

HOW TO ADD AND RE-USE IMAGES (IN A NEWS RELEASE)

intranet.epa.gov/newsreleases

Why re-use images?

- Some images are added to every news release. At least one region often puts the EPA seal at the top left of every news release.
- It is a waste of storage to repeatedly upload an image that's already been uploaded once.
- It is, however, **easy** to find and re-use an image once it's already been used.

This training assumes:

- you know how to create a basic news release using the EPA Web CMS.
- Your image has been approved.
- your photos are free of any intellectual property limit.*
- the photos are prepared for use (e.g., cropped or scaled to the right size).

This training covers:

- What you need to have ready ahead of time.
 - How to add an image and its alt text.
 - A summary of what alt text is.
 - Whom to call if you need help.
-
- **NOTE – SEE ALSO THE HOW-TO ON GENERAL ADDING PHOTOS TO NEWS RELEASES**

PREPARE AHEAD OF TIME

Image file

- Use standard image formats such as jpg, png, gif, tif. Most images will probably be .jpg
- Name image files appropriately, SealForNewsRelease.jpg

Alt text

- Required by law.
- Easy to do.
- Describe the image. More than a “title.” *Don’t restate a caption, if any.*

ADDING THE IMAGES TO A NEWS RELEASE

- Prepare the main body of the news release first.
- It's usually easier to add image after the news release text is in place (after you paste it in).

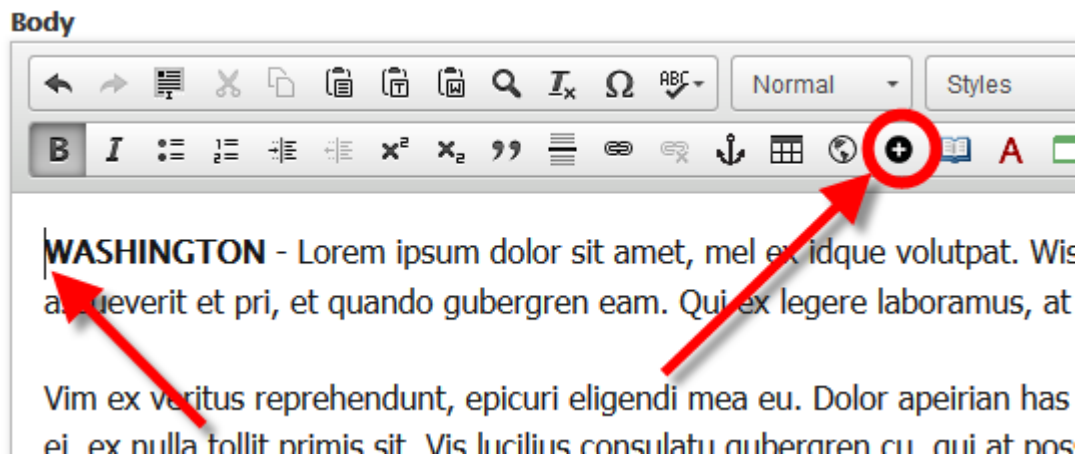
FOR THIS DEMO

- We're going to add a seal image at top LEFT of the news release body.



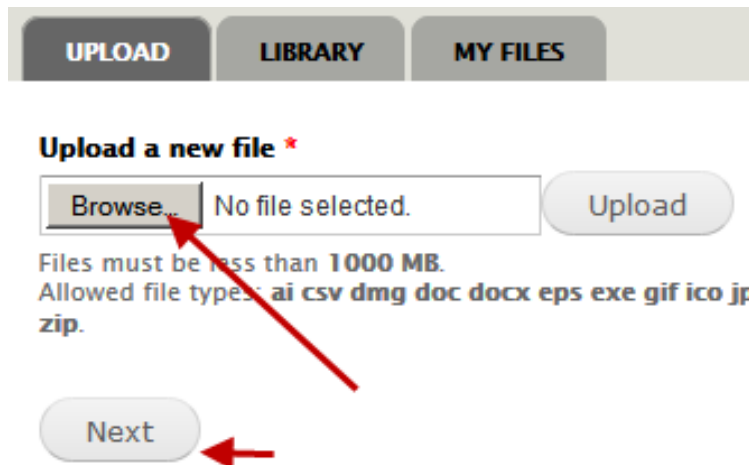
Insert the image into your news release.

- Put the cursor at the very start of the first line of the news release.
- Click the round “+” icon to add an image.
- Unlike event photos, this image isn’t going into a textbox.



Upload the image file.

- Click “Browse” to find and “open” the image file on your computer.
- Click “Next” (ignore the “upload” button).



The screenshot shows a web interface for uploading files. At the top, there are three tabs: 'UPLOAD', 'LIBRARY', and 'MY FILES'. Below the tabs, the heading 'Upload a new file' is followed by a red star icon. The main area contains a 'Browse...' button, a text box displaying 'No file selected.', and an 'Upload' button. Below these, a message states 'Files must be less than 1000 MB.' and lists allowed file types: 'ai csv dmg doc docx eps exe gif ico jp zip.'. At the bottom, there is a 'Next' button. Two red arrows are overlaid on the image: one points from the 'Browse...' button down to the 'Next' button, and another points from the 'Next' button to the left.

UPLOAD LIBRARY MY FILES

Upload a new file *

Browse... No file selected. Upload

Files must be less than 1000 MB.
Allowed file types: ai csv dmg doc docx eps exe gif ico jp
zip.

Next

Update the image file “title”.

- The image file will upload showing the file name in “title.”
- In the Web CMS, the Title name must be changed.
- ***Give it a descriptive name so you can find it later.***

Title *

EPASealWeUseOverAndOver



Please enter a descriptive title for your file.

Add alt text.

- **Alt (alternate) text** is required by S508 law.
- Write alt text *as if you are explaining to a blind person* what you see in the photo.
- *In this case*, just “EPA Seal” will do.

Title *

EPASealWeUseOverAndOver

Please enter a descriptive title for your file.

Alt Text

EPA Seal

Alternative text is used by screen readers, search engine optimization.



“Save” -- so far.

- Skip *Title Text* and *Keywords*.
- Click Save.

Title *

Flood 1

Please enter a descriptive title for your file.

Alt Text

a line of houses on a flooded street

Alternative text is used by screen readers, search engines, and optimization.

Title Text

Title text is used in the tool tip when a user hovers over the image to improve usability.

Keywords

Previous Save

On the *Embedding* screen

- **Select display as “large,”** if not already selected (this really only means full size)
- Don’t check Link to original, or change the fields for Alt text, Title text.
- **Set Image Alignment to “Left.”**
- Scroll down...

Embedding *EPASealWeUseOverA*

OPTIONS

Display as Large (128px max width) ▼

Choose the image size you wish to embed. You can full-size original image by clicking on the "Link to original" below.

☐ Link to original image.

Alt Text

EPA Seal

Communicate the purpose of this image accurately readers.

[Creating Effective Alternative Text](#)

Title Text

Title text is used in the tool tip when a user hovers image. Adding title text makes it easier to understand image and improves usability.

Image Alignment

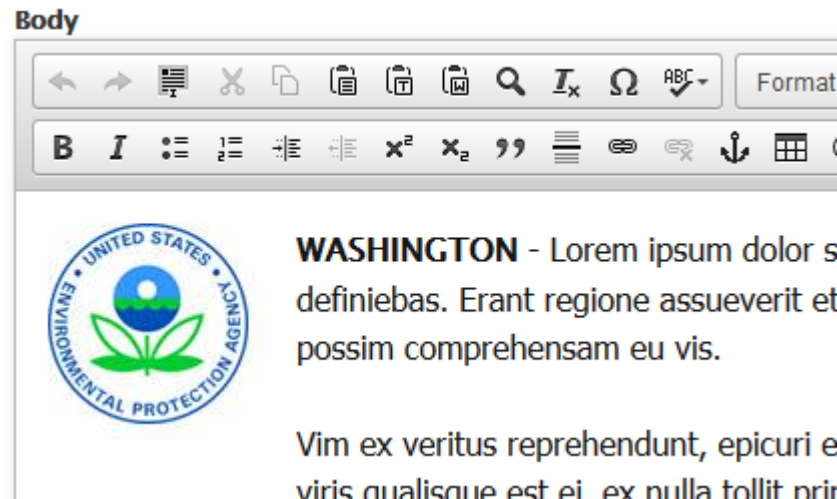
left ▼

next on the *Embedding* screen

- Skip the caption.
- Click Submit.

Done Adding.

- Your seal image should now show the seal box at top left.
- Continue with the rest of your news release prep.

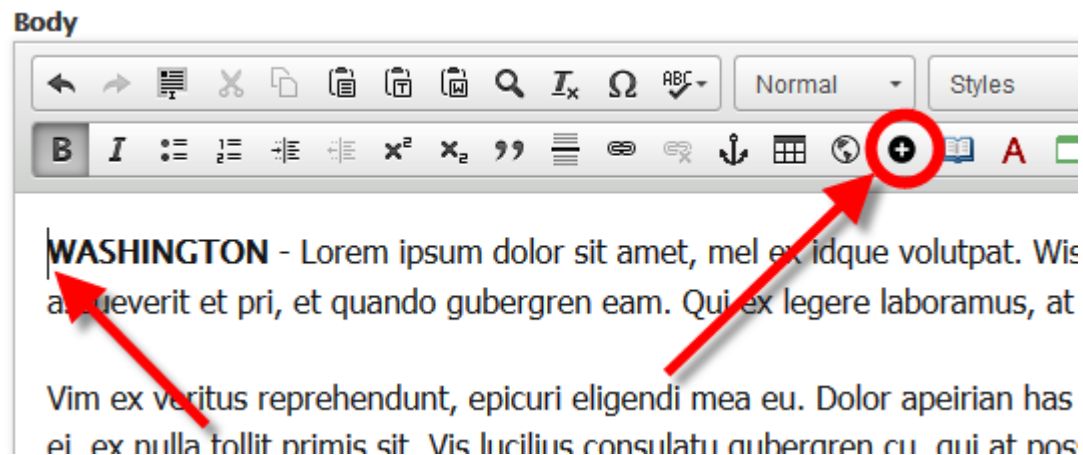


To Add This Same Image To Another News Release

- Images added to a news release in Web CMS stay there.
- You can find images to re-use in your library of images.
- You add an image basically the same way, except instead of uploading the image, you select it from images already uploaded (in your library).

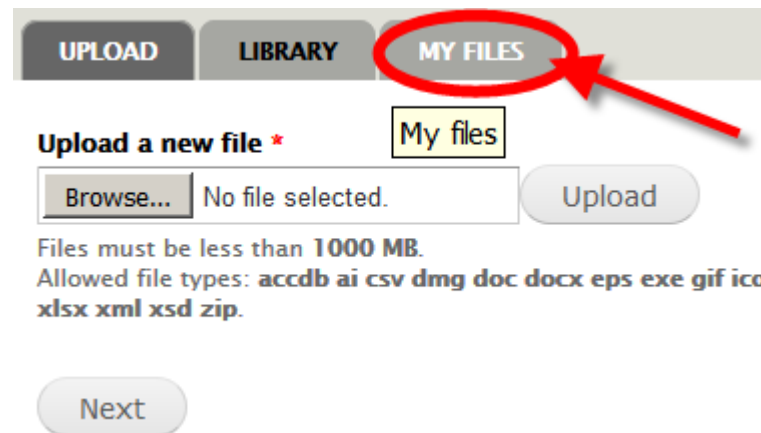
To insert an **already uploaded** image into your news release.

- Put the cursor at the very start of the first line of the news release.
- Click the round “+” icon to add an image.



FIND THE IMAGE

- To find an existing image, click either LIBRARY or MY FILES.
- MY FILES might be easier, since LIBRARY lists all files for all of EPA.



UPLOAD LIBRARY MY FILES

Upload a new file *

My files

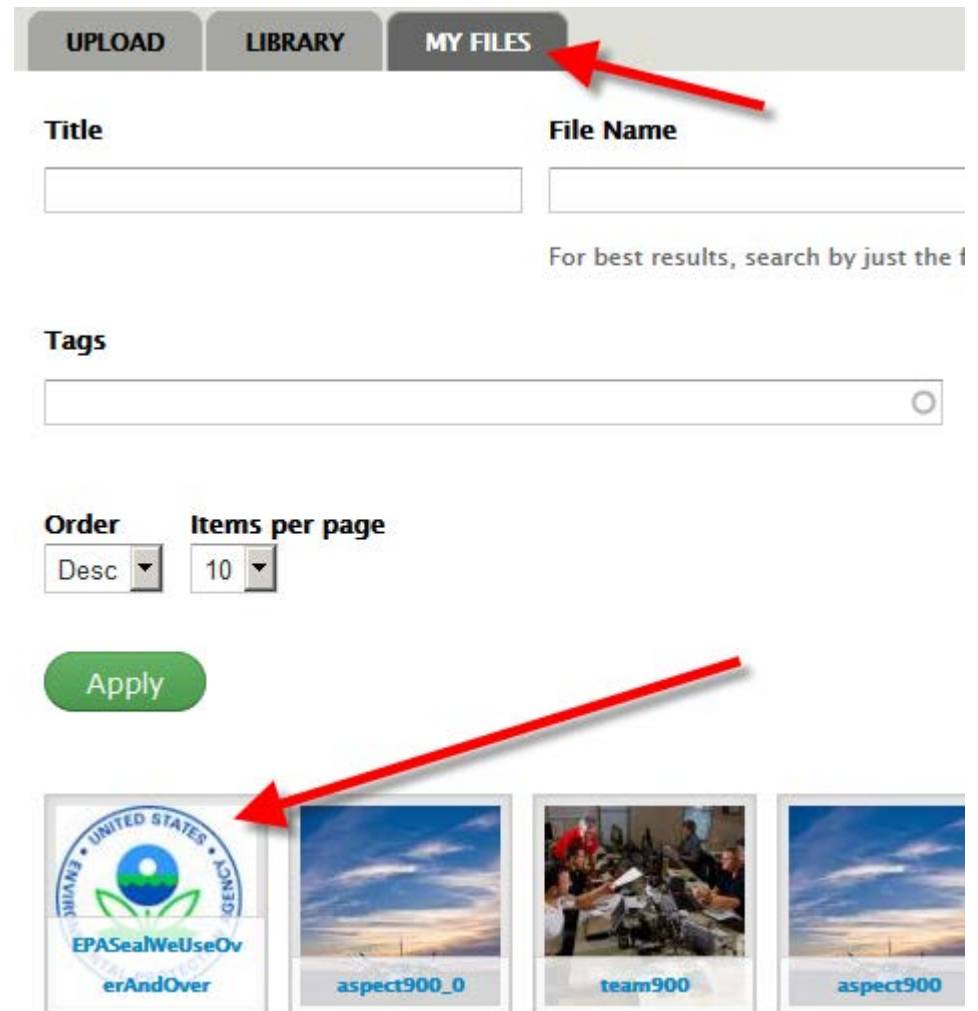
Browse... No file selected. Upload

Files must be less than 1000 MB.
Allowed file types: accdb ai csv dmg doc docx eps exe gif ico
xlsx xml xsd zip.

Next

Look for or search for your image.

- When you see your image, **click it once** to select it.
- If you don't see it right there, you'll need to scroll back or search on its name and/or web area (news releases).



The screenshot shows a web interface for managing files. At the top, there are three tabs: 'UPLOAD', 'LIBRARY', and 'MY FILES'. A red arrow points to the 'MY FILES' tab. Below the tabs, there are two input fields: 'Title' and 'File Name'. A red arrow points to the 'File Name' field. Below these fields, there is a text prompt: 'For best results, search by just the f'. Below this, there is a 'Tags' section with a search bar and a magnifying glass icon. Below the tags section, there are two dropdown menus: 'Order' (set to 'Desc') and 'Items per page' (set to '10'). Below these dropdowns, there is a green 'Apply' button. At the bottom, there is a row of four image thumbnails. A red arrow points to the first thumbnail, which is the EPA Seal. The other three thumbnails are labeled 'aspect900_0', 'team900', and 'aspect900'.

UPLOAD LIBRARY MY FILES

Title File Name

For best results, search by just the f

Tags

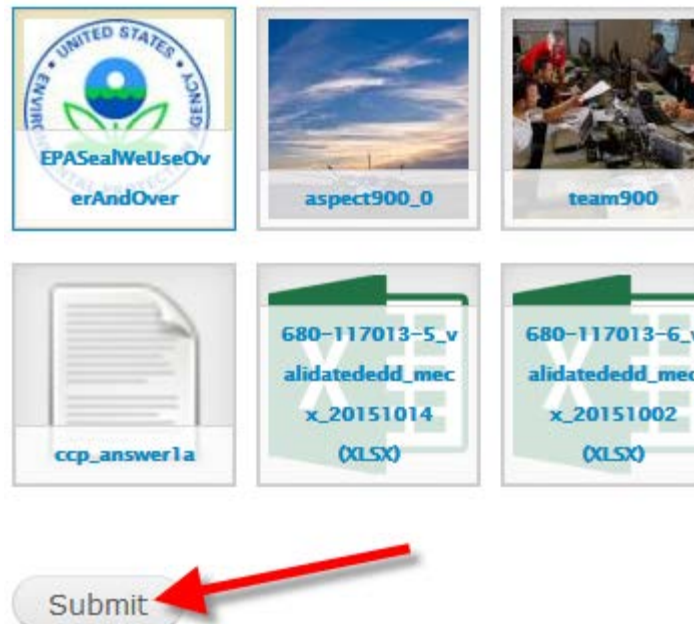
Order Desc Items per page 10

Apply

EPASealWeUseOv erAndOver aspect900_0 team900 aspect900

Keep going...

- Scroll down and click the SUBMIT button.
- The “Apply” button is used to apply search criteria. It doesn’t apply your image to the news release.



Finish adding the image

- Notice the image already has alt text.
- But you still need to set the alignment to “left.”
- Continue with the rest of the steps to add an image.

Embedding *EPASealWeUseOverAndO*

OPTIONS

Display as Large (928px max width) ▼

Choose the image size you wish to embed. You can further full-size original image by clicking on the "Link to original below.

☐ Link to original image.

Alt Text

EPA Seal

Communicate the purpose of this image accurately and succinctly for all readers.

[Creating Effective Alternative Text](#)

Title Text

Title text is used in the tool tip when a user hovers their mouse over the image. Adding title text makes it easier to understand the image and improves usability.

Image Alignment *

left ▼



ONE OTHER WAY

- Copy out the IMG tag of the image from a previously PUBLISHED news release.
- After you paste this news release body text, go into the HTML view of the text.



- Paste in the img tag. Get out of the HTML view.

Body

```
<p><src="/sites/production/files/styles/public/2014-10/OurSeal.jpg" alt="EPA Seal"><strong>WASHINGTON</strong> - Lorem ipsum definitiones vix et, ea sed volumus volutpat definiebas. Erant regione assueverit et pri, et quando gubergren eam. Qui ex legere la comprehensam eu vis.</p>
```



```
<p>Vim ex veritus reprehendunt, epicuri eligendi mea eu. Dolor apeirian has te, at ferri disputationi eos. Sumo mutat latine nec a
```

HELP?

- Contact the Office of Web Communications:

Jeff Morin, 202-564-6553

Danny Hart, 202-564-7577