Poynter. NewsU.

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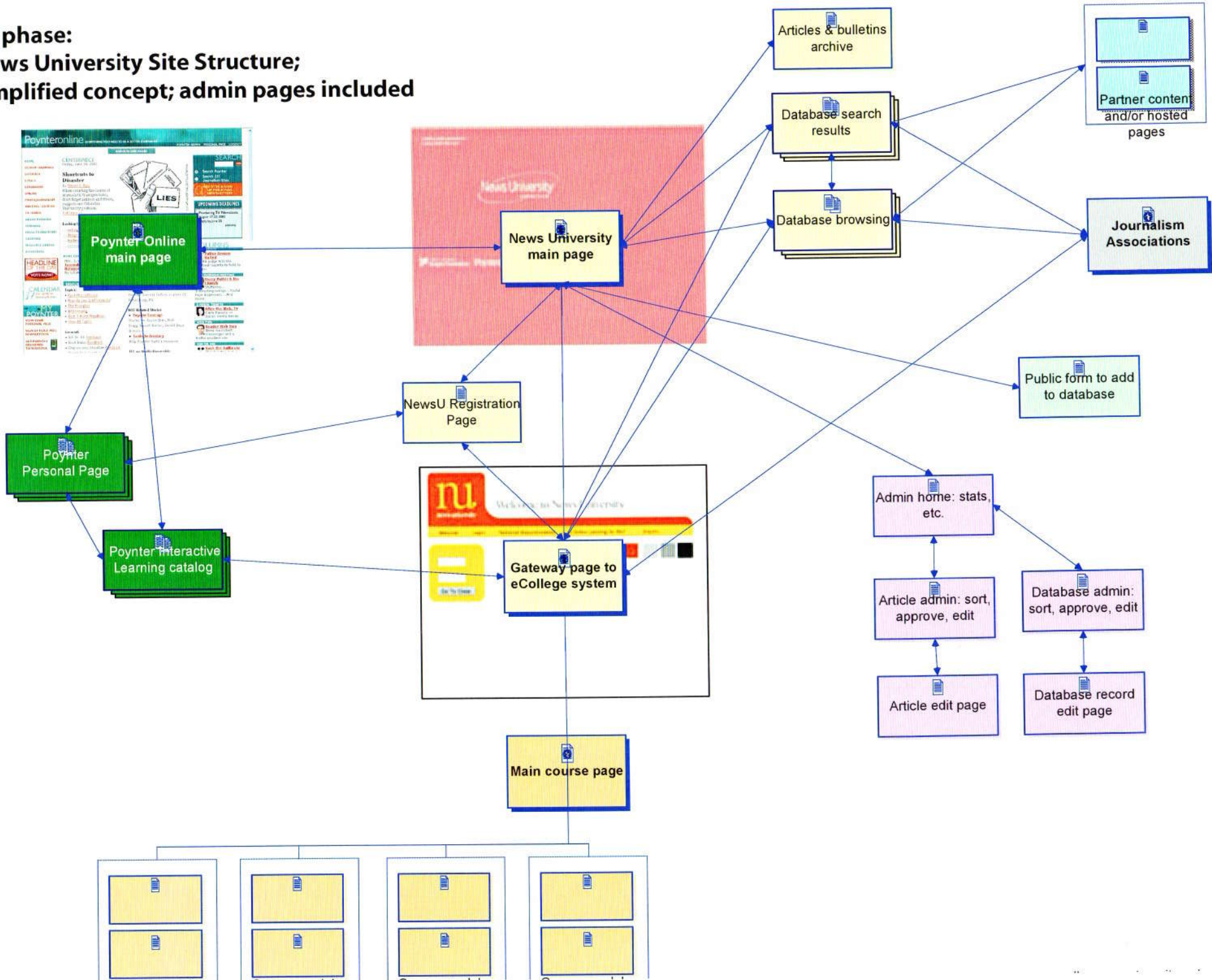
Monday, July 21, 2003

TO: Bill Stover, Hutch Craig

FROM: Howard I. Finberg and Robin Sloan

SUBJECT: NewsU site structure meeting

     Attached are some thoughts about how we might structure the News University site and how it links to Poynter Online.

     Our initial goal is to have some of these functions available by September.

Cc: Bill Mitchell, Julie Moos

1st phase:
News University Site Structure;
simplified concept; admin pages included

- Poynter Online main page
- News University main page
- Articles & bulletins archive
- Database search results
- Database browsing
- Partner content and/or hosted pages
- Journalism Associations
- NewsU Registration Page
- Public form to add to database
- Poynter Personal Page
- Poynter Interactive Learning catalog
- Gateway page to eCollege system
- Admin home: stats, etc.
- Article admin: sort, approve, edit
- Database admin: sort, approve, edit
- Article edit page
- Database record edit page
- Main course page

NewsU Site Structure, 1st Phase

What does this first version of NewsU do?

It begins the process of building a database of users. It acts as a gateway to the eCollege learning management system that we'll be using to build courses initially. It provides a comprehensive database ("the NewsU database") of training opportunities for journalists on- and offline.

Here's what each page includes or can do. There are two sections: front-end pages and back-end pages.

Front-end pages

News University main page
- A prominent search field
  - Type something in & hit return for a simple keyword search
  - Use buttons and menus below the search field to do more advanced search, specifying training topic, region, or time-frame
- Headlines and blurbs link to featured content (articles, bulletins)
- Info about e-learning modules that we want to promote
- Link to **archive of NewsU articles**

Article of NewsU articles
- List of previous featured articles, bulletins, FAQs
  - Shows title, author, posted date, and excerpt
  - Includes contextual search box that searches only NewsU articles, not database (?)

NewsU database search results page
- Listings include: Title, location, date, link to organization's website, blurb description. These link to **NewsU database individual record pages**.
- Sort by name, by date, by organization, by state, by region.
- Each listing also includes a few small links that function like Google's "Similar pages" links, but are more targeted, e.g. "More writing conferences," "More West Coast seminars," "More fellowships"

NewsU database individual record detail page
- Full listing with all info
- Option to e-mail the listing
- Printable view
- List of links to similar entries, as described above

Back-end pages

Admin home page
- Site stats, similar to Poynter Online
- Tool to schedule e-mail announcements (infrequent)
- Link to **article admin page**, **database admin page**

Article admin page
- List, sort, edit all NewsU articles
- Link to **article edit pages**
- Select which articles are linked on front page
- Select which e-learning modules are promoted on front page

Article edit page
- Article editing tools, similar to Poynter Online

Database admin page
- List, sort, edit all NewsU database records
- Shows basic stats: How many records of each kind, etc.
- Link to **database entry page**
- Link to **database record edit pages**
- Link to **database power-editing page**
- Display queue of new records submitted via the **database entry page**
  - Checkboxes to approve, reject, or put on hold

Database entry page
- Add an entry to the NewsU database
- Includes a preview screen to double-check data before submitting
- **Note: Though it probably won't be publicly linked, others besides Poynter & News University employees will be using this page.**

Database record edit page
- Edit info in all NewsU database fields for one record

Database record edit page
- Find & replace function

Questions:

- How well can you guys implement a CSS-based design? (Note idea of having style-sheet we can edit.)