-- Displays the year that it was archived-->

<!--WireReady YearandMonthArchived -->
<!-- Displays the year and month it was archived (YYYY\MM)-->

<!--WireReady MonthArchived -->
<!-- Displays the month it was archived-->

<!--WireReady DayArchived -->
<!-- Displays the day it was archived-->

<!--WireReady DatabaseAliasArchivedTo -->
<!-- Displays the alias of the database it was archived to-->

<!--WireReady StoragePath -->
<!-- Displays the fully qualified path to the directory containing the month directory-->

<!--WireReady StorySummary -->
<!-- Displays the first ## number of characters of the story -->

<!--WireReady UniqueFilePath -->
<!-- Displays the path of the last file that was created as the result of a UniqueFile option. -->
<!-- This is used mainly for creating an index of the files created by UniqueFile -->
<!-- When we are updating a referring page or RSS feed file, this captures the story file path that the web server needs to refer to that file, from the other page we're updating so we can properly maintain referring page links to the stories.-- >

<!--WireReady UniqueFilename -->
<!-- Displays the filename of the last file that was created as the result of a UniqueFile option. -- >
<!-- This is used mainly for creating an index of the files created by UniqueFile -->
<!-- When we are updating a referring page or RSS feed file, this captures the story file name that the web server needs to refer to that file, from the other page we're updating. so we can properly maintain referring page links to the stories. -- >

<!--WireReady LinkedFilename -->

*<!-- Displays the filename of the file that was specified in the link without the path -->
<!-- When we are putting links in stories that refer to media files or web addresses that were linked in our word processor, this and the tags that follow are used in the link templates so that links can be properly be built ->*

<!--WireReady LinkedFilenameNoServer -->

*<!-- Displays the filename of the file that was specified in the link with the path but without the server name -->
<!-- When we are putting links in stories that refer to media files or web addresses that were linked in our word processor, this and the tags that follow are used in the link templates so that links can be properly be built ->*

<!--WireReady Story -->

*<!-- Displays the entire story without header info (used for conversion of text files only) -->
<!-- Header refers to internal meta data fields within our newsroom system that are sent through all these other tags mentioned- so this tag strips the header off the internal story from the news system before sending the visible part of the story -->*

<!--WireReady User# -->

<!--Where # is a number from 1 to 9. The User1 - User9 macros can be used to substitute content into a page through our templates. We frequently use this macro for the Web Headline.->

<!--The FirstLine1Filename -->

<!--The FirstLine2Filename -->

<!--The FirstLine3Filename -->

<!--We also have some special operator tags used for the conditional presence of embedded files. One of the key design goals of WireReady web publishing is to relieve news people of all extra steps used for web publishing. In the same way that the plain typed story in our word processor can be sent up to the web site without having to do anything special other than clicking WEB, clicking Local News, and typing in a headline or a couple other fields (assuming we aren't set to automatically fill them in) - we also don't want stations having to worry about where the first story or sound file is placed within the story. Many web sites look better when there is always one sound file or picture always in the upper left or right hand corner of a story, as opposed to being for example after the first paragraph, especially if there is just one story in the file. To support this, we support three special purpose comment tags for those embedded files.

When these macros are used in one of our text templates, they will cause us to pull the first referenced link file in the WireReady word processor and move it to the top of the story when we are publishing it. In this fashion, a story always has a picture or sound or video file in a particular place of a story page. Then if there were more than 1, 2, or 3 links in the story, the rest of the links appear exactly where the writer had them (usually between paragraphs in longer stories).

These macros are often used with our IF macros, which can be setup so that when there is no file name to put to the top, we link to a station logo with their call letters. This gives all stories a common look. Not all stations do it this way- but it's often popular.-->

<!--[<!--WireReady MACRO -->]-->

<!--You will notice that in the attached templates you often see our <!--WireReady ... tag --> shown a second time enclosed in square brackets. This is our convention for deletion when it comes time to purge. For any content that eventually is expected to purge out of one of our ordered entry pages, we always include the file name macro in [] brackets, so when our software needs to purge it and everything it refers to, the map to those files is maintained by including those references in the []. On the WJBC site, you won't see those on the home page queues because stories published to those short queues are also published to the main news or sports pages which are longer and we don't purge them out until they drop off those lists. So if you look at the longer queues on the actual Local News or sports pages, you'll see file names in the [] notations.-->

Permanent macros used on the files that reside on the FTP server

The following list of macros are utilized on web pages hosted on the ftp/web server where you want to make sure that WireReady lists are included. Rather than field macros above, the following comment tags are not replaced with data coming out of the news system, but rather are navigation/permanent tags on referring pages of a web site that stay there all the time.

Unlike the above tags which are replaced by our software, the following tags can be put permanently on target pages on the web site and are left as delimiters on the page for special purposes. This is generally used on pages we are modifying with updated links or short stories, as opposed to unique stories where we're generating uniquely named files that are referred to by other pages.

<!--WireReady Begin Replace TEMPLATE_FILENAME, LINK_TEMPLATE_FILENAME -->

<!--WireReady End Replace -->

<!--This macro set marks where the beginning of where the text file will be inserted, replacing the old text data, each time it is written. Everything between this macro and the "End Replace" macro will be replaced each time the file is written with the data from the new text file. The template names will be the filenames of the templates relative to the template path. This is most commonly used in conjunction with the "Modify_File" option to keep updating a single web page with the latest story. This is for a permanent file on a web site, where you want to provide a station a single destination that only replaces a specific portion of text on an existing page that otherwise is left alone by our software. Our software downloads the page, and updates a portion of the page marked by the following begin and end markers. The template names refer to which templates on the local system we are using to format the injected information. Those templates would use any of the tags mentioned above.-->

**<!--WireReady Begin Ordered List MODE ORDER ## TEMPLATE_FILENAME,
LINK_TEMPLATE_FILENAME -->**

<!--WireReady End Ordered List -->

<!-- This macro set marks where the beginning of where the text file will be inserted, replacing the old text data, each time it is written. Between this macro and the "End Ordered List" macro is where new entries will be written each time a story request is sent to this page. The template names will be the filenames of the templates relative to the template path. This is most commonly used in conjunction with the "Modify_File" option to keep updating a single web page with a list of the latest stories. Here are explanations of the options on this macro line:

- MODE = "Fixed" or "Date". Fixed = Ordered by number. Date = Ordered by date.

- ORDER = "Ascending" or "Descending". Ascending = The new addition is added to the top of the list.

Descending = The new addition is added to the bottom of the list.

- ## = If MODE = Fixed, then this is the maximum number of entries in the list. Any entries beyond this number of entries will be deleted.

If MODE = DATE, then this is the age of the oldest entry to keep. 1 = keep only today's entries, 2 = Today's and yesterdays -->

<!--WireReady Template Name BEGIN -->

<!--WireReady Template Name END -->

<!-- This macro starts or stops the translation macros based on a name.

- NAME = The name of the block of macros being controlled.

- BEGIN/END = The control that indicates whether the block of macros is beginning or ending. The named blocks of macros may overlap, and there may be multiple blocks of macros with the same name in a single file.

If an alias does not have a template name assigned to it, then it will translate all macros in the file -->

<!-- Usage: An ordered entry named BREAKING NEWS on a page with other ordered entries -->

<!--WireReady BREAKING NEWS BEGIN -->

**<!--WireReady Begin Ordered List MODE ORDER ## TEMPLATE_FILENAME,
LINK_TEMPLATE_FILENAME -->**

<!--WireReady End Ordered List -->

<!--WireReady BREAKING NEWS END -->

Delimiting each item or story within the ordered lists:

Within an ordered entry - the following tags delimit each separate item. Within these auto-generated tags - MM/DD/YYYY and StoryName are substituted with the actual date and name of the file. These provide the basis for the software to locate individual stories for deletion and modification.

<!--WireReady Entry Date MM/DD/YYYY -->

<!--WireReady Entry Slug Storyname -->

<!--WireReady End Ordered Entry -->

Using If, Else logic in the templates:

If the macro reference by "MACRO" translates to a non-empty string, then continue translating macros. Otherwise stop translating until either an Else or EndIf macro is encountered. Sometimes a template needs to display data depending on whether or not a user used a field in our save screen. In this fashion, the word MACRO below can be replaced by any of the field macros mentioned above to have a template render output differently based on whether or not that macro has data by the user (for example a field being used as a photo caption).

<!--WireReady If MACRO -->

<!--WireReady Else -->

<!--WireReady EndIf -->

Metadata macros for controlling display of audio or video files

The following list of macros is used to control the display of audio or video file information (those audio files that are embedded in the story). All sound files in WireReady allow users to add metadata specific to each audio file. Usage of these fields vary from station to station, but stations who use certain fields in our software, sometimes want us to include some of that data in the link templates that display and refer to embedded/linked sound files in stories which are being published. For this reason, here are all the possible fields that could be employed to tap these metadata fields within the WireReady software. These fields are only used in link templates, not text templates.

<!--WireReady AF Description -->

<!-- Displays the description stored in the audio file -->

<!--WireReady AF Outcue -->

<!-- Displays the Outcue stored in the audio file -->

<!--WireReady AF LastPlayed -->

<!-- Displays the LastPlayed stored in the audio file -->

<!--WireReady AF TimesPlayed -->
<!-- Displays the TimesPlayed stored in the audio file -->

<!--WireReady AF SavedBy -->
<!-- Displays the SavedBy stored in the audio file -->

<!--WireReady AF Category -->
<!-- Displays the Category stored in the audio file -->

<!--WireReady AF Artist -->
<!-- Displays the Artist stored in the audio file -->

<!--WireReady AF StartDate -->
<!-- Displays the StartDate stored in the audio file -->

<!--WireReady AF StopDate -->
<!-- Displays the StopDate stored in the audio file -->

<!--WireReady AF IntroTime -->
<!-- Displays the IntroTime stored in the audio file -->

<!--WireReady AF OutroTime -->
<!-- Displays the OutroTime stored in the audio file -->

<!--WireReady AF IntroFade -->
<!-- Displays the IntroFade stored in the audio file -->

<!--WireReady AF OutroFade -->
<!-- Displays the OutroFade stored in the audio file -->

<!--WireReady AF CreationDate -->
<!-- Displays the CreationDate stored in the audio file -->

<!--WireReady AF ModificationDate -->
<!-- Displays the ModificationDate stored in the audio file -->

<!--WireReady Prepended AF Description -->
<!-- Displays the description stored in the prepended audio file -->

<!--WireReady Prepended AF Outcue -->
<!-- Displays the Outcue stored in the prepended audio file -->

<!--WireReady Prepended AF LastPlayed -->
<!-- Displays the LastPlayed stored in the prepended audio file -->

<!--WireReady Prepended AF TimesPlayed -->
<!-- Displays the TimesPlayed stored in the prepended audio file -->

<!--WireReady Prepended AF SavedBy -->
<!-- Displays the SavedBy stored in the prepended audio file -->

<!--WireReady Prepended AF Category -->
<!-- Displays the Category stored in the prepended audio file -->

<!--WireReady Prepended AF Artist -->
<!-- Displays the Artist stored in the prepended audio file -->

<!--WireReady Prepended AF StartDate -->
<!-- Displays the StartDate stored in the prepended audio file -->

<!--WireReady Prepended AF StopDate -->
<!-- Displays the StopDate stored in the prepended audio file -->

<!--WireReady Prepended AF IntroTime -->
<!-- Displays the IntroTime stored in the prepended audio file-->

<!--WireReady Prepended AF OutroTime -->
<!-- Displays the OutroTime stored in the prepended audio file -->

<!--WireReady Prepended AF IntroFade -->
<!-- Displays the IntroFade stored in the prepended audio file -->

<!--WireReady Prepended AF IntroFade -->
<!-- Displays the IntroFade stored in the prepended audio file -->

<!--WireReady Prepended AF OutroFade -->
<!-- Displays the OutroFade stored in the prepended audio file -->

<!--WireReady Prepended AF CreationDate -->

<!-- Displays the CreationDate stored in the prependded audio file -->

<!--WireReady Prepended AF ModificationDate -->

<!-- Displays the ModificationDate stored in the prependded audio file -->

Example of a working file set

Here are some sample template files that would be used for example to create the kinds of ordered entry "lists" of referred to stories and the actual stories you see on WJBC's web site.

Because the templates are simple HTML compatible code that include the comment tags that we are substituting our actual content with - how the stories actually look on your web site is completely up to you and the enveloped HTML code can be whatever you desire.

Go to <http://www.wjbc.com> and look at their home page.

The Top Story, the Latest Headlines, and On-Demand Audio Podcast sections are specific ordered entry pages (actually separate pages) WebReady publishes and maintains in a subdirectory on their web server (via FTP). Their Webmaster is using HTM tags, which work like server side includes, pulling in the pages to serve up the home page when people go to their web site. By viewing the source, you will not see the actual comment tags we used to inject our data because we are using those comment tags as substitution strings. But in the case of the short story lists, you will see the WireReady Ordered Entry comment tags which are persistent tags we use to delimit the start and end of lists and the delimitations between individual stories.

CMS systems note: Keep in mind, using the above macro listings, the templates could include not only the tags we are substituting, but the templates could envelope our comment tags with your own tags if your CMS system wants to be able to see and delimit the individual data fields that make up the content you're looking at.

We could use something very similar to this template set today for example and setup your site with some test publish lists (*and we could also add whatever CMS xml tags you'd like to have us persist in our output data and go from there to create a working interface model*).

To do this we need an FTP account, path, user and password, and a remote connection to the computer that will run the DBCapture software (sometimes also a capture station for news wires).

Attached Files (and descriptions of those files):

1) The template file that controls the look and feel of the top story section (topstorytexttemplate.htm) of the home page.

If WJBC's template had additional comment tags around our comment tags, you'd be able to keep the data delimited within that section if your CMS system required it. Or you could simply use your CMS system to pick up a specific file on the web server, and we'd be in charge of keeping that file. In essence, a service side include or equivalent.

2) The text template file (texttemplate.htm) controls the entire news story page you see when you click on a news link from the home page. We refer to these as unique story pages. We automatically create unique file names for each story using a prepended incrementing number plus the file name and we support some other naming modes when required. If you look at the linked stories you'll see how each physical story is on it's own page. Since the Ordered Entry referring page has a finite number of items in any given list (you can see this if you view the source on the home page or any of their navigation bar links which point to pages that have other ordered entries, whenever the oldest story is purged, our software uses references contained within comment tags in the ordered entry to find the target pages and delete them and within the target pages are the links to linked audio or other media files which have the same tags which we use to locate and delete those files when it comes time to purge them.

3) The index text template file that controls the look and feel of the list of links you see on the home page (indextexttemplate.htm) is basically a story template, without the WireReady Story tag. That is what tells us exactly what to put in for each indexed item in any ordered entry listing.

As mentioned if your CMS system wants to be able to identify the components of those indexes, you'd want the WWL templates to include your own meta tags to surround our <!--WireReady tags...--> so that delimitation exists around our content. For example you could take the attached templates and add your own tags around ours, and we'd make sure that whatever your site uses in our newsroom system meets your requirements.

4) The link template file that controls the way the audio player looks that you see when you click on almost any news story on WJBC.com that has audio is called TextLinkTemplate.htm. The actual name in our system which is specific to each destination they want to publish to can be named anything they want, and usually we add the extension relevant to the name TextLinkTemplate. For example TextLinkTemplateWAV.htm would be used for any WAV file they've embedded in a story. Eventhough we convert the target file to mp3 or wma, it's the source name that determines which template. So for example, TextLinkTemplateJPG.htm would be the template we'd use if we encounter a JPG file in a story we are publishing. If a file type is encountered for which no template is found we'd default to the name TextLinkTemplate.htm in order to process it (so in reality, the file TextLinkTemplate.htm is usually just a simple plain A REF style command).

5) The text template file that controls the RSS file entry for the podcasts (IntextTextTemplateRSS-PODCAST.htm) - (which isn't visible from the site but it used for subscription services to grab podcast files (i.e. Itunes, etc)). The podcast feed files you see are being created by our system using this template. For any given destination (aka choice) in the newsroom software i.e. Local News, Local Sports, a series of these publish operations is setup - for example, publish the unique story, update the ordered entry on the home page, update the longer local news page ordered entry, update the RSS feed file just for news, update the RSS feed file for the entire site etc, etc. Sometimes a single button in the WireReady, which the user just thinks of as "Local Sports", has our software publish that content to 10 or more separate destinations on one or more servers.

As mentioned if your CMS system wants to identify our content delimited from each other you'd be putting your own tags around our tags, so that when our tags are substituted with the actual content - what is left are your delimiters around our content.