TRAINING CREATING & POSTING A NEWS RELEASE IN EPA'S WEB CMS

Drupal WebCMS (DWCMS)			
Log in Logon Help			
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Log in	network.		

This training is for...

- Anyone who will *publish* a news release.
- This generally includes:
 - HQ press officers in OPA
 - Regional Public Affairs Directors and staff
 - Contractors who post news releases under the direction of EPA staff.
- <u>New users</u> may receive access with approval of OPA or their regional PAD.

This training will cover:

How to post an EPA news release online, including:

- Basic info you need to know first.
- Logging in.
- Creating a draft news release.
- Publishing the draft news release.
- Finding the published news release.
- Making edits and re-publishing a news release.
- Where to get help or how-tos.

This training won't cover:

- the policy, process, or authority to <u>develop</u> or <u>issue</u> a news release.
- the content or purpose of a news release.

EPA news releases are generally managed in the Office of Public Affairs, Office of the Administrator.

The Public Affairs Director (PAD) oversees news releases for that EPA region.

What is a "news release"?

The general audience for news releases is reporters.

Example of EPA news release types are:

- A press release
- A news brief
- A media alert, media advisory
- A statement or desk statement.

All these types use the same "News Release" form. The point is: <u>there is only one online form you will use.</u>

This training assumes...

... you use Word, maybe email, to develop a news release, including writing, review and approval, adding hotlinks, etc.

... you know little or nothing about HTML, EPA's Web Content Management System or "CMS", or other web things.

NOTE: If you are already familiar with EPA's Web CMS, you will have a small learning curve. HOWEVER, publishing a news releases requires <u>a couple of unusual steps you need to know.</u>

A news release needs...

Headline (max 255 characters)
Release Date
Body
Subject
Press Office (Region #, or AA-ship if HQ)
Press Officer (name, email, phone)
NEW: Certain tags and metadata settings, depending.

OPTIONAL BUT AVAILABLE TO YOU:

Secondary Headline Geographic Area or Location – *this is NOT EPA Region*.

Now we use a **browser**.

- Use Chrome for the news releases site. Firefox is OK too if you already have it.
- You should not depend on *Internet Explorer* (IE) to create and publish news releases. IE is unpredictable in Web CMS.
- Contact your help desk to get Chrome installed. OEI has a specific waiver for installing Chrome for this purpose. More info: <u>intranet.epa.gov/newsreleases</u>







Technical note

- What you're actually doing is creating a web page in EPA's "News Releases" web area.
- This isn't too different from creating a news release in Notes, but there are improvements.
- Due to time, *this* training will deliberately skip many details about EPA's Web CMS.
 More about Web CMS at epa.gov/webguide

Just so you know...

- Your news releases will be in the system **along** with everyone else's.
- You (or your region) don't have your own separate set of news releases.
- You can however, use the *Dashboard* to narrow the list to yours. <u>More on this later.</u>

Web CMS Terminology

PLEASE READ THIS – this is important for using Web CMS.

- Web CMS = EPA's web content management system.
- **Draft** = the first version of a new news release that you first create and **save**.
- **Publish** = to go live, online so the public can see it. The news release doesn't go live until you *publish*. *Saving is not publishing*.
- **Unpublish** = to take it offline. This doesn't delete the revision inside Web CMS.
- **Revision** = subsequent versions of the published version, after you make edits. If you edit a published version, those edits don't automatically appear online. You must publish a revision to make it live.
- **Republish** = if you make changes, you must republish. <u>Your changes will</u> not automatically appear online.

Remote Log-In

- You should be able to log in remotely (like, from home) to the Web CMS.
- It should be accessible once you log-in and you can access the EPA Intranet in your browser.
- Contact your usual help desk for remote log-in or telework stuff.

LOGGING IN

LOGIN: https://wcms.epa.gov/user

CREATE: https://wcms.epa.gov/newsreleases/create-content

There will be a link to these URLs <u>at the end of this</u> <u>training</u>.

Logging in

- Go to https://wcms.epa.gov/user
- Log in with your user ID and password.



After you log in...

- To create NEW news release, go to <u>https://wcms.epa.gov/newsreleases/create-content</u>
- To find a DRAFT or PUBLISHED news release, go to <u>https://wcms.epa.gov/newsreleases/dashboard</u>

NOTE - You'll probably need to:

- bookmark these links, or
- memorize these links, or
- get them on page intranet.epa.gov/newsreleases

IF YOU ARE AN EXPERIENCED EPA Web CMS USER

IMPORTANT – unlike other web areas you may be used to, News Releases has no "home page" where you go to click to create content or go to the dashboard.

That is why we ask (on the previous slide) to use the direct links.

If you might have a better solution for how this functions, please let us know. We'd love to have your help to make this as easy as possible for everyone.

On the "Create Content" page

• Click "News Release" content type.

Do not use Basic page, Document, or any other type.

Create Content for News Releases



• HINT: bookmark this page for faster access to creating a new news release.

THE FORM.

• This is where you type or paste in your news release content.

Home

Create News Release

Headline *

Secondary Headline

WFR ARFA *

TYPE OR PASTE IN THE HEADLINE.

Secondary Headline: Optional.

You may type or paste. It's a text-only field.

NOTE

- Headlines are automatically set. You can't change font size or type.
- Headline limit: 255 characters. If exceeded, Web CMS will just cut off the text. There's no way around this.
- IMPORTANT: **Don't change settings in the web area box.** They are used by the Web CMS to put your news release in this web area.

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11 M	
Headline	-
Secondary Headline	
	+

FYI: Most of the headline you enter will become the URL for the news release.

page title = URL, except small words.

EXAMPLE:

If you use this headline...

EPA Releases the First of Four Preliminary Risk Assessments for Insecticides Potentially Harmful to Bees

...then the URL will be something like: epa.gov/newsreleases/epa-releases-first-four-preliminary-riskassessments-insecticides-potentially-harmful

The URL will cut off at 100 characters including "news releases." Just so you know.

The **Release Date** will automatically appear as today's date.

You can keep it, or change it to any date.



NOTE ABOUT THE DATE



THIS DATE IS:

- It is the date used for chronology, and the search function.
- It is text only. It won't change if you edit and re-publish.

THIS DATE IS NOT:

- It's <u>not</u> a timer to automatically publish later.
- It's <u>not</u> the physical publish date (in page footer).

ADD THE BODY

- Type or paste the news release from Word into the large "Body" field.
- Keep to plain text as much as possible.
- Just paste, e.g. Ctrl-V. Don't use the "clipboard" buttons.



About formatting



- The body section includes edit tools for text style, bold, italics, super/sub scripts, links, table insert, or other things.
- <u>You should use these very sparingly.</u> Suggest you format your news release in Word, then paste into Web CMS.

Wait! Are you missing the edit bars?



- If you are using IE and you don't see the two edit bars,
 STOP. You should not use IE for news releases.
- THE FIX: ask the help desk to install Chrome on your computer or use Firefox if you have it.

More information about browser type is at http://intranet.epa.gov/newsreleases

Got Multimedia?

- The body of the news release is where you can add special features like photos, sound bites, or embed a video. This is optional and up to the discretion of your news director.
- If you have A LOT of special features or info, consider creating a "media kit" – a separate, <u>non-news-release</u> page.
- Remember you will ALSO need to add a link in your VOCUS email back to the news release page.
- Find out more about all this stuff on the News Releases support site (intranet.epa.gov/newsreleases)

The RICH TEXT Button (link)

- You can IGNORE the link of "Disable rich text."
- What it is: This is to let you make certain, limited adjustments to the existing HTML code. But you can't change styles or add scripts. Web CMS will <u>automatically</u> <u>delete</u> disallowed code you try to add.



LET'S TALK ABOUT: Hotlinks

- If you added hotlinks to your news release in Word, you shouldn't have to do anything more. Hotlinks in your Word document should paste successfully into the body field.
- You can manually add hotlinks if you need to covered next.
- NOTE You can't click a link to test it <u>while in edit mode</u>. You can test it after you save as **draft**, before you publish.

Read more about this: <u>http://www.epa.gov</u>

IF YOU DO NEED TO MANUALLY ADD A HOTLINK, HERE'S ONE WAY:

• First COPY the URL of the Web page you want to link to, so you have it ready to paste.

Example: http://www.epa.gov/mercury/mgmt_options.html

- In your news release, select (block) the characters to be hotlinked.
- Click the **chain** "link" icon in the edit bar.



(manually adding a hotlink)

Change the Link Type to URL. This is important.



(There are other ways to make links in Web CMS. You can use those, too, if you know how. See also https://www.epa.gov/drupaltraining/linking-content-drupal-webcms) (manually adding a hotlink)

PASTE the URL into the URL field. The **http://** part of your URL might disappear. *It's OK, it's supposed to.*

Do not change "Protocol."

Click the **OK** button (not shown).



Done.

Delete an existing link (unlink)

- Block the text to unlink.
- Click on the link icon with the "X"
- This will unlink the selected text.



Now back to creating your news release...

Add the Subject



Pull down the Subjects picker and stop on the subject you want.

Then click the Add button. You must click "Add" or it won't insert the Subject. This trips up a lot of people.

To add multiple Subjects: pull the picker down again, select the next subject, and click Add again.

To remove a Subject: click the "Remove" word.

Choose Press Office

Click the Press Office Picker. If you choose Headquarters, a list of the AAships will appear to choose from.

Click the Add button. You must click "Add" to insert the Press Office into the list.

Yes, you can add more than one.





Add the press officer contact info.

Note – format the phone number how you want it, like (222) 456-7890, 222-456-7890, etc.

<u>To add another phone number for **THIS** press</u> officer:

• Click "Add another item" under the first phone.

To add another press officer:

• Click "Add another item" underneath the previous Press Officers box.

(Yes, we've asked them to clarify the buttons to be "Add another phone number" and "Add another press officer.")

Joe Blow
Email
blow.joe@epa.gov
PHONE NUMBER(S)
Add another item
Remove

Description, Keywords are Automatic

We made it so these two fields are filled in automatically, to help your work go faster.

- **Description** populates from the news release title.
- **Keywords** populates from the subject(s) you select.

You have the *option* to edit Description and Keywords. But you don't have to.

Generate automatic description

Uncheck this to create a custom description below.

Description

EPA News Release: EPA's Energy Star Battle of the Build Million, Prevents 250,000 Metric Tons of GHG Emissions/ The a all 50 states, the District of Columbia, and Puerto Rico

Content limited to 256 characters, remaining: 19

Do not restate the title; add context to it.

Generate automatic keywords

Uncheck this to add custom keywords below.

Keywords

Air

A comma-separated list of keywords and phrases about the pa title/description. Use terms that are part of your page or docun

How are Description and Keywords used? They are used by the EPA Web, also search engines to identify and sort web pages. They are embedded in the HTML code of the web page and do not appear on the news release page.

ABOUT THESE:

- **Type**. Leave this alone. Do not change it.
- Channel. Leave "About EPA" checked. <u>Optional:</u> check any of the others depending on the content of your news release.
- Is Searchable. Leave this alone. Do not check this.

These settings are required in the Web CMS. They will not (greatly) affect access to your news release.



To add a geographic name.

This is OPTIONAL.

- There's also a "Geographic Location" picker near the bottom of the form.
- Adding state names is a multi-step process but it's easy.
- Begin by clicking the "Geographic Locations" chooser, then pick "United States."



Enter State(s) or other Location

- Remember, this is OPTIONAL.
- Click "States."
- A new chooser with state names will appear. Click the state you want.
- Click Add.
- Repeat for multiple states.





What is Multi-State Region?

• Multi-state regions refers to general areas of the US.

Geographic Locations



- *It does not mean EPA Region,* even if your region seems to fit the description.
- WHY USE THIS? To tag your news release for readers (reporters, mainly) who look for announcements for that section of the USA.

EXAMPLE: information about a hurricane that hits Louisiana would be of interest to readers in the "SOUTHEAST."

¿What if the news release is not English?

ONLY FOR NON-ENGLISH NEWS RELEASES

- Scroll to the bottom of the news release entry page.
- Click "Other Metadata" in the box at left of the "Description" field.
- A picker for different languages will appear.
- Click the language of your news release.*
- Then click "Primary Metadata" to go back to the regular edit view of the news release draft.

This is important for Spanish or any other non-English news releases, because setting the language metatag *helps users* see the page better in that language & font.



IGNORE

- You may notice settings that appear to pre-set the publish time.
- Suggest you ignore this for now, and continue to manually publish news releases as needed.
- Reason is, the publication time is accurate to only within a half-hour. Do not depend on this for precise publishing.



Save Your Draft

Click SAVE. This saves as a draft. THIS DOES NOT PUBLISH.

<u>Important</u> – you must click <u>Save</u>. If you try to "view" the draft without first saving it as a draft, your entries or changes will probably be lost.

WAIT. It may take the Web CMS a few moments to respond to your SAVE click.

"Admin Info"

- If you see a WHITE "Admin Info" button at top right, click it.
- It should turn orange, and edit controls should appear.
- Click the little green "Set" or "Save" button.
- The green button will disappear.



Its purpose is merely to show or hide the editing controls so you can have a clean view of the draft.

If there's no "Admin Info" button at all at top right, contact us.

To Publish Your Draft

After saving the draft, you should see a link for "Publish Now" in the blue "Revision" bar at the top of the page.

Revision Information				\frown
Author	Current State	Revised On	Actions	
jmorin	Draft	07/20/2015 5:06PM	Send for review Save for later (keep unpublished)	Publish Now

CLICK "Publish Now" – to the publish dialogue.

The publish dialogue page

HERE IS WHERE YOU PUBLISH NOW.

- You must enter a log message. Suggest either a simple concept like "publishing" or message-to-self, like "publishing for Jane Doe who's out today."
- You must check the external links box.
- You must check the accessible box.
- Click "Update state". Now it will publish.



What is accessible? What about external links?

- When you publish a news release in Web CMS, you will be asked to certify that the news release meets EPA and legal requirements for *external links and accessibility.*
- While there are many requirements, the ones likely to affect you are few and won't come up often.
- Please see the VERY BRIEF training online. You should look at it. Web CMS will log that you "certified."

Status Page of the Current Revision.

<u>After it publishes</u> you will get a new page showing the status block of the news release "Current Revision." STATUS should say "Published."



Find your published news release

This is one easy way:

- Like any public user, find it online: <u>http://www.epa.gov/newsroom</u> (note the www)
- Then go to your Region or AA-Ship list of news releases. **Copy its link.**
- You can also go to the chronological, *all* list. Or find some other method that works for you.

IMPORTANT!

DO NOT ACCIDENTALLY USE OR GIVE OUT A "WCMS" URL.

Look *closely* at the URL of your news release.



If you see **https://wcms** in the URL, this is the Web CMS version. You can see this because you are logged in.

THIS IS NOT THE PUBLIC URL. Do not give out URLs with "WCMS."

To edit a published news release

• Use the **Group Dashboard** to find and edit your published news release.



- When you SAVE and PUBLISH your edits, the published one is replaced automatically.
 - The URL and the "release date" do not change.
- Previous revisions remain in the system (offline) but you can go back to them if you need to.

Login > Dashboard > Content

- Log in.
- Go to the Group Dashboard at <u>https://wcms.epa.gov/newsreleases/dashboard</u> Click on the Browse Content link or tab. This goes to the actual listing of all files.



Find your news release

- The "Content" list shows ALL NEWS RELEASES -- not just published, and not just <u>yours.</u>
- You will need to find your news release **among** all the others.
- Browse, search, or sort the list.

There are ways to narrow the list

- Put your user ID in the "Author" field.
 - This will show you just yours.
- Choose "Published" as the Status type.
 - This will show just the published ones.



When you see your news release...

• Click the title.

131255	Hartford, Conn. Property Management Companies settle with EPA for Lead
	Paint Disclosure Lapses

• This will open the page for editing as a "Revision."

Finishing someone elses?

- You should be able to edit or publish someone else's news release.
- And someone else can edit, publish, or otherwise finish up a news release that you left undone (for whatever reason).
- <u>CAUTION</u>: All news releases are in here, so be VERY CAREFUL open the correct news release.
- Web CMS keeps track of which user changes which revisions – in case there's a question.

Now you can edit the "Revision"

- You should now be at https://wcms.epa.gov/newsreleases/whateveryoucalledit
- You should see the edit controls at the top.



Edit and Publish

- News Releases View Edit Compare Clor
- Click the **Edit** button at the top of the page. Make your changes.
- Click the **SAVE** when you're done making edits.

IMPORTANT You must <u>click to publish the revision.</u> "SAVE" ALONE DOES NOT PUT YOUR CHANGES ONLINE.



<u>NOTES</u>

- The URL will not change. People who linked to your news release should not have a broken link.
- It may take a few minutes for a re-published page to appear online. Remember to refresh your browser.



- You must also do the PUBLISH step if you make a change and save the revision.
- Just saving your changed revision, will not put your changed version online.



Bookmark these URLs

- Login: <u>https://wcms.epa.gov/user</u>
- Create:

https://wcms.epa.gov/newsreleases/create-release

• Group Dashboard:

https://wcms.epa.gov/newsreleases/dashboard

WHERE TO GET HELP:

http://intranet.epa.gov/newsreleases

- More training and how-tos, on:
 - Embedding a video
 - Adding photos
 - Adding actualities (sound bites)
 - Cheat sheet quick reminders
- HELP! If you need assistance.
- Access for new users to the system.

THANKS!