



# 2011 Newsroom Manual

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## **Part 1. Creating/Publishing a News Article or Press Release**

This is the process for creating an article and adding it to the News Headlines or Press Releases section of your website.

### **A. Creating an Article**

1. On the MiLB Newsroom homepage, under Enter Content, click **Article**.

**MiLB Newsroom**  
You are logged in as [Will Test](#) . ([logout](#)) ([change password](#))  
Recent User History: -- (3 structures) -- [Reload History](#) Character Mode: Zap Gremlins

Enter Content	Content Tools	External Tools
<a href="#">Article</a> <a href="#">Video</a> <a href="#">Short Content</a> <a href="#">Game Content</a> <a href="#">Document</a> <b>Enter Custom Content</b> <a href="#">HTML Page</a>	<a href="#">Search/Edit Content</a> <a href="#">Generate Indexes</a> <a href="#">Load Content by ID</a> <a href="#">Content with Views</a>	<b>Game Tools</b> <a href="#">Probable Pitcher Editor</a> <a href="#">Promotion Editor</a> <a href="#">Ticketing Editor</a> <b>Player Tools</b> <a href="#">Transaction Editor</a>

**Standard site sections:**

**By Club:**  
League:   
Team:   
Club Homepage News

2. A Content Entry Form appears, containing a series of mandatory and optional fields (see next page). Note: mandatory fields are indicated in the Newsroom with a blue asterisk.
  - a. **Slug**: text used to search for an article in Newsroom; doesn't appear in published article
  - b. **Date**: defaults to time/date you start building the article; will appear at top of article
  - c. **Keywords**: select "Hide Comments" to disable fan commenting for a particular article
  - d. **\*Kicker**: headline for homepage and main News page; doesn't appear within the article
  - e. **\*Headline**: appears at the top of the article
  - f. **Subhead**: appears under the headline of the article
  - g. **Byline**: writer's name; appears under the subhead
  - h. **Source**: select your team from the dropdown menu; appears next to byline
  - i. **\*Blurb**: sentence or two introducing the article; appears on main News page
  - j. **Big Blurb**: short intro paragraph; appears on homepage if article is put into Media Wall, or in Template C if the article is put at the top of News Headlines
  - k. **\*Body**: main text of the article; use <p> tags to create paragraph breaks (see p.53 for some additional HTML code)
  - l. **Tagline**: appears in italics below the body of a news article (not press releases); typically used to further identify the author of the article

Note: Appendixes 1-2 show where these elements will appear when published to your website.

Content Entry Form - 'articles'

Views: [ [Simple](#) [Photo](#) [Tabs](#) ] (?)

[Search for Photos](#) (?) [Upload Photos](#) (?) [Enter New Item](#)

articles

00

Unsaved Article

(details)

Save Current

Search....

Slug:

Timestamp:

11/30/2009 14:02 PM

November

30

2009

02

02

PM

[set today](#)
[clear history](#)

Date:

English

Language:

Game ID:

search...

Team:

League: Minor League Baseball

Team: (no team)

Player Associations:

First/ID:

Last:

League: Minor League Baseball

Find

Team: (any team)

Select players ...

add ->

remove

Group:

Minor League Baseball

reset search...

match to team

Media Category:

(none)

Keywords:

League Playoffs

< up to parent

search >

Suggest Keywords

add ->

remove

State:

(none)

Kicker:

Headline:

Subhead:

Alt Headline:

Byline:

Source:

(none)

Add new source

Edit source

Column bug:

(none)

manage

Blurb:

Big Blurb:

Body:

Tagline:

[Search for Photos](#) (?) [Upload Photos](#) (?) [Enter New Item](#)

Content Structure

show hidden items (?)

show

articles

Medium Thumbnail (96x72)

Frontpage Large (466x250)

Frontpage Horizontal (466x200)

Article Photo (275x235)

Article Related Items (?)

Top Story Links

Mediawall Thumbnail (73x47)

Mediawall Main (425x275)

Flash Video

Photo (480x270)

Photo (124x70)

show

Save All

Refresh Page

Main Menu

3

3. After entering your content into the appropriate fields, click either **Save Current** or **Save All**. (Note: a red error message will appear at the top of the Content Entry Form if any of the mandatory fields are not filled in when you save.)

## B. Adding a Photo

You can either add a photo directly from your computer or reuse a photo that has previously been uploaded into the Newsroom. Either way, first click the blue **Photo 480x270** link under Content Structure at the bottom of the Content Entry Form. Two tabs now appear at the top of the Content Entry Form, one for the article and one for the photo. You can maneuver between sections by clicking these tabs.

The screenshot shows the 'Photo (480x270)' tab selected at the top. Below the tabs is a grey header 'Unsaved Image' with a '(details)' link. The form fields are as follows:

- Timestamp:** \* 12/01/2009 11:48 AM
- Date:** December 01 2009 11 48 AM (with 'set today clear restore' links)
- Language:** English
- Game ID:** — (no results) — (with 'search...' link)
- Team:** League: International, Team: Indianapolis Indians
- Player Associations:** First/ID: , Last: , League: International, Team: (any team) (with 'Find' button). Below are 'Select players ...', 'add ->', and 'remove' buttons.
- Group:** \* Indianapolis Indians
- Media Category:** (none)
- Keywords:** (None) (with '< up to parent' link). Below are 'Suggest Keywords', 'add ->', and 'remove' buttons.
- State:** (none)
- Headline:** \*
- Photo:** \* (with 'Browse...' button, indicated by a black arrow)
- Size:** \* w x h
- Credit:**
- Caption:**

### To use a photo from your computer:

1. On the Article Photo entry page, click the **Browse** button (next to the Photo field). A popup box opens, asking you to submit a photo from your computer.

- Before you upload the photo into the Newsroom, make sure it is the proper size (480 pixels wide, 270 pixels high) and “Saved for Web” as a standard .jpg (not progressive). It should also be saved as RGB and not CMYK to ensure that it appears in all browsers.

2. Enter a photo credit and caption (optional).

3. Click **Save Current** or **Save All**. (Save Current saves elements within the current tab; Save All saves elements across all tabs.) The photo should now appear on the Content Entry Form with the Headline field (file name) and Size field (photo dimensions) filled in automatically.

Note: photos must be the correct dimensions before they are uploaded. You cannot resize photos by changing the dimensions in the Size field. Also note, the Headline of the photo can be used as a search parameter if you ever want to reuse the photo in the Newsroom.

For the purposes of search engine optimization, clubs can also add a 124x70 thumbnail to their articles. Though it does not appear anywhere on your site, it can appear (along with the blurb) in search engine results to help increase page views.

To reuse a photo from the Newsroom:

1. Click **Search for Photos** (a blue link at the top right of the Content Entry Form) to open the Media Search box. (See “How to Search” on p.46 for instructions on this box.)
2. After you’ve searched for and submitted a photo, you may want to make a duplicate of the photo if you plan to add/change the caption, since the photo is still attached to any other article(s) in which it appears and updating this field will change the caption elsewhere. To duplicate the photo, click the **Create New Copy** checkbox and save, then update the caption and save.

### **C. Adding Related Links to an article**

Links can be added within an article in a box labeled “Related Content” (see Appendix 2). You can link to web pages, videos, photo galleries and more (using the Add Link button) or to an existing article or any other item in the Newsroom (using the Add Item button).

Note: up to five links can be added to the Related Content box. Also, these links will appear in the Media Wall, under the Big Blurb, if the article is added there as well.

1. Click **Article Related Items** under Content Structure at the bottom of the Content Entry Form. This takes you to an Article Related Items index.

## Content Entry Form - 'articles'

Views: [ [Simple](#) [Photo](#) [Tabs](#) ] (?)

[Search for Photos \(?\)](#) !

articles [X] Article Related Items [X]

**Unsaved Index**

[\(details\)](#) Save Current

**Index Name:** \* Article Related Links

**Members:**

Add item  
Add Link  
Edit item  
Change View  
Delete

up ^ down v

2. To add a link to the Article Related Items index, click the **Add Link** button. A Link Item pop-up box appears:

- Enter a name for the link in the **Link Text** field (appears in the Related Content box)
- Enter the URL you want to link to in the **Link URL** field. (Note: to link to a page with [www.minorleaguebaseball.com](http://www.minorleaguebaseball.com) in the address, be sure to use the “relative link” (which begins with the first forward slash after .com). For example, to link to [http://www.minorleaguebaseball.com/news/article.jsp?ymd=20081104&content\\_id=477193&vkey=news&fext=.jsp](http://www.minorleaguebaseball.com/news/article.jsp?ymd=20081104&content_id=477193&vkey=news&fext=.jsp), just use: [/news/article.jsp?ymd=20081104&content\\_id=477193&vkey=news&fext=.jsp](/news/article.jsp?ymd=20081104&content_id=477193&vkey=news&fext=.jsp)  
Attempting to use a URL that includes [www.minorleaguebaseball.com](http://www.minorleaguebaseball.com) (i.e., the absolute URL) will cause an error message when saving.
- Click **Save** in the Link Item pop-up box. The box closes and the Link Text appears in the Article Related Items index.

3. To link to an item you’ve already created in the Newsroom, click the **Add item** button. A Media Search box pops up. (See “How to Search” on p.46 for instructions on using this box.)

4. After you’ve submitted the item(s) from the Media Search box, a **Select Views** box appears. Ensure that the proper view is selected, then click **OK** in the Select Views box.

5. After you’ve added links and/or items to the Article Related Items index, click **Save All** at the bottom of the index.

### D. Publishing an article in the News or Press Release Index

After you create and save an article in the Newsroom, you need to place it in the appropriate index and generate the index for the story to appear on your website.

1. On the Newsroom homepage, select either **News** or **Press Release** from the **By Club** pulldown menu. Click **Go**.

## Content Entry Form - 'Oneonta Tigers News Index'

Views: [ [Simple](#) [Photo](#) Tabs ] (?) [Search for Photos](#)

[Team Home / News](#) [X]

**Index - 'Oneonta Tigers News Index'** (rev 21)

[\(details\)](#) [Save](#)

**Index Name:** \* Oneonta Tigers News Index

**Members:**

1: Tigers' Feeney flirts with no-hitter	<a href="#">Add item</a> <a href="#">Add link</a> <a href="#">Edit item</a> <a href="#">Change View</a> <a href="#">Delete</a>
2: Stokes, Shawler, Stohr stymie Spinners	

[up ^](#) [down v](#)

**Advanced:** [more...](#)

2. In either the News Index or Press Release Index (the steps are the same), click the **Add Item** button. (If there are articles already in the index, first highlight where you want to insert the new article, then click Add Item.)
3. A Media Search pop-up box appears. (See “How to Search” on p.46 for instructions.)
4. After you’ve submitted the item from the Media Search box, a **Select Views** box appears. Ensure that the appropriate Article View and Archive already appear in the two pulldown menus. Click **OK** in the **Select Views** box.
5. The headline of the article(s) then appears in the News (or Press Release) Index. You can change the order of the articles using the Up and Down buttons.
6. Click **Save All** at the bottom of the News or PR Index, then click **Generate**. This takes you to a Generation page. (See “How to Publish” on p.46 for more instructions.)

Note: It is important to periodically delete old items from the News and PR Index (i.e., items no longer appearing on the News Homepage). If the News or PR Index ever reaches 400 items, you will be locked out. Articles are automatically added to the News or PR archive when submitted to an index. They will not be deleted from the archive if you delete them from the index.

Note for Template C: The first item in the News Index will appear on the homepage with a 480x270 photo, Kicker, Big Blurb and any Related Links. Secondary items appear in the Headlines section of the homepage with only the Kicker.

### **E. Linking to a page using ‘short content’**

Along with creating articles for your News Headlines, you can also link to pages from sources such as MiLB.com or MLB.com, as well as other pages on your own site (e.g., a tickets page, your promotions calendar, online shop, etc.).

One way to link to a page is to use the Add Link button in your News index and follow the same process as adding Related Links to an article (see p.5).

A better option is to create a “short content” and add it to your News index -- particularly if this will be the lead item -- since you can include a blurb (which will appear on your News homepage and in the News archive) and photo (which will appear on the News homepage).

1. On the Newsroom homepage, under Enter Content, click **Short Content**.
2. In the Content Entry Form that appears, fill in the following fields:
  - a. **Kicker**: appears on homepage and main News page
  - b. **Headline**: does not appear on the site, but can be used as a search parameter when locating the short content in the Newsroom
  - c. **Blurb**: a sentence or two summarizing the story; appears on main News page and News archive
  - d. **Link URL**: add the URL of the web page you want to link to. Note: to link to any page on [www.minorleaguebaseball.com](http://www.minorleaguebaseball.com), use the relative link (see p.6 for more information on relative links)
  - e. **Photo 480x270**: You can also add a photo, which will appear on the main News page when the short content is the first item in the News index (see p.4 for instructions on adding a photo). Adding a 124x70 thumbnail will allow you to add the item to other areas of your site such as a homepage carousel or your ticket landing page.

Note for Template C: Template C users will also want to add a Big Blurb and Related Links, since those appear on the homepage when the short content is the first item in the News index.

3. Click **Save All**, add the short content to the News index, and generate the index (see Section 1.D for instructions). Note: when using the Media Search box to locate a short content, click **short content** next to Media Type at the top of the box. Also, when the Select Views box appears, leave the top pulldown menu as “Default Content” but remember to select the appropriate archive in the bottom pulldown menu.

## **Part 2. Entering content into the Media Wall**

The rotating Media Wall on your homepage must contain at least six articles and/or “short content.” All Media Wall content requires a Headline/Kicker, Big Blurb, 480x270 main photo, 75x42 thumbnail, and a URL to link to (See Appendix 1A-B). Related Links are optional, and Flash video can also be included (with short content only).

Note for Template C: There is no Media Wall for Template C. Instead, the 480x270 photo, Big Blurb, etc. on the homepage are pulled from the first item in the News index.

### **A. Creating a panel within the Media Wall index using ‘Short Content’**

Short content can be created directly within the Media Wall index, as opposed to creating it and then adding it to the index separately.

1. On the Newsroom homepage, select **Mediawall** from the **By Club** pulldown menu. Click **Go**.
2. On the Media Wall Content Entry Form, select **content short** from the “Add Item” pulldown menu. An outlined box now appears in the No. 1 spot of your Media Wall Content Entry Form.

#### **Content Entry Form - 'Oneonta Tigers Media wall'**

Views: [ [Simple](#) [Tabs](#) ] (?)

[Rotating Media Wall](#) [X]

Index - 'Oneonta Tigers Media wall' (rev 20)

[\(details\)](#)

Save Current

Copy Full

Index Name: \* Oneonta Tigers Media wall

Members:

Add:

1

Add Item...

Search...

URL:	<input type="text"/>	<div>up ^ down v New Position: 1 Move To remove</div>
URL Text:	<input type="text"/>	
Kicker:	<input type="text"/>	
Headline:	* News	
Big Blurb:	<input type="text"/>	
Blurb:	<input type="text"/>	
Hide 466	<input type="checkbox"/>	
Caption:		
Content:	Save lead item first.	

element not saved

3. In the **URL** field, paste the URL of the page you want to link to, starting with **http://**

PLEASE NOTE: All Media Wall short content must have a URL. Generating the Media Wall index without a URL in one of the short content will disable the Media Wall on your website.

4. In the **Kicker** field, add a headline to appear on the homepage.
5. Copy the Kicker into the **Headline** field (used for search purposes).
6. In the **Big Blurb** field, write a short description for the item, an introductory sentence or two. (For optimal appearance, the Big Blurb should take up about 3.5 or 4 lines in the Big Blurb field)
7. **URL Text** (optional) appears as a link after the Big Blurb.
8. Click **Save Current**. Five grey buttons now appear at the bottom of the Short Content box.

The screenshot shows a web form for adding short content to a media wall. The form is divided into several sections:

- Kicker:** A text box containing "MLK Day celebration at Victory Field".
- Headline:** A text box containing "MLK Day celebration at Victory Field".
- Big Blurb:** A text box containing "Victory Field hosted a Martin Luther King Jr. Day celebration, which included a Negro Leagues memorabilia show, various baseball related games and activities as well as an appearance by Rowdie."
- Blurb:** An empty text box.
- Hide 466:** A checkbox that is currently unchecked.
- Caption:** A text box.
- Content:** A section with five buttons: "short content", "thumbnail", "links", "flash vid", and "photo 480x270". A black arrow points to the "photo 480x270" button.

On the right side of the form, there are additional controls:

- Buttons for "up" and "down v".
- A "New Position:" label with a dropdown menu showing "1".
- Buttons for "Move To", "remove", and ">>".
- A "Remove" checkbox.

9. To add a main photo, click the **photo 480x270** button. A photo Content Entry Form pops up.
10. Click **Browse** in the photo Content Entry Form that pops up. A search box appears, asking you to locate and submit a properly sized photo from your computer. (See "Notes/Helpful Hints" on p.49 for photo specifications.) Enter a photo credit and caption (optional).
11. To add a 75x42 thumbnail, click the **thumbnail** button and repeat step 10 (excluding the photo caption and credit).
12. See separate instructions for the process of adding video to a Media Wall short content. instructions (if you need a copy, please contact [clubsites@mlb.com](mailto:clubsites@mlb.com)).

Note: The use of Flash video does not replace the need for a 480x270 photo.

13. To add Related Links to your Short Content, click the **links** button. A Related Links Index appears in a separate window. (See p.6 for instructions on adding links.)

14. After you've added links, click **Save Current** in the Related Links Index and close the window. (Three links should fit on your homepage, depending on the length of the Link Text.)

15. When you are ready to publish, click **Save All** at the bottom the Media Wall Content Entry Form and click **Generate**. (See "How to Publish" on p.46 for further instructions.)

Note: After you create and save this short content in the Media Wall, you can also now search for it in the Newsroom and add it to other sections of your site, including homepage carousels.

## B. Adding a News Article/Press Release to the Media Wall

Along with entering short content into your Media Wall, you can also add an article you've built in the Newsroom.

1. On the Newsroom homepage, select **Mediawall** from the **By Club** pulldown menu. Click **Go**.
2. In the Media Wall Content Entry Form, click the grey **Search** button.

### Content Entry Form - 'Oneonta Tigers Media wall'

Views: [ [Simple](#) [Tabs](#) ] (?)



Rotating Media Wall [X]

Index - 'Oneonta Tigers Media wall' (rev 19)

(details) Save Current

Index Name: \* Oneonta Tigers Media wall

Members: Add: 1 Add Item... Search...

3. A Media Search pop-up box appears. Search for the article or press release you've created in the Newsroom. (See "How to Search" on p.46 for instructions on using the Media Search box.)

4. After you've submitted the item from the Media Search box, ensure that the appropriate "view" is selected in the top pulldown menu of the **Select Views** pop-up box (in this case, either the "News Article" or "Press Release" view). The bottom pulldown menu should be left blank in this instance.

5. Click **OK** in the **Select Views** pop-up box. The new item appears at the top of the Media Wall Content Entry Form.

6. You can change the order of the items in the Media Wall Content Entry Form by using the **Up** and **Down** buttons or by using the **New Position** pulldown menu and **Move To** button.

7. You can edit news articles/press releases in the Media Wall Content Entry Form by using the **Select a Path** pulldown menu.

- The Kicker, Big Blurb, and Related Links can be accessed by choosing **articles** in the Select a Path pulldown.

- Add/edit the article photo by selecting **Photo (480x270)** and the thumbnail photo by selecting **Large Thumbnail (75x42)**.
- Note: When you select an item using the “Select a Path” pulldown, the item’s Content Entry Form appears in a pop-up window. After you make a change, click Save Current in the item’s Content Entry Form, close the pop-up window, and click Save Current in the Media Wall Content Entry Form.

## Content Entry Form - 'Oneonta Tigers Media wall'

Views: [ [Simple](#) [Tabs](#) ] (?)

[Rotating Media Wall](#) [X]

**Index - 'Oneonta Tigers Media wall'** (rev 19)

[\(details\)](#) Save Current

**Index Name:** \* Oneonta Tigers Media wall

**Members:** **Add:**

<b>Structure:</b> articles <b>Headline:</b> First Article Written Today <b>Hide 466 Caption:</b> <input type="checkbox"/> <b>Edit Item:</b> <input type="button" value="Select a Path..."/>	<input type="button" value="up ^"/> <input type="button" value="down v"/> <b>New Position:</b> <input type="text" value="1"/> <input type="button" value="Move To"/> <input type="button" value="remove"/>	1
<b>URL:</b> /news <b>URL Text:</b> <input type="text"/> <b>Kicker:</b> Oneonta <b>Headline:</b> * Oneonta <b>Big Blurb:</b> David	Medium Thumbnail (96x72) Small Thumbnail (62x75) Frontpage Horizontal (466x200) Article Photo (275x235) New Frontpage Square (275x235) Mediawall Thumbnail (73x47) Mediawall Main (425x275) Flash Video	<input type="button" value="up ^"/> <input type="button" value="down v"/> <b>New Position:</b>

8. When you are ready to publish, click **Save All** at the bottom of the Media Wall Content Entry Form and then click **Generate**. (See “How to Publish” on p.46 for further instructions.)

## **Part 3. Adding pages to the Top Navigation**

The Top Navigation bar includes eight standard sections -- labeled Tickets, Promotions, Schedule, Scoreboard, Stats, Roster, News and Multimedia -- along with five “open categories” that teams can label themselves. All 13 sections can hold up to 20 HTML pages and/or links.

Note: The Schedule, Scoreboard, Stats, Roster, and Multimedia sections contain content that is generated by MLBAM, though teams can add secondary pages to these sections. See p.25 for instructions on creating/updating a Tickets Landing page as the top link of the Tickets section, and p.21 on creating/updating a Promotions Calendar as the top link of the Promotions section.

### **A. Creating an HTML page**

1. On the Newsroom homepage, under Enter Custom Content, click **HTML Page**.
2. This takes you to a Content Entry Form with the following fields:
  - **Page Name:** appears as the link text in the Top Navigation bar and across the top of the page body as a heading over a background image. Also used as a search parameter when locating the page in the Newsroom (Headline field). Note: Do not use double-quotes in the Page Name field.
  - **Blurb:** though it does not appear anywhere on your site, populating this field with a brief description will improve a page’s description and therefore increase page views via search engines.
  - **Body:** contains all the content of the page -- including any text, photos and links. It displays these elements using HTML code. (See “HTML Basics” on p.53.)
  - **124x70 thumbnail:** though it does not appear on your site, thumbnail images will appear in search engine results and increase page views.

HTML Page [X]

Unsaved Article

[\(details\)](#)

Page Name: \*

Blurb:


Body: \*

## B. Adding photos to the body of an HTML page

To add a photo to the body of an HTML page, you must first upload the photo into the Newsroom and generate a link for the photo.

1. On the Newsroom homepage, under Enter Content, click **Photo**.
2. On the photo Content Entry Form, click the **Browse** button (next to the Photo field). A pop-up box opens, asking you to submit a photo from your computer. (See “Notes/Helpful Hints” on p.49 for photo specifications.)
3. Click **Save Current** in the photo Content Entry Form. The photo now appears in the entry form; the Headline field (file name) and Size field (photo dimensions) will fill in automatically.
4. Click **Generate** in the photo Content Entry Form. This takes you to a Generation page.
5. On the Generation page, leave the **Generate to** pulldown menu as **Preview** and click the **Generate** button. A cheetah begins to run, leading to a Job Status page.

### Job Status

Job ID	User	Destination	Req Date	Sched date
727465	aweber	Preview	09/24/2008 13:58:33	09/24/2008 13:58:33
<a href="#">View Full Log</a>				
<hr/>				
<b>Member ID</b>	4376542			
<b>Status</b>	completed			
<b>Notes:</b>	job member 4376542 processed 1 publish records in 1 seconds			
<a href="#">Generate Again</a> <a href="#">Edit Item</a> <a href="#">Publish History</a>				
<hr/>				
<b>Publish Records</b>				
<b>Photo.jpg</b> ( <a href="#">edit</a> ) ( <a href="#">generate</a> )				
<a href="/images/2008/09/24/uphA22eg.jpg">/images/2008/09/24/uphA22eg.jpg</a> (rev 1 ) 				
<div>Main Menu</div>				

6. The URL for the photo appears under “Publish Records” on the Job Status page (for example, “</images/2008/09/24/uphA22eg.jpg>” in the screen shot above).
7. Click **Generate Again** on the Job Status page.
8. On the Generation page, change the **Generate to** pulldown menu from Preview to **Production**. Click the **Generate** button. (Note: the image URL will not be “live” until it is generated to Production.)
9. You can now copy the image URL into the proper “image source” HTML code (for example, `<img src=“/images/2008/09/24/uphA22eg.jpg”>`), which you paste into the body of your page.

Note: clicking **Multi Photo** from the Newsroom homepage allows you to upload multiple photos at the same time, but you will still need to locate each image in Newsroom and save/generate it individually to obtain a link.

### C. Linking to a document

Similar to adding a photo to an HTML page, documents (e.g., PDFs, Excel files) must first be uploaded and generated in the Newsroom to get a link.

1. On the Newsroom homepage, under Enter Content, click **Document**.
2. On the document Content Entry Form, click the **Browse** button (next to the Document field).
3. A pop-up box opens, asking you to submit a document from your computer. After you've submitted a document, click **Save Current** in the document Content Entry Form.



Suggest Keywords

add -> remove

State: (none) Update State

Document: \*/documents/2008/09/24/459967/1/Document.pdf

Browse...

Title: \* Document.pdf

Author:

Description:

4. The document URL appears on the entry page (for example, “\*/documents/2008/09/24/459967/1/Document.pdf” in the screen shot above.)

Note: There is a 1.2 MB limit for each document. If your PDF is larger than 1.2 MB and you are unable to reduce the file size using your PDF program, you can upload the document to [Scribd.com](http://Scribd.com). The site will provide code that you can copy and paste into an HTML page to display an oversized document as a virtual brochure.

5. Copy the document URL and click the **Generate** button at the bottom of the document Content Entry Form.
6. On the Generation page, leave the **Generate to** pulldown menu as **Preview** and click the **Generate** button. A cheetah begins to run, leading to a Job Status page.
7. Click **Generate Again** on the Job Status page.
8. On the Generation page, change the **Generate to** pulldown menu from Preview to **Production**. Click the **Generate** button. (Note: the document URL will not be “live” until it is generated to Production.)

9. You can now paste the document URL into the proper “<a href=” HTML code (for example, <a href=“/document/2008/09/24/459967/1/Document.pdf”>click here</a>), which you paste into the body of your HTML page.

#### D. Adding an HTML page to the Top Navigation

After you’ve saved your HTML page, you then add the page to the appropriate section of the Navigation index and generate the index in order for the page to appear on your website.

1. On the Newsroom homepage, select **Navigation** from the **By Club** pulldown menu. Click **Go**.
2. At the bottom of the Navigation Content Entry Form are blue links to the various sections in your Top Navigation bar (Tickets, Schedule, News, etc.)

Content Structure <a href="#">show hidden items (?)</a>	
	show
<a href="#">Team Left Navigation</a>	<input checked="" type="checkbox"/> 'Indianapolis Indians Navigation'
<a href="#">Open Category</a>	<input type="checkbox"/> 'About'
<a href="#">Open Category</a>	<input type="checkbox"/> 'Ball Park'
<a href="#">Open Category</a>	<input type="checkbox"/> 'Fans'
<a href="#">Tickets</a>	<input type="checkbox"/> 'Tickets'
<a href="#">Schedule</a>	<input type="checkbox"/> 'Schedule'
<a href="#">News</a>	<input type="checkbox"/> 'News'
<a href="#">Roster</a>	<input type="checkbox"/> 'Roster'
<a href="#">Scoreboard</a>	<input type="checkbox"/> 'Scoreboard'
<a href="#">Stats</a>	<input type="checkbox"/> 'Stats'
<a href="#">Multimedia</a>	<input type="checkbox"/> 'Multimedia'
<a href="#">Open Category</a>	<input type="checkbox"/> 'Community'
<a href="#">Promotions</a>	<input type="checkbox"/> 'Promotions'
<a href="#">Open Category</a>	<input type="checkbox"/> 'Shop'

[Save All](#) [Generate](#) [Refresh Page](#) [Main Menu](#)

3. Click on the blue link of the section to which you want to add a page. This takes you to an index for that section of the Top Navigation.

[Team Left Navigation](#) [X] [Open Category](#) [X]

Index - 'About' (rev 5)

[\(details\)](#) Save Current ☐ Create New

Index Name: \* About

Members:

1: Contact Information
2: Sponsorship Opportunities
3: Front Office
4: Board of Directors
5: Speaker's Bureau

Add item  
Add Link  
Edit item  
Change View  
Delete

up ^ down v

Advanced: [more...](#)

Content Structure [show hidden items \(?\)](#)

show

<a href="#">Team Left Navigation</a>	<input checked="" type="checkbox"/>	'Indianapolis Indians Navigation'
<a href="#">Open Category</a>	<input type="checkbox"/>	'About'

4. Click the **Add item** button. (If there are pages already in the index, first highlight where you want to insert the new page, then click Add Item.)

Note: Whatever appears as No. 1 in the index will be the page that users go to when they click the main link on the Top Navigation bar, as well as the first link within that section. (This excludes the Schedule, Scoreboard, Stats, Roster, News, and Multimedia sections, which contain content automatically generated by MLBAM.)

5. A Media Search pop-up box appears. (See “How to Search” on p.49.)

6. After you’ve submitted an HTML page from the Media Search box, a **Select Views** box appears. Ensure that the appropriate view is selected in the top pulldown menu. The bottom pulldown menu should be left blank. Click **OK**.

7. The HTML page(s) now appears at the top of index. You can change the order of the pages using the Up and Down buttons.

8. Click **Save All** at the bottom of the index, then click **Generate**. (See “How to Publish” on p.46 for further instructions.)

### E. Changing the name of an “open category”

To change the name of an “open category” as it appears on the homepage, click the blue More link at the bottom of that section’s index and edit the Headline field that appears below. Then click **Save All** at the bottom of the index, and click **Generate**. (See “How to Publish” on p.46 for further instructions.)

## F. Creating an HTML page to get a link

There may be instances when you want to create an HTML page but not place it in your Top Navigation -- for example, staff bio pages that link to a Contact Us page or a temporary page linking to your Media Wall. If so, you must generate the individual HTML page you want to link to, in order to produce a URL.

1. After creating and saving the HTML page, click **Generate**.
2. On the Generation page, select the appropriate view (e.g., “Team Tickets Section Article Page”, “Team Roster Section Article Page”, etc.) and then click **Generate**.

Note: Views labeled “Team1 Section Article Page,” “Team2 Section Article Page” etc. correspond to the five open categories on your site.

3. Remember to generate the page to Preview *and* Production.
4. To obtain the URL for the page, click the blue link that appears below “Publish Records” on the Job Status page. The HTML page will appear in your browser, and its URL appears in the Address field of your browser. When adding the link in the Newsroom, remember to use the relative link (which begins with the first slash after the .com).

## G. Adding pages/links to the Official Info box

An Official Info box is located at the bottom of your homepage. Teams can populate this area with HTML pages, articles or links.

1. On the Newsroom homepage, select **Official Info** from the **By Club** pulldown menu. Click **Go**.
2. To add an HTML page or article, click the **Add Item** button (see “How to Search” on p.46 for further instructions).
3. To link to an existing page on your site, click the **Add Link** button. A Link Item pop-up box appears. Enter a name for the link in the **Link Text** field, then enter the URL you want to link to in the **Link URL** field.
4. Click **Save All** and then **Generate**. (See “How to Publish” on p.46 for further instructions.)

## H. Hiding the header image of an HTML page

Add the following code to any HTML page to turn off the default header image that appears across the top:

```
<style>
h3#pagetitle {text-indent: -9999px; background:none; padding: 0; font-size: 1px;}
</style>
```

## **Part 4. Updating the Homepage Carousels**

The carousels on your homepage can be used to promote a variety of team initiatives, including ticket offers, special events, shop items, social networking pages, blogs, newsletter sign-up, game broadcasts and more. The number and location of these carousels depend on your site's template design (see Appendix 1A-C), though how content is added to them in Newsroom is consistent. Teams can also change the headline that appears across the top of each carousel.

For information on adding video items to a carousel, see separate instructions (if you need a copy, please contact [clubsites@mlb.com](mailto:clubsites@mlb.com)). To add a photo gallery to a carousel, see page 40.

**NOTE:** when adding content to a carousel, keep in mind that secondary carousel “windows” only display when they are completely filled. In other words, a carousel that displays two items at once requires four items in order for a second “window” to appear, while a carousel that displays three items at a time requires six short contents for a second “window” to appear. All carousels can have up to three windows total.

### **A. Creating “short content” for a carousel**

Carousels can be populated with “short content” that must include a 124x70 thumbnail, a Headline/Kicker and a link. (For Templates B and C, the carousel along the top of the homepage also uses the Blurb.)

1. On the Newsroom homepage, under Enter Content, select **Short Content**.
2. In the Content Entry Form that appears, fill in the following fields:
  - a. **Kicker:** appears on the homepage (note: some carousels accommodate longer Kickers than others. See Appendix 1A-C for recommended Kicker lengths)
  - b. **Headline:** does not appear on the site, but can be used as a search parameter when locating the short content in the Newsroom
  - c. **Blurb:** short description; appears in top carousel on Template B and C only
  - d. **Link URL:** add the URL of the page you want to link to. Note: to link to any page on [www.minorleaguebaseball.com](http://www.minorleaguebaseball.com), use the relative link; relative links begin with the first forward slash after .com.
  - e. **Photo 124x70:** at the bottom of the Content Entry Form, click the blue **Photo 124x70** link and add the thumbnail (see p.4 for instructions on adding a photo).

3. Click **Save All**.

### **B. Adding “short content” to a carousel**

After you create a short content for a carousel, you then need to add it to the appropriate Carousel Index and generate the index for the item to appear on your site.

1. On the Newsroom homepage, select **Carousel Indexes** from the **By Club** pulldown menu. Click **Go**.
2. At the bottom of the Carousel Index are blue links to the various carousels on your homepage.



## **Part 5. Using the Promotions Editor**

Teams can list and provide detail on all of their promotions for the season on their site's Promotions Calendar, which appears by default as the top link under the Promotions section in the Top Navigation bar. The name and description of a promotion will also appear in the Game Information Module (GIM) in pre-game mode on the date of the promotion.

On the Newsroom main menu, under Game Tools, click **Promotion Editor**.

You will be prompted to log into the Promotion Editor tool. The password is not the same as your Newsroom password. You should have received your log-in information from MLBAM. If you do not know your username/password for the Promotion Editor, contact [clubsites@mlb.com](mailto:clubsites@mlb.com) for assistance. Note: It is best to use Firefox when using the Promotion Editor.

### **A. Creating a New Promotion**

1. To create a new promotion, click **Create Offers/Promotions** from the main page of the Promotion Editor.
2. On the Create Offer page, ensure that your team name appears in the Team pulldown menu.
3. Enter a name for the promotion in the **Offer/Promotion Name** field (e.g., "Fireworks Night," "T-Shirt Giveaway"). This will appear as a clickable link in the promotion calendar on your site, (it also appears in the GIM in pre-game mode). See p.24 for the appearance of the promotion calendar.

**CREATE OFFER**

Use the following to select which Game/Events or Date you want to associate an Offer with

\* Team: Indianapolis Indians

**Offer Information**

\* Offer/Promotion Name:  Display Status: Select Status

Offer Description:

**Promotion Detail Information**

Presented By:

Distribution:

Image URL:

Alt page URL:

Pop-up Size: W  x H

Sort Key: Select One

**Game/Event Mapping**

\* Year: 2010

\* Game/Event(s)

Fri, Apr 16, 2010 tolaaa vs indaaa  
Sat, Apr 17, 2010 tolaaa vs indaaa  
Sun, Apr 18, 2010 tolaaa vs indaaa  
Mon, Apr 19, 2010 tolaaa vs indaaa  
Tue, Apr 20, 2010 colaaa vs indaaa  
Wed, Apr 21, 2010 colaaa vs indaaa  
Thu, Apr 22, 2010 louaaa vs indaaa  
Fri, Apr 23, 2010 louaaa vs indaaa  
Sat, Apr 24, 2010 louaaa vs indaaa  
Thu, May 6, 2010 bufaaa vs indaaa

\*Select Multiple Games by Holding the control key

Display Rules:

☐ Presented By

☒ Past Promotions

☒ T-Link

Main Page Clear Form Save Offer

4. Add a description for the promotion in the **Offer Description** field. The will appear in a pop-up box when a user clicks on the Promotion Name (it also appears in the GIM in pre-game mode). You can enter HTML code in this field.
5. In the Display Status pulldown menu, select **Beta** or **Prod** (depending on whether you want to the promotion to appear on your live site, or only in beta). Select **Off** if neither beta nor production is desired.
6. Click the Promotion Detail Information tab to reveal the following fields:
- **Presented By:** add the name of the promotion/event sponsor; appears on the promotion calendar and in the popup box. (Note: you'll also need to select the Presented By checkbox to the right.)
  - **Distribution:** number of items being given away and any restrictions (e.g., first 500 fans; kids 14 and younger); appears on the promotion calendar and in the popup box
  - **Image URL:** insert a URL of an image for that promotion/event (e.g., sponsor logo, photo of giveaway item); appears in the popup box only. Images must first be uploaded into the Newsroom to generate a URL. (See page 14 of the Newsroom Training Manual for instructions on uploading an image into the Newsroom to get a link.)
  - **Alt page URL:** insert a URL for a website (e.g., a sponsor site) to appear in a new window
  - **Popup Size:** determines the size of the window that the Alt URL appears in.
  - **Sort Key:** allows you to set the order for two or more promotions running on the same day
7. Under "Display Rules"
- **Presented By** allows the name of the promotion sponsor to appear on the promotion calendar
  - **Past promotions** allows promotions from previous months to appear on the calendar (selected by default)
  - **Show T-Link** allows a direct link to your Tickets page to appear with the promotion (selected by default)
8. At the far right, under "Game/Event Mapping", select the game (or games) you'd like to associate the promotion to. It is possible to associate a promotion with multiple dates by holding down the Control key while you select.
9. When all appropriate fields are filled in, click **Save Offer** at the bottom right.

**\*\*Warning:** the promotion will now appear on your site in beta or production if you've selected one of those options.

Note: Along with the Promotion Calendar being updated, an asterisk will also appear on your Game Schedule, linking to that day's promotion.

To enter another new promotion, click Main Page at the bottom and repeat Steps 1-9.

## B. Editing a Promotion



1. On the main page of the Promotion Editor, click **Search/Edit Offers**.
2. Ensure that your team name appears in the Team pulldown menu.
3. Make a selection from the Month pulldown menu and click **Get Offers** to the far right. All the promotions for that month appear below, including those running in multiple months. If you do not select a month, all of your promotions will appear.

The screenshot shows the 'VIEW OFFER' interface. At the top, there's a yellow header bar with the text 'VIEW OFFER'. Below it, a section titled 'Generic Search Offer Filters' contains search filters. A note states: '\*Note: selection will change if data available game events'. There are dropdown menus for '\*Year' (set to 2010) and 'Month' (set to May). A '\*Teams' dropdown menu is set to 'Indianapolis Indians'. A '+ Detail Search Offer Filters' link is present. A 'Get Offers >' button is on the right. Below the filters, a table lists promotions. The table has columns: Edit, Offer/Promotion Name, Event Date, Presented By, Sort Key, Distribution, and Image URL. Two rows are visible: '\$1 Hot Dog Night' and 'Fireworks Friday's'.








Edit	Offer/Promotion Name	Event Date	Presented By	Sort Key	Distribution	Image URL
<input type="radio"/>	\$1 Hot Dog Night	04/19,05/24,...	Oscar	Select One	Kids under 5	http://we...
<input type="radio"/>	Fireworks Friday's	04/23,05/07,...	Pepsi	Select One	ALL	

4. You can make changes to each promotion on this screen, and click **Save Changes**. Note: this will send changes to Production for any offers already in Production.
5. You can also click the **Edit** button next to the promotion. This will be directed back to that promotion's Create Offer page, where you can also change the Display Status. Make any necessary changes and click **Update Offer**. Again, this will send changes to Production for any offers already in Production.





Promotion Schedule: **APRIL** - **MAY** - **JUNE** - **JULY** - **AUGUST** - **SEPTEMBER**

April			All giveaways and event dates are subject to change.	
Date	Opponent	Promotion / Event	Presented by	For
 Thu, Apr 8	Red Wings	Opening Night Photo Ball	IBEW Local 99 & NBC 10	The first 4,000 fans
		Opening Night Celebration		
 Sun, Apr 25	Bisons	Star Wars Day 		
 Wed, Apr 28	Indians	Baseball In Education Days		
 Fri, Apr 30	Indians	Post-Game Fireworks		

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May			All giveaways and event dates are subject to change.	
Date	Opponent	Promotion / Event	Presented by	For
 Thu, May 13	Braves	Baseball in Education Days		
 Sat, May 15	Chiefs	PawSox Free Youth Clinic 		
		PawSox Motorcycle Challenge and Food Drive		
 Sun, May 16	Chiefs			
 Fri, May 28	Tides		Dunkin' Donuts and NESN	The first 4,000 fans ages 14 and under
 Sat, May 29	Tides			
 Sun, May 30	Tides		erving Oil & Wendy's	

[ [Back to top](#) ]

June			All giveaways and event dates are subject to change.	
Date	Opponent	Promotion / Event	Presented by	For
 Tue, Jun 15	Bats		Cox Communications	
 Fri, Jun 18	Clippers		Bank of America and NBC 10	The first 4,000 fans ages 14 and under
 Sat, Jun 19	Clippers			
 Wed, Jun 30	Yankees		The UPS Store and Cat Country	The first 3,000 fans ages 14 and under

[ [Back to top](#) ]

July			All giveaways and event dates are subject to change.	
Date	Opponent	Promotion / Event	Presented by	For
 Thu, Jul 1	Yankees		Mayforth Group,	

**Thursday, May 13**

<< CLOSE

May 13 vs. Gwinnett Braves - 12:05 pm

[Buy Tickets Now >](#)

**Baseball in Education Days**

Students from around the region are encouraged to participate in the Baseball in Education Days on-field educational activities. On field education activities are based on our Baseball in Education Curriculum and conducted by Rhode Island College faculty and students. The Event is open to elementary, middle, and high school students. Discounted tickets for groups of 25 or more. CALL 401.724.7300 EXT 111 for more information. PRE-GAME ACTIVITIES BEGIN at 9AM - 11AM, GAME STARTS at 12:05 PM.

## **Part 6. Creating/Updating the Ticket Landing Page**

Appearing as the top link in the Tickets section of your Top Navigation, your Ticket landing page is populated by a series of “short contents” that are all contained in a Newsroom index called Ticket Landing. These short contents populate each box that appears in your Ticket landing page. Each short content should contain a blurb, a headline/kicker, and a link. A 124x70 thumbnail can also be added to each box.

Introductory copy and a clickable green button can be added at the top of the page by populating the “Lead Item” area within the 2010 Ticket Landing index. Quick links can also be added to the top-right of the Ticket landing page. (See p.25.)

### **A. Creating “short content” for the boxes within your Tickets landing page**

Each box within your Ticket landing page is populated by a “short content” that must include at least a headline/kicker and a blurb. A clickable green button will appear by adding a link to the short content, and you can also include a 124x70 thumbnail.

1. On the Newsroom homepage, under Enter Content, select **Short Content**.
2. In the Content Entry Form that appears, fill in the following fields:
  - **Kicker:** appears as a headline along the top of the box on the Ticket Landing page
  - **Headline:** does not appear on the page, but can be used as a search parameter when locating the short content in the Newsroom
  - **Blurb:** descriptive copy that appears within the box
  - **Link URL:** adding a URL to this field activates a green button to appear at the bottom of the box. (Note: to link to any page on [www.minorleaguebaseball.com](http://www.minorleaguebaseball.com), use the relative link; relative links begin with the first forward slash after .com.)
  - **URL Text:** add copy to appear within the button. “More Info” will appear by default if the URL Text field is left blank.
  - **Photo 124x70:** appears within the box, above the blurb. To add the thumbnail, click the blue **Photo 124x70** link at the bottom of the Content Entry Form. On the Photo entry page that opens, click the **Browse** button (next to the Photo field). A popup box appears, asking you to submit a photo from your computer. Before you upload the photo, make sure it is the proper size (124 pixels wide, 70 pixels high) and “Saved for Web” as a standard .jpg (not progressive)
3. Click **Save All**.

### **B. Adding “short content” to the 2010 Ticket Landing index**

After you create a short content, you then need to add it to the 2010 Ticket Landing index and generate the index for the elements to appear on your Ticket landing page.

1. On the Newsroom homepage, select **2010 Ticket Landing** from the **By Club** pulldown menu. Click **Go**.

2. Click the **Add Item** button. (If there are items already in the index, first highlight where you want to insert the new item, then click Add Item.)

3. In the Media Search box that appears, next to Media Type at the top, click **Short Content**.

4. After you've searched for and submitted the short content from the Media Search box (and clicked OK in the Select Views box), the item will appear in the 2010 Tickets Landing index.

NOTE: The number of boxes on your Ticket landing page is determined by the number of short contents in this index. The first three items correspond to the first row of boxes on your Ticket landing page, etc.

5. You can reorder the items in this index using the Up and Down arrows.

6. Click **Save All** at the bottom of the index, then click **Generate**. Be sure to generate to both Preview and Production.

7. To edit an item already in the index, highlight the item and click Edit Item. The short content will then appear in a new window. Make changes and click Save All, then remember to save and generate the index.

### C. Updating the Lead Item index

The Lead Item index populates the introductory copy and an optional green button at the top of the Tickets Landing page. It is accessed by clicking on the blue Lead Item link at the bottom of the 2010 Ticket Landing index.

Content Structure	
	<a href="#">show hidden items (?)</a>
show	
<a href="#">Ticket Landing</a>	<input checked="" type="checkbox"/> 'Team Template Ticket Landing'
<a href="#">Lead Item</a>	<input checked="" type="checkbox"/>
<a href="#">Quick Links</a>	<input type="checkbox"/>

[Save All](#) [Generate](#) [Refresh Page](#) [Main Menu](#)

1. Click on the blue **Lead Item** link at the bottom of the 2010 Ticket Landing index.

2. In the Lead Item index, add a Kicker to appear at the top of the page. (It appears under the "[Team Name] Ticket" page header, which displays by default.)

3. Add copy to the Blurb field, which will appear as introductory copy at the top of the page. For example: **"Search online for the best available seats for any home game. Click the green button below to view our schedule and purchase tickets to individual games, or choose from one of our ticket plans."**

4. To add a green button after the blurb, add a link to the Link URL field. This can be used to link to your schedule, promotions calendar, etc.

5. Add copy to the **URL Text** field to appear within the green button. “More Info” will appear by default if the URL Text field is left blank.

6. Click **Save All**. Generate to Preview and Production.

## D. Adding Quick Links

1. Click on the blue **Quick Links** link at the bottom of the 2010 Ticket Landing index.

2. To add a link to the Quick Links index, click the **Add Link** button. A Link Item box appears:

- Enter a name for the link in the **Link Text** field (appears in the Quick Links box)
- Enter the URL you want to link to in the **Link URL** field. Note: to link to any page on [www.minorleaguebaseball.com](http://www.minorleaguebaseball.com), use the relative link; relative links begin with the first forward slash after .com.
- Click **Save** in the Link Item pop-up box. The box closes and the Link Text appears in the Quick Links index.

3. Repeat step 2 to add additional links.

4. Click **Save All**.

5. Generate the index to Preview and Production.

The screenshot displays the Pawtucket Red Sox website's 'TICKET OPTIONS' page. The navigation bar at the top includes links for Tickets, Promotions, Schedule, Scoreboard, Stats, Roster, News, Multimedia, McCoy Stadium, Fans, Community, Kids Zone, and Pro Shop. The main content area is divided into several sections, each with a 'Buy Now' button:

- Individual Game Tickets:** Search online for the best available seats for any home game. Click below for individual games or choose from one of our ticket plans. Individual game tickets can also be purchased by clicking the on the schedule for the game you wish to attend. [Buy Tickets Now >>](#)
- TICKETS:** Purchase Single-game tickets for all 2010 Pawtucket Red Sox home games at McCoy Stadium. [Buy Now >>](#)
- FLEX PACKS:** Flex Ticket Packages allow you to choose the exact number of games and seats that work for you. Flex Packs start at 25 tickets. [Buy Now >>](#)
- GROUP OUTINGS:** For groups of 25 or more the PawSox offer discounted ticket rates. Perfect for family outings & corporate events. [Buy Now >>](#)
- PARTY TENTS:** Our All-You-Can-Eat pre-game BBQ areas are extremely popular for groups of at least 75 people or more. [Buy Now >>](#)
- FUNCTION ROOMS:** Groups of at least 30 fans will enjoy a pre-game function and enjoy tickets to the game. [Buy Now >>](#)
- HOSPITALITY SUITES:** Available in 20-person and 30-person sizes, our suites let you view all the action from field level. [Buy Now >>](#)

A sidebar on the left lists various ticket packages and promotions, including Pawtucket Red Sox Tickets, Single Game Tickets, Full Season Ticket Packages, Flexible Ticket Packages, Group Outings, Birthday Parties, Barbecue Tent Areas, Hospitality Suites, Pre-Game Function Area, Customized Group Merchandise, Messages and Announcements, McCoy Seating Chart, and Ticketing FAQ'S. A large banner on the right promotes 'EVONY' with a 'PLAY NOW' button.

## **Part 7. Posting Ads on Homepage**

**Flexible 300x250 Ad Area:** All three homepage templates contain a flexible Ad Area with three options: six rotating 300x250 ads; two fixed 300x100 ads; or four fixed 120x90 ads. (The display option is determined in the Newsroom by the image(s) that appear at the top of this index.)

**300x100 Promo Ads:** Templates A and C contain one fixed 300x100 ad unit, while Template B contains two fixed 300x100 ad units.

**234x60 GIM Ad:** All teams can upload a 234x60 image to appear in the Game Information Module on their homepage. In addition, it will only appear in-season when the linescore is not active and there is no promotion entered for that day in the Promotion Editor. Note: though teams can upload whatever image they want, this ad will link to the Promotion Calendar only.

**Sponsor Ad:** All teams can display a sponsor logo across the top of the bottom-most carousel on their homepage. Template A takes a 150x30 image, while Templates B and C use a 100x20 image. Images for this space should be transparent .gif or transparent .png files. (See p.52 for instructions on creating a transparent image.)

### **A. Flexible 300x250 Ad Area**

1. On the Newsroom homepage, select **Ads** from the **By Club** pulldown menu. Click **Go**.
2. At the bottom of the Ads index, click the blue **300x250 Ad Area** link.

Content Structure <a href="#">show hidden items (?)</a>	
	show
<a href="#">Ads</a>	<input checked="" type="checkbox"/> 'Indianapolis Indians Ads'
<a href="#">300x250 Ad Area</a>	<input type="checkbox"/> '300x250 Ad Area'
<a href="#">300x100 Promo Ads</a>	<input type="checkbox"/> 'Promo Ads'
<a href="#">234x60 GIM Ad</a>	<input type="checkbox"/> 'Game Info Module Ad'
<a href="#">Multimedia Sponsor Ad</a>	<input type="checkbox"/> 'Sponsor Thumbnail'

[Save All](#) [Generate](#) [Refresh Page](#) [Main Menu](#)

Note: whatever size ad (or ads) appears at the top of the 300x250 Ad Area index will determine the display on the homepage -- i.e., 300x250 ads that rotate, two fixed 300x100 ads, or four fixed 120x90 ads. You can have multiple ad sizes in this index at the same time, but the item(s) at the top of the index will determine the display.

### Rotating 300x250 ads

Teams can use this customizable space to display 300x250 ads that rotate (up to six).

1. Select **Rotating Ad (300x250)** from the Add Item pulldown menu.

Ads 300x250 Ad Area

Index - '300x250 Ad Area' (rev 7)

(details) Save Current

Index Name: \* 300x250 Ad Area

Members: Add: 1 Add Item... Search...

AD Link: Rotating Ad (300x250)

New Window: Dual Ad (300x100)

Quad Ad (120x90)

2. A single 300x250 slot opens.

AD Link:

New Window: ☐

Alt Text:

Rotating Ad (300x250)\*:  Browse...

Save lead item first.

up ^

down v

New Position: 1

Move To

remove

Remove ☐ >>

element not saved

3. In the box that appears (labeled #1), click the **Browse** button. A pop-box opens, asking you to submit an image from your computer. Before you upload the photo, make sure it is the proper size (300 pixels wide, 250 pixels high) and saved as a standard .jpg (not progressive). Animated .gif files are also accepted.
4. Paste the URL of the page you want the ad to link to in the **AD Link** field.
5. Note that the Alt Text field fills in automatically with the image's file name.
6. The New Window checkbox is pre-selected, meaning the site you are linking to will open in a separate browser window by default.
7. To upload additional 300x250 ads, repeat steps 1-6.
8. Click **Save Current**. Generate the index to Preview and Production. (See "How to Publish" on p.46 for further instructions.)

### Two fixed 300x100 ads

1. Select **Dual Ad (300x100)** from the Add Item pulldown menu. Two 300x100 ad slots open.

AD Link:

New Window: ☐

Alt Text:

Dual Ad (300x100):   Save lead item first.

AD Link:

New Window: ☐

Alt Text:

Dual Ad Lower (300x100):   Save lead item first.

up ^

down v

New Position: 1

Move To

remove

Remove ☐ >>

element not saved

2. Click the top **Browse** button. A pop-box opens, asking you to submit an image from your computer. Before you upload the photo, make sure it is the proper size (300 pixels wide, 100 pixels high) and saved as a standard .jpg (not progressive). Animated .gif files are also accepted.
3. Paste the URL of the page you want the ad to link to in the **AD Link** field.
4. Note that the Alt Text field fills in automatically with the image's file name.
5. The New Window checkbox is pre-selected, meaning the site you are linking to will open in a separate browser window by default.
6. Repeat steps 2-5 for the second 300x100 ads.
7. Click **Save Current**. Generate the index to Preview and Production. (See "How to Publish" on p.46 for further instructions.)

### Four fixed 120x90 ads

1. Select **Quad Ad (120x90)** from the Add Item pulldown menu. Four 120x90 ad slots open.

AD Link:

New Window: ☐

Alt Text:

Quad Ad (120x90): \*

Save lead item first.

AD Link:

New Window: ☐

Alt Text:

Quad Ad 2 (120x90):\*

Save lead item first.

AD Link:

New Window: ☐

Alt Text:

Quad Ad 3 (120x90):\*

Save lead item first.

AD Link:

New Window: ☐

Alt Text:

Quad Ad 4 (120x90):\*

Save lead item first.

**element not saved**

up ^

down v

New Position: 1

Move To

remove

Remove ☐ >>

2. Click the top **Browse** button. A pop-box opens, asking you to submit an image from your computer. Before you upload the photo, make sure it is the proper size (120 pixels wide, 90 pixels high) and saved as a standard .jpg (not progressive). Animated .gif files are also accepted.
3. Paste the URL of the page you want the ad to link to in the **AD Link** field.
4. Note that the New Window checkbox is pre-selected, meaning the site you are linking to will open in a separate browser window by default.
5. Note that the Alt Text field fills in automatically with the image's file name.
6. Repeat steps 2-5 for the other three 120x90 ads.
7. Click **Save Current**. Generate the index to Preview and Production. (See "How to Publish" on p.46 for further instructions.)

### B. Fixed 300x100 Promo Ad(s)

In addition to the customizable ad space, Templates A and C contain one fixed 300x100 ad unit while Template B contains two fixed 300x100 ad units.

1. On the Newsroom homepage, select **Ads** from the **By Club** pulldown menu. Click **Go**.

2. At the bottom of the Ads index, click the blue **Promo Ads** link.
3. Under the Promo Ads tab, click **Single Ad (300x100)** from the Add Item pulldown menu.
4. In the box that appears (labeled #1), click the **Browse** button. A pop-box opens, asking you to submit an image from your computer. Before you upload the photo, make sure it is the proper size (300 pixels wide, 100 pixels high) and saved as a standard .jpg (not progressive). Animated .gif files are also accepted.
5. Paste the URL of the page you want the ad to link to in the **AD Link** field.
6. After you submit the image, click **Save All**.
7. Generate the index to Preview and Production. (See “How to Publish” on p.46 for further instructions.)

### **C. 234x60 GIM Ad**

All teams can upload a 234x60 ad to appear in the Game Information Module on their homepage. This ad will link to the Promotion Calendar, regardless of whether you change the Ad Link field. The ad will only appear in-season when the linescore is not active and there is no promotion entered in the Promotion Editor for that day.

Note: If no 234x60 ad is entered, a default ad linking to your Promotions Calendar will appear.

1. On the Newsroom homepage, select **Ads** from the **By Club** pulldown menu. Click **Go**.
2. At the bottom of the Ads index, click the blue **234x60 GIM Ad** link.
3. Under the 234x60 GIM Ad tab, click **Single GIM Ad (234x60)** from the Add Item pulldown menu.
4. In the box that appears (labeled #1), click the **Browse** button. A pop-box opens, asking you to submit an image from your computer. Before you upload the photo, make sure it is the proper size (234 pixels wide, 60 pixels high) and saved as a standard .jpg (not progressive). Animated .gif files are also accepted.
5. After you submit the image, click **Save All**.
6. Generate the index to Preview and Production. (See “How to Publish” on p.46 for further instructions.)

### **D. Sponsor Ad**

All teams can display a sponsor logo across the top of the bottom-most carousel on their homepage. Template A takes a 150x30 image, while Templates B and C use a 100x20 image. Images for this space should be transparent .gif or transparent .png files. (See p.52 for instructions on creating a transparent image.)

1. On the Newsroom homepage, select **Ads** from the **By Club** pulldown menu. Click **Go**.
2. At the bottom of the Ads index, click the blue **Multimedia Sponsor Ad** link.
3. Under the Multimedia Sponsor Ad tab, click **Multimedia Ad** from the Add Item pulldown menu.
4. In the box that appears (labeled #1), click the **Browse** button. A pop-box opens, asking you to submit an image from your computer. Before you upload the photo, make sure it is the proper size (150x30 for Template A; 100x20 for Templates B and C) and saved as a transparent .gif or .png. (See p.52 for instructions on creating a transparent image.)
5. Paste the URL of the page you want the ad to link to in the **AD Link** field.
6. After you submit the image, click **Save All**.
7. Generate the index to Preview and Production. (See “How to Publish” on p.46 for further instructions.)

## Part 8. Creating Photo Galleries

This is the process for creating a photo gallery from images you have taken and resized. Photo sizes are 462x462, 682x382 or 355x462, and each photo needs a 35x35 thumbnail. Galleries should be limited to 14 photos, since only 14 thumbnails fit across the top of the gallery. Note: photo gallery images must be .JPGs.

You can add galleries anywhere to your site as links, or as items in your homepage carousels.

### A. Creating a photo gallery

1. On the Newsroom homepage, click **Content with Views** under the Content Tools section.

<b>Enter Content</b> <a href="#">Article</a> <a href="#">Video</a> <a href="#">Short Content</a> <a href="#">Game Content</a> <a href="#">Document</a> <b>Enter Custom Content</b> <a href="#">Default Gallery Image (35x35)</a> <a href="#">HTML Page</a> <a href="#">Report</a>	<b>Content Tools</b> <a href="#">Search/Edit Content</a> <a href="#">Generate Indexes</a> <a href="#">Content with Views</a> <b>Administrator Tools</b> <a href="#">User Administration</a> <a href="#">Job Queue Search</a> <a href="#">Script Queue Search</a> <a href="#">Structure Definitions</a> <a href="#">Content Views</a>	<b>External Tools</b> <b>Game Tools</b> <a href="#">Probables Tool</a> <a href="#">Promotions Editor</a> <b>Player Tools</b> <a href="#">Transactions Tool</a> <b>Administrative Tools</b> <a href="#">Refresh MiniScoreboard</a>
--	---	--

2. In the **Select Package** dropdown menu, choose **Team Photo Gallery**.

MILB Newsroom    All Groups / Zap Gremlins    [main](#)

Create content with views

Select Package: Game Story Article  
Game Story Article  
MiLB Podcast Channel  
MiLB Photo Gallery  
League Photo Gallery  
Player Package  
**Team Photo Gallery**  
HTML Page

Content name:


3. Give the photo gallery a name, which will appear on your homepage if this gallery is added to a carousel. Click **Create Content** (click the OK button in the popup box that appears).
4. On the Modify Views page, click the small **Edit** link next to the name of your gallery.
5. On the Content Entry Form, select **Default Gallery Image (35x35)** from the dropdown menu.


Index Name: \* Gallery #1


Members: Add Item... Search...


---

si\_yankees\_field11\_th.jpg 1

Default Gallery Image \* (35x35):  Browse... Edit Photo

Gallery Image (462x462):  Browse...

Gallery Image (682x382):  Browse... Edit Photo

Gallery Image (355x462):  Browse...

Caption: \* Taken from the Staten Island Ferry, Richmond County Bank Ballpark at St. George lights up New York Harbor.

Credit: Kenji Takabayashi/MLB.com

Player Associations: First/ID: Last: League: Minor League Baseball Find

Team: (any team) add -> remove

up ^  
down v  
delete

6. To upload the “Default Gallery Image (35x35)” or “Thumbnail,” click **Browse** and find the photo on your computer.

7. To upload the “Gallery Image,” go to the appropriate field for the dimensions of your photos (462x462, 682x382 or 355x462). Then, click on **Browse** and find the photo on your computer.

**\*\*NOTE:** the photos must be the exact size or the entire gallery will not function. Also, when saving photos in Photoshop, use the “Save for Web” option and make sure the Progressive box is unchecked.\*\*

8. When the “thumbnail” and “gallery image” are loaded, click **Save All** at the bottom of the Content Entry Form.

9. Repeat steps 5-8 for each image you want to include.

10. Fill in a Caption (required) and Photo Credit (optional) for each photo.

11. After submitting all of your photos to the gallery, you can use the **Up** and **Down** arrows to change the order the photos will appear in the gallery.

12. If this gallery is intended to go into a carousel on your homepage, you’ll need to add a 124x70 thumbnail. First, click the blue link **Photo 124x70** under Content Structure at the bottom of the photo gallery Content Entry Form. Add a properly sized image (124 pixels wide, 70 pixels high), either by clicking the **Browse** button and submitting a photo from your computer or clicking the blue **Search for Photos** link toward the top and locating a photo already in the Newsroom.

13. You can edit the gallery's headline by clicking the **More** link and updating the Headline field that appears below.

14. When the gallery is complete, save and generate to preview using the "Team Photo Gallery" option from the "Views" dropdown.

MiLB Newsroom / Zap Gremlins [main menu](#) | [help](#)

### Generation

"Gallery test" rev 3  
Content Views: (click to add)

Views: (select a view) search...

(select a view)  
League Photo Gallery (2684)  
MiLB Photo Gallery (2682)  
Team Photo Gallery (2406)

Structure:

Generate to: Preview

Effective Generation Date: set today yesterday this month clear

Effective Generation To:

Incremental Generation:

☒ Generate Modified Files Only (fast - all-new for 2005!)  
☐ Generate Everything (complete)

Generate View Current cancel

Selected Vi  
remove

15. After reviewing the gallery in beta (by clicking on the Team Photo Gallery link on the Job Status page), copy the link in your browser, from "/gen" to "html"

16. Close the preview window (your browser) and generate to production.

17. When placing the link in an HTML document, use the following code:

```
<a  
href="javascript:void(popWin('/gen/clubs/....html','photogallery',pg_w,pg_h));">Launch  
Photo Gallery</a>
```

**\*\*NOTE:** the portion of the URL in bold red above is the portion of the URL that you copied from your browser in Step 13.\*\*

To use the gallery as a Related Link in an article or short content, use this portion of the code:

```
javascript:void(popWin('/gen/....html','photogallery',pg_w,pg_h));
```

## B. Adding photo galleries to a homepage carousel

Galleries going into a homepage carousel need a 124x70 thumbnail (see Step 12 above). Also, the link text for the gallery is pulled from the Headline field, which you can edit by clicking the "more" link at the bottom of the gallery in the Newsroom.

1. On the Newsroom homepage, under the **By Club** pulldown, select Carousel Indexes.
2. Scroll to the bottom of the Carousel Indexes page and click the blue link for the carousel to which you want to add the gallery.
3. Click “Add Item” in the Carousel index.
4. In the Media Search box that appears, select “**index**” next to Media Type and press the **Search** button at the bottom. (You can modify your search by changing the date range or searching by the Headline.)
5. Click the Add checkbox next to the photo gallery you are looking for and click **Submit Item**.
6. In the “Select Views” box that appears, select “Team Photo Gallery” from the top pulldown menu and click **OK**. The Media Search box will disappear and your item will appear in the Carousel index.
7. Click **Save All** at the bottom of the Carousel index, then click **Generate**. This takes you to a Generation page, where you must generate the index to Preview and Production.

## Part 9. Creating Game Stories


### A. Creating a Game Story for the current date

1. Click the [Content With Views](#) link in the **Content Tools** section of the Newsroom homepage:

#### MiLB Newsroom

You are logged in as [Will Test](#) . ([logout](#)) ([change password](#))

Character Mode: Zap Gremlins

<b>Enter Content</b> <a href="#">Article</a> <a href="#">Video</a> <a href="#">Short Content</a> <a href="#">Game Content</a> <a href="#">Document</a>  <b>Enter Custom Content</b> <a href="#">HTML Page</a>	<b>Content Tools</b> <a href="#">Search/Edit Content</a> <a href="#">Generate Indexes</a> <a href="#">Content with Views</a> 	<b>External Tools</b>  <b>Game Tools</b> <a href="#">Probable Pitcher Editor</a> <a href="#">Promotion Editor</a>  <b>Player Tools</b> <a href="#">Transaction Editor</a>
---	---	--

<b>Standard site sections:</b>	<b>By Club:</b>
--------------------------------	-----------------

2. Enter a Headline in the **Content name** field of the **Create content with views** page (this **Content name** will appear as the Headline of your Game Story, but it can be changed later in the process)
3. Click the Create Content button
4. Click the OK button on the popup:

<b>MiLB Newsroom</b> / Zap Gremlins	<a href="#">mlb</a>
-------------------------------------	---------------------

#### Create content with views

<b>Select Package:</b>	<span>Game Story Article</span>
<b>Content name:</b>	<input type="text" value="Smith's cycle leads Team A by Team B"/>  <input type="button" value="Create Content"/>

The page at <a href="http://milb.newsroom.mlbcontrol.net">http://milb.newsroom.mlbcontrol.net</a> ...	
?	
Create this user content?	
<input type="button" value="OK"/>	<input type="button" value="Cancel"/>


5. Click the [edit](#) link on the Modify Views page; this will open an Article page for your Game Story:

**MiLB Newsroom** / Zap Gremlins [m](#)

**Modify views**

['Smith's cycle leads Team A by Team B' - item was saved](#)  
['Smith's cycle leads Team A by Team B' - was associated with the structure](#)  
['Smith's cycle leads Team A by Team B' - structure was saved](#)  
['Smith's cycle leads Team A by Team B' - New User Content Created](#)

Select Package: Game Story Article Reassign Views

Content name: Smith's cycle leads Team A by Team B (structure id: 344954) [edit](#) 

6. Populate the Article page exactly as you would a News Article (You can add photos, related, links, etc.), then select the **Game ID** from the **Game ID** dropdown (**note**: the ID is for the game in the **Date** field – if you're writing a Game Story after midnight (ET) on the night of your game, you'll need to change the date to find the previous day's Game ID (See instructions in the "How to create a Game Story for a date other than the current date" below):

**MiLB Newsroom** / Zap Gremlins [main](#)

**Content Entry Form - 'Smith's cycle leads Team A by Team B'**

Views: [ [Simple](#) [Photo](#) [Tabs](#) ] (?) [Search for](#)

[articles](#) [X]

**Article - 'Smith's cycle leads Team A by Team B'** (rev 1)

[\(details\)](#) Save C


Slug:

Timestamp: \* 04/18/2008 18:12 PM

Date: April 18 2008 06 12 PM [set today](#) [clear](#) [restor](#)

Language: English


Game ID:  [search...](#)

Team: 2008/04/18/dbcafa-breafa-1 


7. On the **Generation** page, click the **Generate** button (**note**: You do not need to select a view)

Generation

"test" rev 2  
Content Views: (click to add)

Views:  
(select a view) search... 


Sel  
re

Structure:  
Generate to: articles  
Effective Generation Date: Preview  
Effective Generation To:   
Incremental Generation:   
☒ Generate Modified Files Only (fast - all-new for 2005!)  
☐ Generate Everything (complete)  
Generate  View Current cancel

set today yesterday this month clear

8. Click the MiLB Game Story link to preview your story

Job Status


Job ID	User	Destination	Req Date	Sched date	Typ
584239	jratliff	Preview	04/21/2008 13:15:36	04/21/2008 13:15:36	mill
<a href="#">View Full Log</a>					
<b>Member ID</b> 3652768					
<b>Status</b> completed					
<b>Notes:</b> job member 3652768 processed 2 publish records in 2 seconds					
<a href="#">Generate Again</a> <a href="#">Edit Item</a> <a href="#">Publish History</a>					
<b>Publish Records</b>					
test <a href="#">(edit)</a> <a href="#">(generate)</a>					
<a href="#">MiLB Game Story Article</a>  (rev 3) - <a href="#">View raw jsp/xml</a>					
<a href="#">MiLB Recap Javascript</a> (rev 3) - <a href="#">View raw jsp/xml</a>					
<a href="#">Main Menu</a>					

9. Click the [Generate Again](#) link, on the Job Status page above, then select Production from the **Generate to** dropdown and click on the Generate button, on the Generation page below (**note:** You do not need to select a view):

## Generation

"test" rev 3

**Content Views:** (click to add)

**Views:**   

**Structure:**

**Generate to:**


**Effective Generation Date:**




**Effective Generation To:**

### Administrator Options:

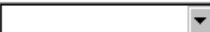
**Incremental Generation:**

articles

Production 

   [set today](#) [yesterday](#) [this month](#) [clear](#)

[View XML](#) **More Job Types:** 

☒ Generate Modified Files Only (fast - all-new for 2005!)

☐ Generate Everything (complete)

### B. Creating a Game Story for a date other than the current date

1. Click on the [search](#) link next to the **Game ID** field
2. Select the date using the **Game Date** dropdowns
3. Click the **Find** button
4. Select the Game ID from the **Game ID** dropdown.

## Content Entry Form - 'Smith's cycle leads Team A by Team B'

Views: [ [Simple Photo Tabs](#) ] (?)

[Search for F](#)

[articles](#) [\[X\]](#)

Article - 'Smith's cycle leads Team A by Team B' (rev 1)

[\(details\)](#) Save Cu

Slug:

Timestamp: \* 04/18/2008 18:12 PM

Date:       [set today](#) [clear](#) [restore](#)

Language:

Game ID:  [hide search](#)

Team:

Game Date:     

5. Produce the story as detailed in steps 4-7 above.

### C. Linking to a Game Story in Your News Headlines

To add your published Game Story to your News Headlines, simple build a short content and be sure to copy the link to the Game Story in the Link URL field. See page 7 of this Training Manual for complete instructions on building a short content and adding it to your News Index.

### D. Republishing a previously produced News Article as a Game Story

1. Search the Newsroom for the appropriate News Article
2. Open the article and associate it with the appropriate Game ID (using the steps above)
3. Save
4. Click the [generate](#) link
5. Select the **MiLB Game Story Article (3901)** option, as well as the original News Article view, from the **Views** dropdown
6. Generate to Preview
7. Click on the [MiLB Game Story Article](#) link to preview the story
8. Click the [Generate Again](#) link, on the Job Status page
9. On the Generation page, select the **MiLB Game Story Article (3901)** option from the **Views** dropdown, production from the **Generate to** dropdown and click on the Generate button

In addition to a Game Story link appearing in your game-by-game schedule, the game story you produce will also be accessible on:

1. The postgame Game Info Module on your homepage
2. The scoreboard (**note:** links for both clubs' stories will appear here if each team had entered a story):

# SCOREBOARD

Scoreboard for 04/21/2008 [Select Date](#)

April 21, 2008



Final	1	2	3	4	5	6	7	8	9	10	R	H	E
Buffalo	0	3	1	0	0	0	0	0	1	0	5	7	0
Pawtucket	0	0	1	0	0	1	0	3	0	1	6	13	1



[Recap](#) | [Box](#) | [Gameday](#) | Game Story: [BUF](#) | [Audio](#)

W: L. Holdzkorn (3-0, 3.12); L: R. Santos (1-1, 3.33)

HR: BUF: J. Barfield (3), A. Herr 2 (3). PAW: K. Ginter (2).

April 21, 2008



Postponed: Rain	1	2	3	4	5	6	7	8	9	R	H	E
Charlotte										0	0	0
Richmond										0	0	0



Game Story: [CHA](#) | [Audio](#)

HR: None.

The Game Story will have the same appearance as a News Article with the addition of an automatic link to the box score at the top.

## **Part 10. Using the Probable Pitcher Editor**

You can enter the starting pitchers for an upcoming game using the Probable Pitcher Editor, so the pitchers' names appear in the Game Info Module on your homepage as well as the team/league scoreboard. (Note: "TBD" will appear for that day's home and/or away pitcher if they are not entered into the Probable Pitcher Editor.)

1. On the Newsroom homepage, under Game Tools, click **Probable Pitcher Editor**.

<b>Enter Content</b> <a href="#">Article</a> <a href="#">Video</a> <a href="#">Short Content</a> <a href="#">Game Content</a> <a href="#">Document</a>  <b>Enter Custom Content</b> <a href="#">HTML Page</a>	<b>Content Tools</b> <a href="#">Search/Edit Content</a> <a href="#">Generate Indexes</a> <a href="#">Content with Views</a>	<b>External Tools</b>  <b>Game Tools</b> <a href="#">Probable Pitcher Editor</a> <a href="#">Promotion Editor</a> <a href="#">Ticketing Editor</a>  <b>Player Tools</b> <a href="#">Transaction Editor</a>
---	---	--

<b>Standard site sections:</b> <input type="button" value="Go"/>	<b>By Club:</b> League: <input type="text" value="New York-Penn"/> Team: <input type="text" value="Oneonta Tigers"/> <input type="button" value="Go"/>
---	---

Active special sections:

2. On the next page, click the blue **Search** link next to Game ID.

Game ID:   [search...](#)

3. In the box that opens, select the appropriate **Game Date** from the pulldown menus and click the **Find** button. The corresponding Game ID will appear in the Game ID pulldown menu.

Game ID:   [hide search](#)

Team:	League: <input type="text" value="New York-Penn"/>
	Team: <input type="text" value="Oneonta Tigers"/>
Game Date:	<input type="text" value="August"/> <input type="text" value="03"/> <input type="text" value="2008"/> <input type="button" value="Find"/>

4. After the Game ID appears in the Game ID pulldown menu, click the **Go** button.

5. Select the Home and/or Away pitchers from the pulldown menus that appear and click **Update Probables**.

Game ID: 2008/08/03/oneasx-trcasx-1

Away Probable Pitcher:  [search...](#)

Home Probable Pitcher:  [search...](#)

### What if our starter isn't listed in the roster dropdown?

1. If the pitcher isn't officially on the roster yet, click on the **search** link to the right of the pulldown.
2. Search by league/team, or type in the first/last name. Click **Find**. Select the proper pitcher, then click **Update Probables** to save your selection.

## Newsroom Basics -- How to Search/How to Publish

### How to Search using the Media Search pop-up box:

1. When searching for articles or HTML pages, leave the **article** box checked next to Media Type at the top of the Media Search box. Click **short content** if searching for a short content, **photo** if searching for a photo, etc. Locate photo galleries by selecting **index**.
2. Select the appropriate date range for the item you are looking for, using the **From** and **To** pulldown menus. (Note: these fields default to the current date and the prior two days.)
3. Enter any search parameters (e.g., Headline, Byline) into the Media Search box to narrow your search, then click the **Search** button at the bottom. (It is not required that you enter a search parameter. You can simply search for all items in the specified date range.)
4. Any items that match your search will then appear below the Search button.

**MILB Production Newsroom**[main menu](#) | [search](#) | [enter articles](#) | [generate](#) | [help](#) | [report bug](#) | [logout](#)

**Media Search**

**Media Type:**

☒ article ☐ photo ☐ audio ☐ video ☐ short content ☐ Allow Multiple  
☐ index ☐ game

**Headline:**

**Byline/Credit:**

**From:** May  16  2005  [set today](#) [clear](#)

**To:** May  18  2005

**Slug:**

**Blurb/Caption:**

**Game ID:**  - (no results) - [search...](#)

**Group:**  all groups

[change search](#)

total 1 1

Add	Date	Headline	Byline/Credit	Slug/Photo	Blurb/Caption
<input checked="" type="checkbox"/>	05/18/2005 16:11	test		x	x

[change search](#)

total 1 1

5. Click the **Add** checkbox next to the item (or items) you are searching for and click the **Submit Items** button. The Media Search box will close and a **Select Views** box appears.

6. In the case of articles and HTML pages, you may need to choose a “view” from the pulldown menus in the Select Views box if one is not pre-selected for you.
7. Return to the appropriate section of this Training Manual and continue your steps.

### **How to Publish:**

1. On the Generation page, leave the **Generate to** pulldown menu as **Preview** and click the **Generate** button. (If you are generating a single article or HTML page, as opposed to an entire index, you’ll need to also select the appropriate view from the top pulldown menu.) A cheetah will begin to run.
2. After the cheetah stops, a Job Status page appears. To view your work, simply go to your beta site in a web browser, locate the page you are updating, and click Refresh. If you are generating a single article or HTML page, you may need to click on one of the blue links toward the bottom of the Job Status page (below Publish Records) to view your work.
3. After reviewing your page on the beta site, you may want to make changes. If so, click **Edit Item** on the Job Status page. This takes you back to the index or item that you generated.
4. Make your changes, and then be sure to save the item and/or index by clicking **Save All**.
5. Click **Generate** at the bottom of the item or index, and repeat steps 1 and 2. (Remember to ‘select a view’ on the Generation page if generating an article or HTML page directly.)
6. When you are ready to publish to your live site, click **Generate Again** on the Job Status page. This brings you back to the Generation page.
7. On the Generation page, change the **Generate to** pulldown menu from Preview to **Production**. (Select a view, if necessary.) Click the **Generate** button.

## **Contacts**

**Newsroom Help Desk:** [clubsites@mlb.com](mailto:clubsites@mlb.com), or call toll-free 866-838-2931. When sending an email, please include any screen shots or links to help explain the issue.

**Polls:** To update your homepage poll, send the poll question and choices to [clubsites@mlb.com](mailto:clubsites@mlb.com)

**Tickets/Forms:** Contact [Joe.Frohnhofer@mlb.com](mailto:Joe.Frohnhofer@mlb.com) for issues involving ticketing and revenue-generating forms.

**Stats/Rosters:** Contact [minors@mlb.com](mailto:minors@mlb.com) with questions/issues related to statistics or rosters.

**Video:** Any questions about video formats, or how to export media to meet MLBAM's specifications, can be addressed to the Media Delivery group in the MLBAM Multimedia Department. They can be reached at [mediadelivery@mlb.com](mailto:mediadelivery@mlb.com) or via phone at (212) 485-3466.

A document detailing how to export HD files out of QuickTime is available upon request from [mediadelivery@mlb.com](mailto:mediadelivery@mlb.com) or [mm-production@mlb.com](mailto:mm-production@mlb.com)

When mailing a tape or DVD of the media to the MLB Advanced Media offices. Please address packages to:

MLB.com  
75 Ninth Avenue  
Fifth Floor – Multimedia Dept.  
New York, NY 10011

When mailing the media, an email should be sent to [mm-production@mlb.com](mailto:mm-production@mlb.com). The email should include the following:

1. What format the video is in, specifically is it 4x3, 16x9, etc.
2. Include the file size and running time (to insure that we have receive the full file)
3. Where the video should be posted, and what is the posting due date.
4. Who needs to be emailed links
5. Any special instructions that may be needed

## Links and Helpful Hints

**MiLB Newsroom:** <http://milb.newsroom.mlbcontrol.net/>

**Beta cookie:** [http://beta.minorleaguebaseball.com/beta\\_disallowed\\_set.html](http://beta.minorleaguebaseball.com/beta_disallowed_set.html)

When a “beta disallowed” message appears, copy this link into the URL field of your browser and hit Enter. Make it a bookmark for easier access.

**‘Magic’ button:** To quickly access any page on your site that has been built in the Newsroom, bookmark the following code:

```
javascript:var%20editURL='http://milb.newsroom.mlbcontrol.net/structure/index.pl?&content_id=';var%20str=location.href;var%20pos=str.indexOf('content_id=');if%20(pos>=0){var%20newStr=str.substr(pos%20+%2011,%208);if%20(newStr.indexOf('&')>0){location.href=editURL+newStr.substr(0,%20newStr.indexOf('&'));}else{location.href=editURL+newStr;} }else{location.href='http://minors.mlbcontrol.net/index.mhtml?';}
```

Then, to access the page’s Content Entry Form in the Newsroom, go to the web page in your browser and click the bookmark.

**Photo specifications:** All photos posted on club sites (Media Walls, photo galleries, internal pages, etc.) should be between 35-60 KB in size and never more than 100KB. Photos should have a resolution of 72 dpi. When saving photos in Photoshop, use the “Save for Web” option and make sure the Progressive box is **not** checked (this will ensure photos are saved at 72 dpi).

# **Frequently Asked Questions**

Still stumped? Browse some FAQs and see if your question has already been asked:

***Q: What is Newsroom? Where do I find this?***

A: MiLB Newsroom, also known as CMS, is where you manage your website. Bookmark this link: <http://milb.newsroom.mlbcontrol.net>

***Q: My page says “beta disallowed.” What’s that? How can I view my site in beta?***

A: Bookmark the “beta cookie,” and click it whenever you receive the beta disallowed message: [http://beta.minorleaguebaseball.com/beta\\_disallowed\\_set.html](http://beta.minorleaguebaseball.com/beta_disallowed_set.html)

***Q: How do I create and generate an HTML page without having it in the drop-down menu?***

A: Click “HTML Page” from the Newsroom main menu and create your page as normal. When done, click “save all” and then “generate.” You’ll then need to select a view for the page to generate – for example, “Team: Tickets Section Article Page” if the page you created is related to tickets or “Team1 Section Article Page” if it is related to the first open category in your Top Nav.

***Q: I edited a page but it’s not updating online.***

A: A few possibilities here; make sure you’re saving at each step along the editing process and selecting a view if applicable. Make sure you’ve generated to both preview and production. Often, it’s as simple as refreshing the page by hitting Ctrl+F5 on your keyboard. You may also see changes more quickly by changing the URL in your browser from [web.minorleaguebaseball.com](http://web.minorleaguebaseball.com) to [www.minorleaguebaseball.com](http://www.minorleaguebaseball.com)

***Q: How can I add video to my site?***

A: Please see separate instructions on how to add video to your site. Contact [clubsites@mlb.com](mailto:clubsites@mlb.com) if you need a copy.

***Q: How do I resize a photo?***

A: Use a photo editing program, like Photoshop. You can edit photos online for free with a basic account via [photoshop.com](http://photoshop.com), you could purchase a basic version of the Photoshop software, Photoshop Elements, or use a free program like Gimp (via [download.com](http://download.com)). Newsroom cannot resize images automatically; all images should be cropped/sized correctly before uploading.

***Q: Can I re-use photos that are already uploaded to the Newsroom?***

A: You bet. To find an image you already uploaded, go to the Newsroom main menu and click “Search/Edit Content.” You’ll then want to check the “photo” box and adjust the date range fields back to around the day/month you originally uploaded the image. (Note: this search method can be applied to all content uploaded in Newsroom... articles, short content, video, etc)

***Q: I just created a short content item for my media wall. Can I use it somewhere else?***

A: Absolutely. Once you’ve created a short content (with a kicker, headline, blurb), you can add that content to various indexes on your site. Make sure you’ve attached a 124x70 thumbnail to the short content if, for example, you’d like it to appear in one of your modules. The same kicker and link will appear there.

***Q: I have a bunch of pictures I want to use. Can I upload multiple photos at the same time?***

A: You can, by click “Multi Photo” on the Newsroom main menu. You can upload multiple photos here, but be advised, you will still need to go back to each image and save/generate it individually.

***Q: How do I update that poll question on my homepage?***

A: To update your homepage poll, send the poll question and choices to [clubsites@mlb.com](mailto:clubsites@mlb.com)

***Q: I just created a newsletter. Now what?***

A: When you are ready to send out your newsletter, send your newsletter URL to [clubsites@mlb.com](mailto:clubsites@mlb.com) and let us know the day and time you’d like it to be mailed to your fans.

***Q: We have some questions about our tickets page, or tickets in general.***

A: Contact [Joe.Frohnhofer@mlb.com](mailto:Joe.Frohnhofer@mlb.com) for assistance with tickets.

***Q: I have an updated roster to send out... and a player changed his jersey number...and...***

A: All stat-related questions and issues can be emailed to [minors@mlb.com](mailto:minors@mlb.com)

***Q: And I need to update my schedule. Who should I send that info to?***

A: You can send schedule-related issues to [minors@mlb.com](mailto:minors@mlb.com).

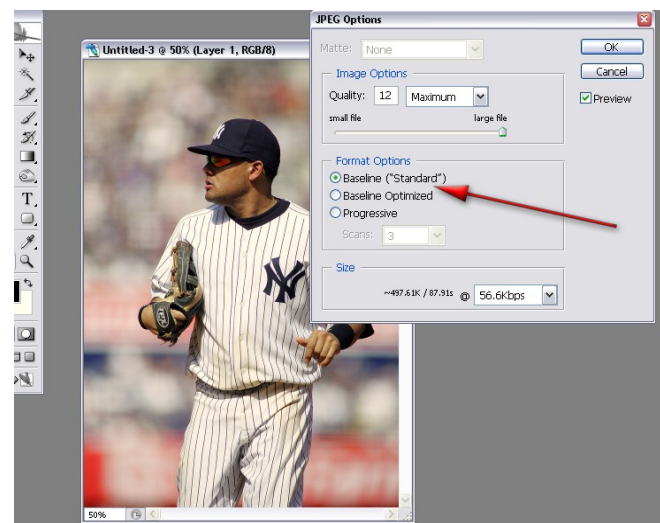
***Q: Is there a way to view a page in Newsroom really quickly? Like a cool magical button of sorts?***

A: Yes, yes. **We have a ‘Magic’ button** which allows you to quickly access any CMS-produced page on your site in the Newsroom. Bookmark the following code and click then on that bookmark when viewing the page you’d like to edit in Newsroom:

```
javascript:var%20editURL='http://mlb.newsroom.mlbcontrol.net/structure/index.pl?&content_id=';var%20str=location.href;var%20pos=str.indexOf('content_id=');if%20(pos>=0){var%20newStr=str.substr(pos%20+%2011,%20208);if%20(newStr.indexOf('&')>0){location.href=editURL+newStr.substr(0,%20newStr.indexOf('&'));}else{location.href=editURL+newStr;} }else{location.href='http://minors.mlbcontrol.net/index.mhtml?';}
```

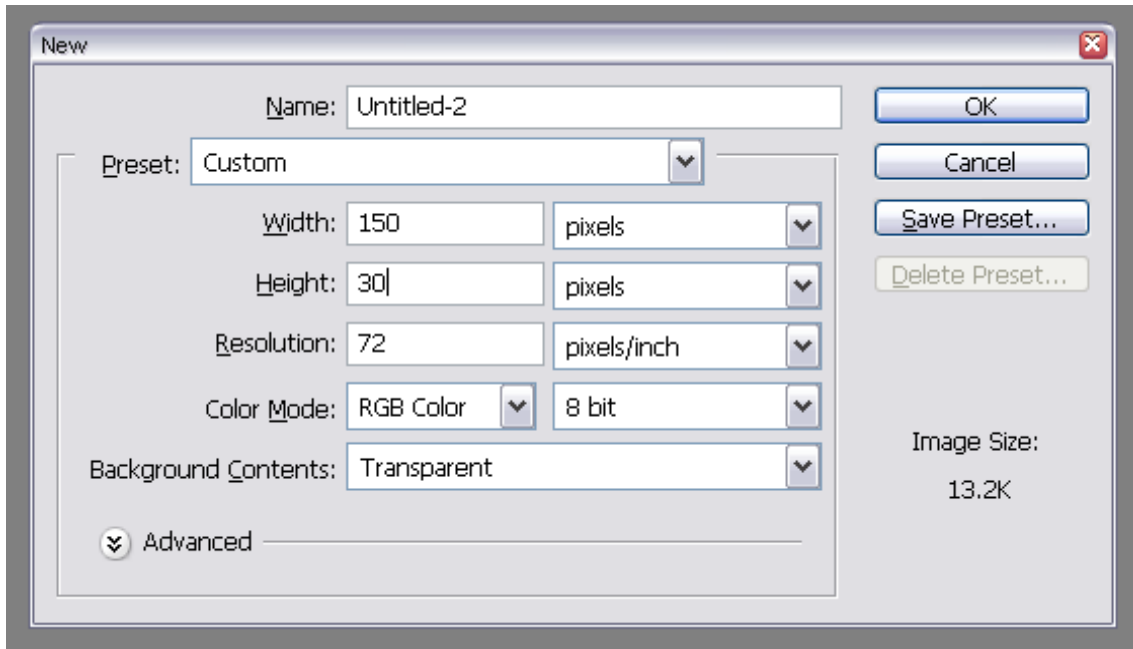
***Q: I uploaded a photo but I get an error message saying progressive .jpgs aren’t supported. What should I do?***

A: All photos posted on club sites (Media Walls, photo galleries, internal pages, etc.) should be between 35-60 KB in size and never more than 100KB. Photos should have a resolution of 72 dpi. When saving photos in Photoshop, you can simply use the “Save for Web” option and make sure the Progressive box is **not** checked (this will ensure photos are saved at 72 dpi). You can also just save the file (file > save as) and check the “baseline standard” box.



## Creating a transparent .gif or .png image

In Adobe Photoshop, create a new document that is 150x30 pixels, and select "Transparent" in the background elements pulldown menu:

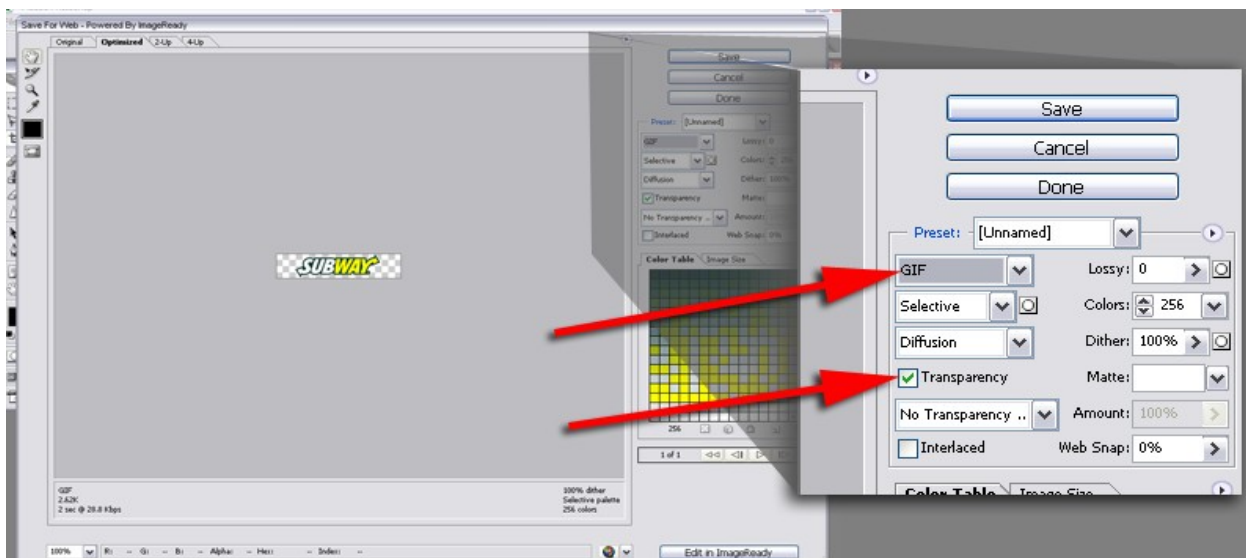


Create your image with the sponsor's logo. It should have a transparent (checkered) background:



When you're done, you can save the image. Go to File and select "Save for web." Select the format, either GIF or PNG-24 and make sure the "transparency" box is checked (see screenshot below):

Click "save" and you're all set



## Some HTML Basics

Below is some basic HTML code. For more comprehensive list of code, visit <http://www.w3schools.com/html>

A free HTML editing program called **KompoZer** can be downloaded at [www.kompozer.net](http://www.kompozer.net). (After downloading the .zip file, you may need to “extract” the file to complete the download.) From the site: “KompoZer is a complete web authoring system that combines web file management and easy-to-use WYSIWYG web page editing. KompoZer is designed to be extremely easy to use, making it ideal for non-technical computer users who want to create an attractive, professional-looking web site without needing to know HTML or web coding.”

### Text Formatting

**<b>**Text here will be bold**</b>**  
**<i>**Text here will be italicized**</i>**  
**<p>**Creates a new paragraph  
**<br>**Inserts a line break  
**<hr>**Inserts a horizontal rule  
**<h1>**This is a primary heading**</h1>**  
**<h2>**This is a second-level heading**</h2>**  
**<h3>**This is a third-level heading**</h3>**

### Linking

Create a link to a URL: **<a href="http://web\_address\_goes\_here.com"><b>link text here</b></a>**

Create a link to compose an email:

**<a href="mailto:email.address@clubdomain.com"><b>link text here</b></a>**

Create a link to a document:

**<a href="/document/2008/10/03/470504/1/2009schedule.pdf"><b>link text here</b></a>**

(Note: the sample URL -- </document/2008/10/03/470504/1/2009schedule.pdf> -- is obtained from the Newsroom while generating a document)

Add an image: ****

Linking an image to a website: **<a href="http://web\_address\_goes\_here.com"></a>**

(Note: the sample URL -- </images/2008/07/01/uqrfxWwi.jpg> -- is obtained from the Newsroom while generating an image)

Code for photo gallery to appear in popup window:

**javascript:popWin('/gen/milb/photogallery/standard/year\_2008/month\_04/day\_30/cf392064.html','photogallery',pg\_w,pg\_h);**

(Note: the sample URL -- [/gen/milb/photogallery/standard/year\\_2008/month\\_04/day\\_30/cf392064.html](/gen/milb/photogallery/standard/year_2008/month_04/day_30/cf392064.html) -- is obtained from the Newsroom while generating a gallery)

## Tables

Tables are defined by the `<table>` and `</table>` tags. A table is divided into rows (with the `<tr>` and `</tr>` tags), and each row is divided into cells (with the `<td>` and `</td>` tags). Headings are defined with the `<th>` and `</th>` tags. For a border, add the border attribute to your `<table>` tag.

```
<table border="1">
<tr>
<th>Heading</th>
<th>Another Heading</th>
</tr>
<tr>
<td>row 1, cell 1</td>
<td>row 1, cell 2</td>
</tr>
<tr>
<td>row 2, cell 1</td>
<td>row 2, cell 2</td>
</tr> </table>
```

How it looks in a browser:

Heading	Another Heading
row 1, cell 1	row 1, cell 2
row 2, cell 1	row 2, cell 2

## Ordered and Unordered Lists

An ordered list starts with the `<ol>` tag, while an unordered list starts with the `<ul>` tag. Each list item starts with the `<li>` tag.

```
<ol>
<li>Coffee</li>
<li>Milk</li>
</ol>
```

How it looks in a browser:

1. Coffee
2. Milk

```
<ul>
<li>Coffee</li>
<li>Milk</li>
</ul>
```

How it looks in a browser:

- Coffee
- Milk







## **Omniture Highlights**

Omniture.com is used to track website statistics such as site visitors, page views, and click-through rates. If you need a username and password for the Omniture site -- which is accessed at <https://sc.omniture.com/login/> -- please contact clubsites@mlb.com.

### ***Traffic Reports***

1. **Visits**
  - *Site Metrics -> Visits*
  - For total number of visitors to site
2. **Page Views**
  - *Site Metrics -> Page Views*
  - For total number of pages viewed on site
3. **Unique Visitors**
  - *Site Metrics -> Visitors -> (choose your reporting period)*
  - Users coming multiple times are only counted once depending on “granularity” of reporting period (e.g. daily vs. monthly)
4. **Average Time on Site**
  - *Site Metrics -> Average Time on Site*
5. **Site Sections**
  - *Site Content -> Site Sections*
  - For information on the popularity of navigation sections within your site
6. **Most Popular Pages**
  - *Site Content -> Pages*
  - For specific page level traffic
  - Can search for specific pages using content ID
7. **Sponsor Ads/Links**
  - *Site Content -> Links -> Exit Links*
  - For clicks on external links (i.e., links that send users off your site)
  - Can search for specific URLs

### ***Navigation Bar***

-  - Save report as PDF, Word or Excel File
-  - E-mail report to yourself or other staff member; Also schedule periodic delivery of report
-  - Add bookmark – save a regularly used report for ease of finding the next month
-  - Add to Dashboard – Dashboards are a set of saved reports for easy access
-  - Add alert – sends e-mail or text alert based on club-site traffic spikes
-  - Calendar – set reporting periods

# APPENDIX 1A

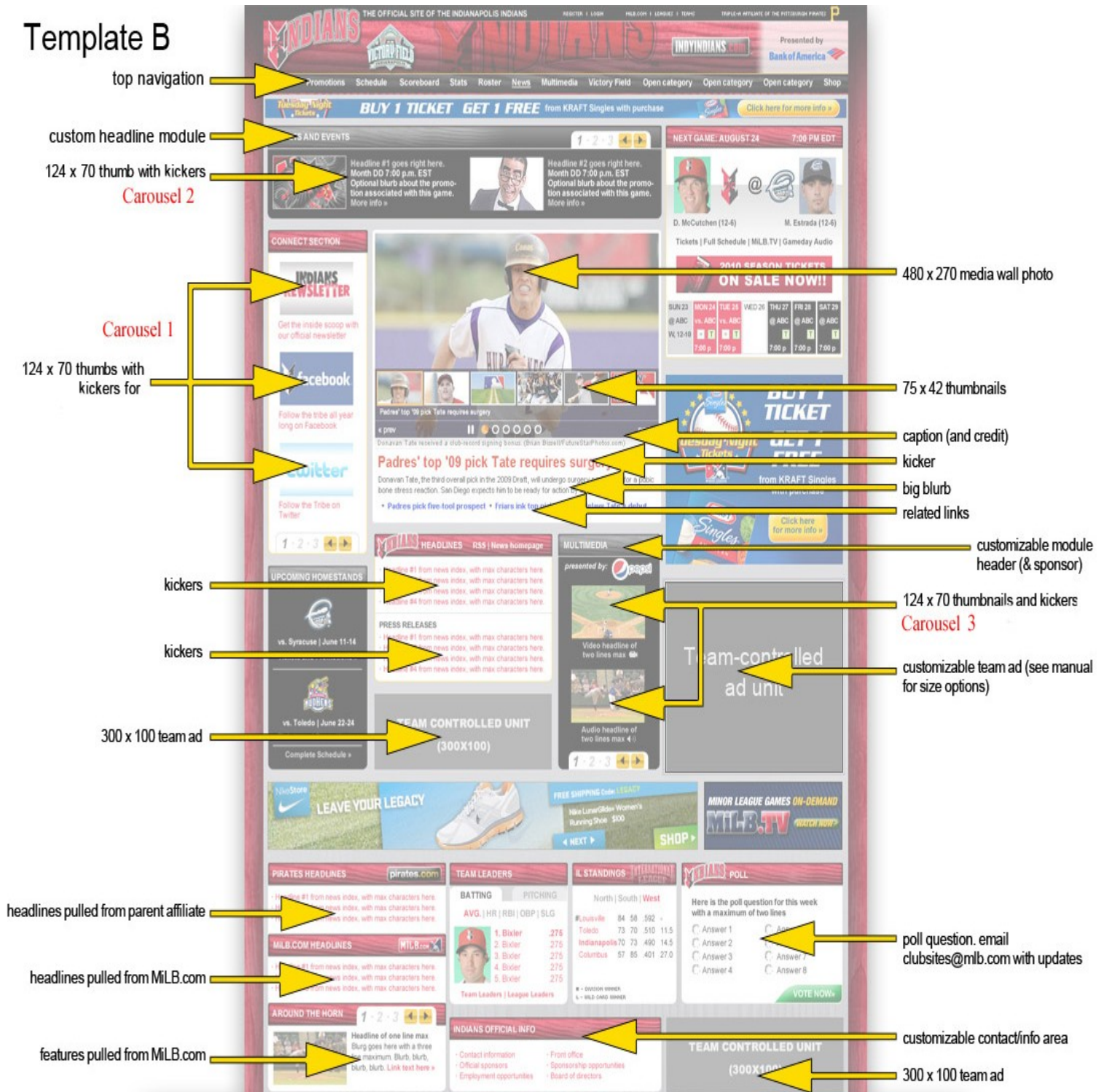
## Template A

**Annotations:**

- top nav
- customized module headline
- Carousel 1
- 480 x 270 media wall photo
- 75 x 42 media wall thumbnail
- photo caption (plus credit)
- kicker
- big blurb
- related links
- kickers
- kickers
- customized module headline (and sponsor)
- 124 x 70 thumbnails
- Carousel 4
- kicker
- 124 x 70 thumbnails with kickers
- Carousel 2
- Carousel 3
- team-controlled ad unit (see manual for size options)
- Team-controlled ad unit
- news pulled from parent affiliate
- news pulled from MLB.com
- poll question. email clubsites@mlb.com with updates
- customizable contact info area
- 300 x 100 team ad

# APPENDIX 1B

## Template B



# APPENDIX 1C

## Template C

The screenshot shows the Indianapolis Indians website with various sections and annotations. The annotations are as follows:

- top navigation**: Points to the top navigation bar.
- custom headline module**: Points to the "BUY 1 TICKET GET 1 FREE" module.
- 124 x 70 thumb with kickers**: Points to the "HEADLINE #1" module.
- Carousel 2**: Points to the "HEADLINE #1" module.
- 480 x 270 "media wall" photo**: Points to the large photo of a player.
- 124 x 70 thumbs with kickers**: Points to the "HEADLINE #1" module.
- Carousel 1**: Points to the "HEADLINE #1" module.
- caption (and credit)**: Points to the caption below the photo.
- kicker**: Points to the "Callups could affect Wild Card races" headline.
- blurb**: Points to the blurb below the headline.
- related links**: Points to the "Follow the tribe all year long on Facebook" link.
- kickers**: Points to the "HEADLINE #1" module.
- 300 x 100 team ad**: Points to the "TEAM-CONTROLLED UNIT (300X100)" ad.
- customizable module header (& sponsor)**: Points to the "MULTIMEDIA presented by" header.
- poll question, email clubsites@mlb.com with updates**: Points to the "POLL" section.
- 124 x 70 thumbnails and kickers**: Points to the "HEADLINE #1" module.
- Carousel 3**: Points to the "HEADLINE #1" module.
- headlines pulled from parent affiliate**: Points to the "PIRATES HEADLINES" section.
- headlines pulled from MLB.com**: Points to the "MLB.COM HEADLINES" section.
- customizable contact/info area**: Points to the "INDIANS OFFICIAL INFO" section.
- features pulled from MLB.com**: Points to the "AROUND THE HORN" section.

## APPENDIX 2 (News Article)

Minor League Baseball: News: Topps, MiLB name Class A All-Stars - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.minorleaguebaseball.com/news/article.jsp?ymd=20091125&content\_id=7716126

Register | Login

Player search (last name) GO


SCOREBOARD STATS STANDINGS SCHEDULE NEWS MULTIMEDIA EVENTS HISTORY OFFICIAL INFO SHOP AUCTION TICKETS LEAGUES TEAMS

### Jeter buys Minor League team

This is the subhead, an optional secondary headline

By Daren Smith / MLB.com 11/25/2009 2:00 PM ET

Print E-mail



Koby Clemens led Class A hitters with a .345 average and 121 RBIs (Lainy Goren/Four Seam Images)

ST. PETERSBURG, Fla. -- Lancaster JetHawks Koby Clemens and Jonathan Gaston, who combined to lead, or tie for the lead, in seven classification offensive categories, are among the players named to the Topps Class A All-Star Team. The best performances in all Minor League Baseball classifications are again being honored by the Topps Company of New York, N.Y., in conjunction with Minor League Baseball.

Joe Dunigan (23), of Chicago, hit .294 with 30 homers and 104 RBIs for the High Desert Mavericks. The first baseman finished among the top five in the California League in home runs, RBIs and slugging percentage (.570). The Seattle Mariners drafted him in the fifth round in 2007 out of the University of Oklahoma.

**RELATED CONTENT**

- 2009 Awards
- Topps Double-A All-Stars announced
- Giants' Posey wins Spink Award
- Players of the Year revealed

Alexi Amarista (20), of Barcelona, Venezuela, led the Midwest League with a .319 batting average with the Cedar Rapids Kernels. He also finished second in the league with 39 doubles and 10 triples. The Los Angeles Angels of Anaheim signed the second baseman as a free agent in January 2007.

Josh Vitters (20), of Anaheim, Calif., hit .316 in 70 games for the Peoria Chiefs. He was then promoted to the Daytona Cubs, appearing in 50 games for the Florida State League club. The third baseman's combined Class A numbers were a .284 batting average with 18 homers, 19 doubles and 68 RBIs. The Chicago Cubs selected him with the third overall pick in the 2007 Draft out of high school.

*Daren Smith is an editor for MLB.com. This story was not subject to the approval of the National Association of Professional Baseball Leagues or its clubs.*

Print E-mail

## Team article template cheatsheet

kicker \* Yankees' Jeter buys club

headline \* Jeter buys Minor League team

subhead This is a subhead, an option secondary headline

byline Daren Smith

source MLB.com

November 25 2009 02 00 PM [set today](#) [clear](#) [restore](#)

date / timestamp

480 x 270 article photo

kickers from MiLB.com

photo caption (with credit)

body

article related items

tagline

<b>Daren Smith</b> is an editor for [MLB.com](#).