

News Releases

Dashboard: www.cityofmadison.com/user

News Releases allow you to automatically post to the various main City Core portal pages, individual agency sites, categories and geographical areas of the City. The News Release system allows you to add three links with a title, upload images and documents, and embed a video.

Creating a News Release

Click “**Create**” next to “News Releases.”

Enter the following:

1. **Title:** Enter title that should display.
2. **Subtitle:** Enter subtitle if needed.
3. **News Release Content:** Add content of release. You are able to preview, paste from a Word Document, bold, italicize, link, and add lists.
 - a. **Edit Summary:** By clicking the Edit Summary link, you can enter a short 150-character summary of the release that will display on the main City News & Updates page and your agency pages that have part of the News Release text in it. If you do not enter a Summary, the first 150 characters of the News Release Content are used instead.
4. **Links:** Informational links that support the News Release. After posting your release, check your links to make sure that they work.
 - a. For example, your title would be “Streets and Recycling” with the URL of www.cityofmadison.com/streets. When the News Release displays, it will create the link as: Streets and Recycling.
5. **Related Events:** You can relate existing Events to your News Release by typing the title of the event in the box and selecting it. You must create events before relating them to the News Release.
 - a. For example, the “Water Wagon Travels to Area Schools” News Release could reference the individual school visits as listed events in the Events Calendar.
6. **Agency:** Select your agency, as well as any additional City agencies related to this News Release. **Make sure to get permission from other agencies.**
 - a. For example, “Winter Has Come to Madison”, you would select Streets & Recycling, Building Inspection, Parks, Police, Engineering and Parking Utility.
7. **Contacts:** Enter contact information for public questions about the news release. You can enter three contacts.
 - a. Contact Name: Enter the contact’s name. You can also enter a professional title if desired. Alternatively, enter the name of a department or service.
 - b. Contact Phone: Enter the contact’s phone number.
 - c. Contact Email: Enter the contact’s email address.
8. **Images:** You can upload up to three images.
9. **YouTube Video:** You can embed a YouTube Video into the News Release. Enter the video URL.
10. **Attachments:** You can add up to two attachments. Acceptable files are PDFs, Word documents, and Excel spreadsheets.

11. Settings

- a. **Archive Date:** If you would like to archive the release on a specific date, enter a date and time when you want the News to hide. Useful if you want the News Release to only display for several days.
- b. **Archive (hide) immediately:** Allows you to immediately archive (hide) the News Release. You can come back, edit the News Release, and check this box when you are ready to archive the News Release.

12. Categorization

- a. **Area:** Is this for a specific area? If not, leave this field blank. If you select a value(s), then the News Release will display when a user filters content based on an area.
- b. **Category:** Select the categories and subcategories where you want the News Release to display. You can select multiple categories and subcategories.
- c. **Seasonal:** Is this for a specific season? If not, leave this field blank. If you select a value, then the News Release will display when a user filters content based on a season.
- d. **Tags:** Tags provide a way to group related posts together and it easier for people to find your content. Tags are similar to, but more specific than, categories. The use of tags is optional.

When you are finished, be sure to save your changes! Scroll to the bottom of the page, and click "**Preview**". Review the news release. If it is displaying as intended, click "**Save**".

Editing a News Release

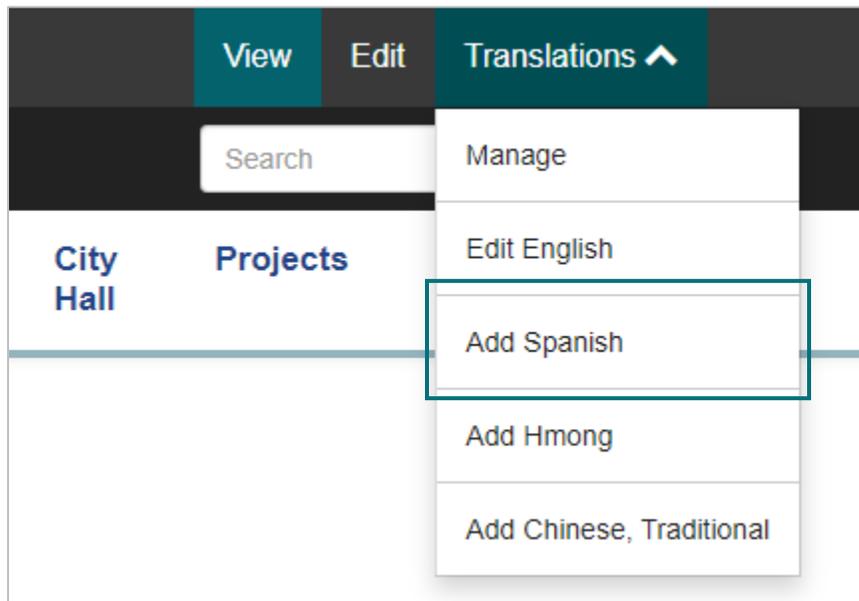
1. Click "**Manage**" next to "News Releases."
2. Find the News Release that you would like to edit, and click the "**Edit**" link.
3. Make desired changes, and click "**Save**."

Translating News Releases

You can add a translation in two ways: through the top Actions Bar, or through your User Dashboard.

Translate from Actions Bar

1. Go to the English page you want to translate.
2. Click “**Translations**” in the top Actions Bar.
3. Click “**Add Spanish**” or “Add (Language Name)”.

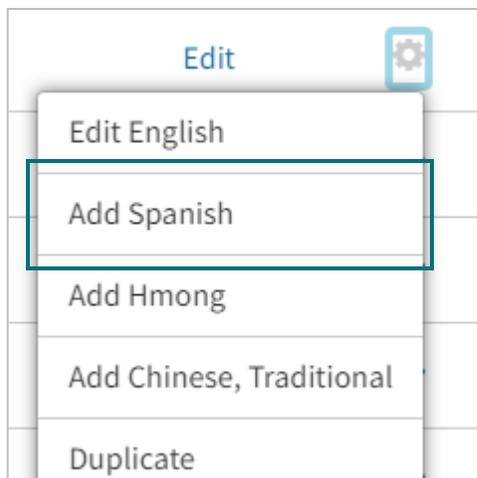


4. Enter translations for the **Title**, **Subtitle**, **Body**, and any other content you would like to translate.

When you have finished, click “**Preview**”. Review the news release. If it is displaying as intended, click “**Save**”.

Translate from User Dashboard

1. Go to your User Dashboard.
2. Go to **News Releases > Manage**.
3. Find the English news release you want to translate. Click the **Actions Gear**, and then click “**Add Spanish**”.



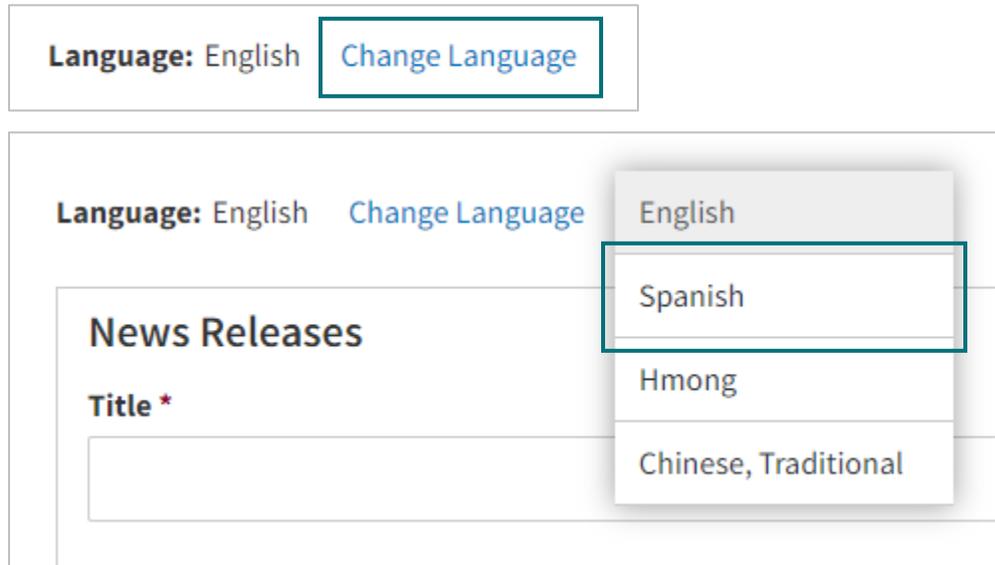
4. Enter translations for the **Title**, **Subtitle**, **Body**, and any other content you would like to translate.

When you have finished, click “**Preview**”. Review the news release. If it is displaying as intended, click “**Save**”.

Creating Independent Non-English News Releases

Sometimes, you may wish to create content in languages other than English, with no English equivalent. These News Releases will only display on that language's News page.

1. Select **"Create"** next to "News Releases" for your agency.
2. Click **"Change Language"**, and then select the target language.



The screenshot shows a web interface for creating news releases. At the top, there is a section with the text "Language: English" and a button labeled "Change Language". Below this, a larger form area contains the heading "News Releases" and a "Title *" field. A dropdown menu is open, showing four language options: "English", "Spanish", "Hmong", and "Chinese, Traditional". The "Spanish" option is highlighted with a blue border.

3. Add news release content.

When you have finished, click **"Preview"**. Review the news release. If it is displaying as intended, click **"Save"**.