

# Welcome to the Digital Team!

We are a combination of copy editors and editorial content managers overseeing The Blade's website, app and social media presence. We've got lots of tools and different roles to play, so here's a road map on your digital journey!

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## Programs/Software

Here's a list of the programs we use and what we use them for. Check within your first few days that you have access to each of these products. If not, immediately tell a manager to notify IT.

### Web Tools

- Libercus: [\[LINK\]](#) Content management system that manages all print and web stories at The Blade, as well as manages print page and eBlade design. Requires personal login.
- Merlin: [\[LINK\]](#) Content management system for all Blade photos and the Associated Press feed for photos. Requires personal login.
- Echobox: [\[LINK\]](#) Social media platform management system for Facebook, Twitter and Instagram. Requires personal login.
- Brightcove: [\[LINK\]](#) Video content management system. Videos are added by digital staff, as well as BCSN when sports footage is available from local games. Requires group login.
- Urban Airship: [\[LINK\]](#) Messaging platform to send push alerts with webpage links to all Blade app users. Requires group login.
- CNN Newsource: [\[LINK\]](#) CNN's affiliate video distribution site, for downloading national videos to add to Brightcove. Requires group login and installing Signiant App software.
- Legacy: [\[LINK\]](#) Obituary hosting site that controls The Blade's online obituaries. Requires group login.
- Gemini: [\[LINK\]](#) Reporting issues with Libercus or Story Creator. Requires personal login.
- Chartbeat: [\[LINK\]](#) Tracks toledoblade.com analytics. Requires group login.

### NewsSlide (Blade app) Tools

- Story Creator: [\[LINK\]](#) Main site for NewsSlide design, owned by Libercus group. Requires personal login.
- Flourish: [\[LINK\]](#) Create pre-formatted interactive designs using spreadsheet data, including the Weekly Crime Map and annual Homicide Map. Requires group login.
- InDesign and Photoshop: [Software] Adobe design product.
- Hype: [Software] Tumult Hype, an application for creating interactive/rich content from scratch, including animations. Used for NewsSlide teasers 
- Atom: [Software] HTML/code editor, used for NewsSlide teasers and rich content. 

### Copy Editing/Web Desk Resources

- OHGO Traffic Alerts: [\[LINK\]](#) Real-time traffic updates on road closures and accidents. No login.
- Blade Neighborhood Map: [\[LINK\]](#) Interactive map for identifying where events took place for copy editing stories/headlines. No login.
- Lucas County Booking Mugs: [\[LINK\]](#) Where to go for Lucas County Corrections Center mugs in crime/court stories. No login.
- Pixabay: [\[LINK\]](#) Stock art for web/NS stories. No login.

- YourSource: [\[LINK\]](#) General newsroom resources, including the stylebook, staff contacts and newsroom updates. No login.
- Trax: [\[LINK\]](#) Site for tracking photo and graphic assignments. Requires personal login.

## Other Training Resources

- For an overview of our digital strategy philosophy and some insider tips & tricks, see the [Digital Operation Manual \(DOM 1.1\)](#).
- To get some good tips on how we use the budget for the digital team, review [Intro to The Blade Budget](#).

## In-House Terminology

**Post note:** An email sent to the webdesk alerting them a story has been approved to be published online. This is sent almost always by an editor or assistant editor. The subject generally starts with “POST:” and should contain the slug and when the story should be published. If the publish time isn’t explicitly stated, the story is generally meant to be posted immediately. You can move through notes in order unless a note is marked “URGENT” by an editor.

**ACE:** Acronym for Assistant City Editor. This is a slot filled by various senior reporters in which they manage and approve copy.

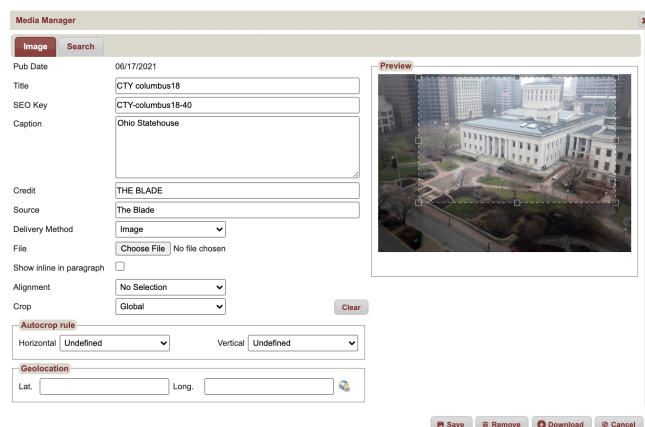
**Top 9:** Refers to the main view of the website’s homepage, a marquee with one main spot and 8 smaller previews.

## Web Slot

The Web Slot means you're in charge of keeping the website and all social media fresh. You'll primarily coordinate with the ACE, digital manager and city editor to ferry content to the correct places. There is a day slot and evening slot.

### GENERAL RESPONSIBILITIES

- **Post local stories or schedule them for later posting.** This includes general and breaking news that has been approved by an editor or ACE.
- **Post breaking national news from the wire,** based off alerts from national news agencies, your own knowledge of important state or national stories, or when asked by editors.
- **Monitor/populate social media feeds.** For more details, review the [Social Media/Promotion/Echobox section](#) of the DOM V1.1.
- **Prepare web artwork for news stories.** This means either adding local art shot by Blade photographers, finding wire/stock photos, or pulling art from social media or websites from public agencies (police mug shots/politician accounts).
  - Choose horizontal photos as the main image when possible.
  - To adjust photos, double click the image and select the area you want to display in Media Manager (see image on right). This will ONLY edit how it displays as a thumbnail preview on the website.
  - For vertical mug shots, choose one of the portrait options under Properties>Layout (at the top of the Metadata area), so that we don't have decapitated people or faces cut in half.
- **Keep the toledoblade.com's homepage looking fresh.** This means rotating in new stories into the Top Nine, or switching stories into other spots. **The top story, or One Spot, should be changed about every three hours (except for very important news), and the other eight should be rotated each hour.**
  - To find the Top 9 in Libercus, set up a window under Stories content in the Web Channel with "Last 3 days" as a Publish Date and "Home" as the Section.
- **Look for videos to use in stories.** Videos that are shot by Blade staff or are available from reputable outlets should be embedded in web stories or attached to NewsSlide stories whenever possible and the video ID or link should be noted on the Daily Budget.



| Dashboard       |                                    | Stories   |              |              |                                  |                                     |
|-----------------|------------------------------------|-----------|--------------|--------------|----------------------------------|-------------------------------------|
| Home            | User Preferences                   | Channel   | Status       | Publish Date | Assigned To                      | Section                             |
| Content         |                                    | Web       | No Selection | Last 3 days  | No Selection                     | Home                                |
| Budgets         | Stories                            | !         | Status       | Pub Date     | Prio                             | Section Name                        |
| Galleries       | <input type="checkbox"/> Published | Today     | 1            | Home         | AllStarF818                      | Former high school fees come ...    |
| Static Pages    | <input type="checkbox"/> Published | Today     | 2            | Home         | Ballroom17                       | City holds topping-out ceremo...    |
| Media Files     | <input type="checkbox"/> Published | Today     | 3            | Home         | GOVVIRUS18                       | Gov. DeWine to lift last remaini... |
| PDF Library     | <input type="checkbox"/> Published | Today     | 4            | Home         | AleTrail18                       | 419 Ale Trail aims to further co... |
| Attachments     | <input type="checkbox"/> Published | Today     | 5            | Home         | Cubs18                           | Toledo Zoo launches naming c...     |
| Print Ads       | <input type="checkbox"/> Published | Today     | 6            | Home         | MejerSolheim18                   | Solheim Cup at Inverness will f...  |
| Print Pages     | <input type="checkbox"/> Published | Today     | 7            | Home         | gas17                            | Ohioans are hitting the road bu...  |
| Production View | <input type="checkbox"/> Published | Today     | 8            | Home         | Markets18                        | Most stocks fall, tech holds up ... |
| Congress        | <input type="checkbox"/> Published | Yesterday | 9            | Home         | Sponsored Content - Mission L... | Mission Learn: Perfecting the fo... |

- **Inline photos when necessary.** For longer stories and recipe stories, inlining photos can help break up the text. The first step in this process is to open the HTML in the Libercus file and embed this code where a photo will be placed.

```
<p><span class="comment" data-mce-mark="1">PHOTO EMBEDDED</span></p>
```

```
<div class="pg-embedcode-largeimage" style="display: none;" data-pg-embedcode-largeimage-orientation="landscape or portrait"><a class="pg-embedcode-largeimage-imgwrapper" target="_blank" data-pg-embedcode-largeimage-behavior=""></a><span class="pg-embedcode-largeimage-text" data-mce-mark="1"><span class="pg-embedcode-largeimage-caption" data-mce-mark="1"> The Tiffin Police and Fire All Patriots Memorial on Sept. 4, 2021. </span><span class="pg-embedcode-largeimage-credit" data-mce-mark="1">THE BLADE/AHMED ELBENNI</span></span></div>
```

The **highlighted yellow** is a note that will only appear in Libercus that let's reporters, editors, and the copy desk know that we have placed an inline photo there.

The **highlighted pink** is the URL to the photo you'd like to embed. You can find the URL by going to the Media Files tab under Content on the left hand side in Libercus. Search for your photo. You'll locate Media Path and paste that behind toledoblade.com Example:

<https://www.toledoblade.com/.media/101/2021/09/06/7a2e6c47-da69-4945-bf3b-d2d87206620b.jpg>

#### Never forget

##### PHOTO EMBEDDED

Sept. 11 brought Senior Master Sgt. Herman Schwebes to the 180th Fighter Wing, which had established a 24/7 alert mission a few years after the at downtime when the idea struck: a memorial, a reminder of why the mission exists.

"He pushed the Marine button in me and said I don't have what it takes to go get the artifacts from 9/11," former Sergeant Schwebes recalled — steel Pennsylvania. Sergeant Schwebes quickly launched what would become a three-year offensive to secure a steel beam from the Port Authority of New

Unbeknownst to him, just months later a 7,000 pound, 17-foot piece of WTC steel would already be rumbling towards northwest Ohio, strapped to the dedicated northwest Ohio's first permanent 9/11 memorial.

The Tiffin Police and Fire All Patriots Memorial, dedicated by Mayor Mike Melchiori, is the first of its kind, featuring the world's largest

#### Never forget



The Tiffin Police and Fire All Patriots Memorial on Sept. 4, 2021.  
THE BLADE/AHMED ELBENNI

Sept. 11 brought Senior Master Sgt. Herman Schwebes to the 180th Fighter Wing, which had established a 24/7 alert mission a few years after the attack. He and Chief Scott Boyer were discussing how to motivate soldiers during downtime when the idea struck: a memorial, a reminder of why the mission exists.

The **red text** is the caption of the photo.

The **blue text** is the credit of the photo.

It should look like the example at the left when you are done.

## PUSH ALERT GUIDE

Urban Airship

[\[LINK\]](#) Messaging platform to send push alerts with webpage links to all

- After logging in, select 'Blade NewsSlide Mobile.' This will allow your push alert to be sent to NewsSlide mobile and tablet.
- Click the "+" at the top right corner and select 'Message.' Next select 'All Users' and 'Content' at the top of the page. You'll select 'Push Notifications' and 'Add Content.'
- A new screen will appear with an iPhone. You'll put the push alert language under 'Text' (keep it as short as possible!). Under 'Actions' select 'Web Page' and paste the URL to the story related to the alert, if we have one. Under 'Optional features' select, 'Title' and type 'BREAKING NEWS'
- After everything is ready, you'll select 'Delivery' on the top middle of the page. You can choose to 'Send now' or 'Schedule.' We mostly use the 'send now' feature. Click 'Send Now' and then 'Review' at the top of the page.
- Make sure everything is factually correct and no misspellings. Hit 'Send Message' and you're done!

## Day Shift schedule

Shift is from 7 a.m. to 4 p.m. Secondary day shift workers will start at either 10 a.m., noon or 2 p.m.

### OVERVIEW

- Do all things listed under "General Responsibilities"
- Rearrange top 9; move videos that are sent to the digital desk to Brightcove; monitor/populate social media feeds.

### ESTIMATED TASK TIME FRAME

*Early morning 7 to 9 a.m.*

- Check 13abc, WTOL11, and NBC 24 for any overnight breaking news that we may have missed. Alert the morning ACE if we do not have something.
- Schedule Facebook and Twitter posts that rank 70 or above.
- Schedule a NewsSlide share link to Facebook and Twitter, promoting NewsSlide download
- Schedule a NewsSlide push alert to a slide at noon. **(Don't do this on the weekend)**
- Send a morning analytic report from the day prior. The analytics can be viewed via Google Analytics, username and password are located in the group login doc. **(Don't do this on the weekend)**
- Schedule an Instagram post on Echobox. Be sure to tag the photog responsible for taking the photo: @KurtSteiss, @AmyEVoigt, @davezap, @jtwadsworth, @toledophotog, @beccabensonnn\_, and Jetta Fraser
- Update the One Spot with something fresh at 8 or 9 a.m. If there isn't a new story, change the headline and/or photo.
- Set up the stobox, scorebox, and puzzles in NewsSlide.

*Morning to end of shift 4 p.m.*

- Post/schedule daily stories from the city desk, sports desk, and features.
- Schedule posts to Facebook and Twitter through Echobox as 'Optimal', with 'Breaking News' stories posted as 'Now.' Rearrange Top 9 and Section fronts as much as possible.
- Be sure to rotate the new content into the Top 9 or in the related sections to move out day-old content. All new content should be in the Top 9 before the end of your shift.
- Monitor Tweetdeck for reporters' tweets, breaking news from local outlets, and any news from TPD, City of Toledo, TFD, etc.
- Keep an eye on the wire feed.

**WEEKEND DAY SHIFT**

*Follow the regular day shift schedule, but also add these tasks to your day:*

- Business Section: Make sure at least three stories are budgeted for the next day's edition.
- Sports Section: Post or schedule local stories on budget. Edit and publish first-draft game stories as they come in before editor approval (don't worry about sports features).
- A&E Section: Edit and schedule local stories for the next morning. Prep and finish all feature stories for NewsSlide as well as web, ESPECIALLY Saturday for the Sunday edition since there will be too much content for a NewsSlide person to finish alone.

**Night Shift schedule**

Shift is either 4 p.m. to midnight, 4:30 p.m. to 12:30 a.m., or 5:30 p.m. to 1:30 a.m.

**OVERVIEW**

- Do all things listed under "General Responsibilities"
- Business: Post or schedule local stories on budget
- Opinion: Create budget for opinion; edit, prep for web and post local editorials, letters to the editor and columns; Design a slide for each story in NewsSlide.
- Sports: Post or schedule local stories on budget, including live game copy as it comes in and is approved by sports. Post national games of local interest as they end and wire becomes available (start times should be on the budget)
- A&E: Post or schedule local stories on budget
- EBlade: Create, attach eBlade videos to appropriate stories
- Catch budget mistakes: Scan budget for stories we haven't received word of from copy desk and aren't posted. If you find one, ask copy desk about status.

**ESTIMATED TASK TIME FRAME**

4:45-5:15

- Post stocks: Wire story about the stock market.
  - Labeled "BC-Financial Markets", searching "markets" will usually pull up the correct story. Pull into web channel and slug "markets[date]"
  - To fix up for print, change "%" to "percent"; Paste [Searchable stock index](#) two paragraphs after the lede and include hyperlink; add sections Stock Market, Business, and Home.
  - After publishing, rotate into 8 spot of Top 9, dropping the previous day's editorial.
- Create budget for Opinion by opening print channel in Libercus..



5-6

- Weather video: Emailed from Jay Berschback each weekday. Download and place into Brightcove if received.

6-8

- Prep and post opinion stories for both web and NewsSlide.

8-10

- Pull Eblade videos and attach to proper stories in print channel. [READ THESE INSTRUCTIONS](#) for a how-to.

10-11

- Prep obit, Daily Log (slugged “log”), and/or the doglog (restaurant log on Sundays with appropriate stock image that is used weekly, sectioned with Home, Business, Restaurant Inspections)

11-midnight

- Arranging marquee and individual sections for next day; final checks; shift note

## DETAILED INSTRUCTIONS

### Opinion (6-8 p.m.)

- Check Print Pages and generate a PDF proof for OP-ED in Libercus. On a weekday, opinions are in A6 and A7; Sundays are in the D section.
- Search the titles in print and place local opinion story slugs on budget. You should find two editorials, one Forum story, and either a column, a politician letter, or a Kelley cartoon.
  - At least four stories are needed for the NewSlide section. If we are short on local stories, one of the AsOthers national opinion pieces can be grabbed for NewsSlide only. Do not publish it to the web.
- Prep and schedule editorials to post to the web at midnight
  - Copy editorials from print channel to web channel, and copy/paste Forum from print channel into web channel file that will already be created.
  - Add bolded content plugs after first two paragraphs with links. [Read more Blade editorials](#) // [Submit a letter to the editor](#)
  - Find art for opinion stories and schedule. The lead editorial goes in the eight spot in the Top 9, the other items go in 1-3 spots in Opinion)
- Design opinion slides for NewsSlide and slot in mobile budget.

### Obit (10-11 pm)

- Make sure copy for lead obit in print channel is identical to web channel
- Download mug from print channel, place into web channel if necessary; Check Merlin for Blade images of deceased, add if necessary; Schedule web obit to post at midnight; be certain to use portrait photo layout if mugshot is only art; Categories are Deaths, News, Home; Obit should be 2 in News.
- Create new obit on Legacy.com by pasting copy from obit, filling out name and date of birth and death fields, selecting Featured and Spotlight, uploading mugshot, and placing (News Story) before first words in obit copy
- Click preview at bottom of page to check; submit on next page

### Non-budget items (10-11 pm)

- Log: Daily, list of Births, crime reports, etc.; copy from print channel; stock art; posts at Midnight DogLog: A few times a week; copy from print channel; stock art of cute dog; posts at Midnight RestLog: Sunday only; stock art; posts Sunday night
- Coroner’s Report: Sunday only; stock art of coroner’s office; when we have one, will



need to be copied into a new file, as coroner's report copy will be on top or bottom of RestLog in print channel; posts at Midnight

### **Wrapping up (11-12)**

- Arrange 1-9 for morning using budget (lead opinion is in 8, Ad is in 9 if there is one); any story that is a top slide in NS should be somewhere in the marquee Set 1-3 lineup for the following categories: Must See; Sports; Business; News; Local; A&E; Opinion. Must see articles should be either Evergreen or strong articles that didn't make it into the marquee
- Look into Published items in next day's web channel, make certain they're scheduled for different times
- If we have an appropriate local video, place in Must See content boxes in Libercus by using Brightcove ID; replace oldest video in Must See
- Complete shift note, letting morning person know what stories were posted the night before, what has been scheduled to post in the morning and when it's been scheduled to post.

[Football Friday guidelines](#) for night web editor.

## NewsSlide Slot

The NewsSlide Slot means you're in charge of making sure the NewsSlide app publishes on time and with all content correct. You'll primarily coordinate with the web slot and the digital manager to make sure all content is packaged appropriately for our app. See the [NewsSlide Story Creator User Guide](#) for troubleshooting.

## Night Shift schedule

Shift is either 4 p.m. to midnight, or 5:30 p.m. to 1:30 a.m.

### OVERVIEW

Make sure the NewsSlide edition is published by 1 a.m., with the tablet and mobile versions all checked. Assist web slot with story prep/publishing as needed to stay on deadline.

### General Advice:

- It is a good idea to work up slides with rich content first to see if there are any issues. Usually these are top slides.
- Then look to see which slides are approved. It might be a good idea to knock out some basic slides, while mixing in slides with a lot of art.
- Modulars take less time than basics when there are multiple photos, but we don't want a whole edition of modulars. If the story has one to five or six photos and you can skip every four paragraphs and make them fit, then use basic. If timing is a factor, then modulars are OK.
- If the art is similar, don't overuse repeat cutlines and photos when designing the slides.
- Photos will come over only with original cutlines from Libercus. Edited cutlines WILL NOT UPDATE. To avoid duplicating work, edit your cutlines in the Libercus file and then make a copy of the whole story to import into NewsSlide (or edit cutlines before saving the photo to Libercus).
- At late night, when there are sports contests, wait until the web editor is done editing the slide, then pull story into edition. It saves time because then you don't have to edit the cutlines again.
- Pulling videos: CNN Newsource is fine, but YouTube is faster and they generate most videos. Search videos for the brief packages too. We like to focus on out-of-market professional news agencies mostly, because it looks bad if we are taking competitors' content in-market.

### ESTIMATED TASK TIME FRAME

5:30 p.m.

- Log-in and see if digital slide standing items are marked done (i.e. scoreboard, stox, etc.) If they are not marked done, work on those first.
- Work on Aptopix (gallery slide.) Clean up cutlines and obvious countries that standalone such as Moscow, Beijing, Paris, Tokyo, etc. Make sure the cutlines aren't too long or they will cut off in the app.

- Then markets slide (basic). Don't forget to add a Searchable Stock Index link
- Then teasers TeasersNOTitlecard.idml, use local photo, export then Hype newsslide\_end MULTI MO/tab newest. Save as ad. In Storycreator. Label Ad salesperson: Editorial. Advertiser: The Blade. Campaign: Teasers. Check box for mobile and tablet respectively for either mobile or tablet slide. Click both external links.
- Look to see if any top slides are ready and work on those because they need to be complete as much as possible before the 9 p.m. mockups.

9 p.m.

- Send NewsSlide Top 5 mockups, or "9ers." [Step-by-step instructions HERE.](#)

11:30 p.m. to 12:30 p.m.

- Check edition in both tablet and mobile. If mobile is not working for some reason and you are rushed on time, check after compile and if you find errors, republish.
- Push alerts are scheduled for 6:30 a.m. the next working day under the Push Notifications section in NewsSlide (found in lefthand dropdown menu). This is usually the top slide. Notification Title should be "Today in NewsSlide!" and hit "Add to Pending" once all is filled out
- Compile and publish NewsSlide (learn how to publish [HERE](#)). Wait until compile is done, then send number of videos and slides to management in End-of-Night email. Here's some example text:
  - Compile start: 12:34 a.m.
  - Compile end: 12:40 a.m.
  - Compile time: 6 minutes, 31 seconds
  - Publish time: 12:41 a.m.

Tablet slides: 52

Mobile slides: 46

Videos: 10

## DETAILED INSTRUCTIONS

### Loading videos

See instructions in the [Video Instructions sheet](#).

### Slotting mobile

Once a story is built in the NewsSlide budget (both for tablet and mobile) then you must slot the stories in the Mobile Budget, just under the regular Budget. [Watch the brief video tutorial HERE.](#)

## Top Stories mockup (Sending 9ers)

We send screenshots of all top slides to WTVG so they can run promos for us. These should be sent by 9 p.m., but can be sent up to 10 p.m. Any later and you'll probably get a phone call.

To send, make sure all top slide slots for tomorrow's edition are filled – if not all the stories are ready to be designed in NS by 8:45 p.m., select some already-designed NS stories of good quality and drop them in as Placeholders until you have at least 5 slides. Then using your iPad, open the coming edition and get screenshots of the main screen of the edition and then a screenshot of each of the stories' displays. Make sure if you catch any mistakes on these top slides, you fix them before you send the images.

Next, open your Gmail app, create a new message and attach all 6 images to it. Let that email save to your drafts and then switch to your desktop, opening it there. Add descriptions of each of these stories, pulling copy from the Summary/Notes section in the Master Budget or (if that copy is bad or incomplete) from the lede/nutgraph of the story in NewsSlide. Then send the email to management, webdesk and our TV partner at [wvtg-producers@gray.tv](mailto:wvtg-producers@gray.tv).

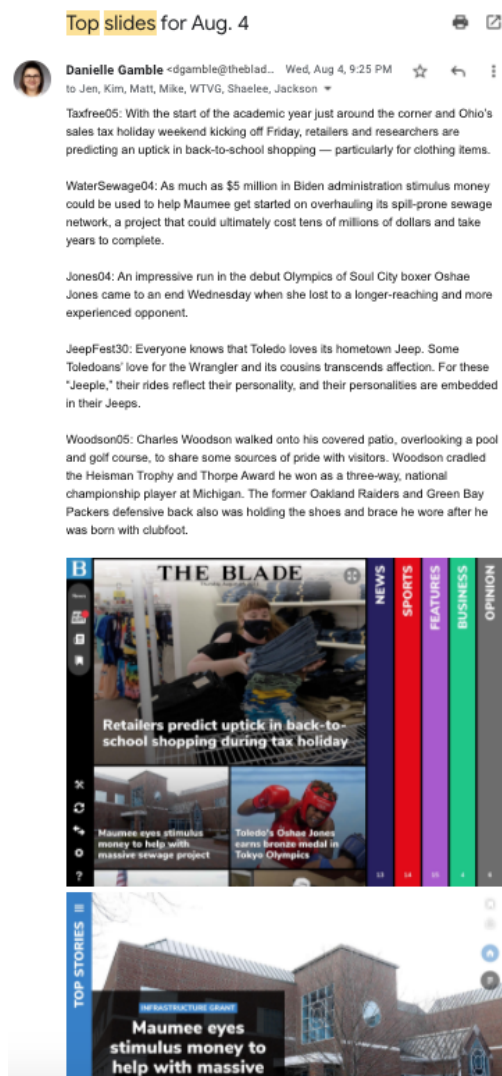
*On right, an example of the how the NewsSlide email should look, with images below and summaries on top.>>*

## Steve Kelley cartoon

We run editorial cartoons from Steve Kelley in NewsSlide, typically for the Thursday and Sunday edition (but he may do more depending on the week). [Detailed instructions HERE.](#)

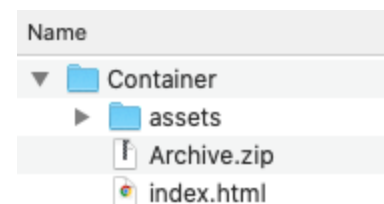
## Explore419 sections

The marketing department is responsible for the Explore419 section twice a week. About four stories should be pre-loaded and slotted in mobile by them. Our job is to open each and read the content ONLY to check that any upcoming events aren't outside the scope of the publishing date (i.e. a list of live music in town over the weekend shouldn't include a date that's already happened). Do not attempt to copy edit the story for Blade style – only look for things you can quickly fix, or major errors that you need to alert a manager about (i.e. there are stories missing). Otherwise you are only responsible for simply approving them.



## Rich Content

Interactive graphics, including those generated in Flourish, are added to NewsSlide as Rich Content via the Content Library. **NOTE: Stories with Rich Content MUST have Modular Story layout to work.**



- Make sure you have the Container folder on your desktop (if you don't have one, download it [HERE](#)). In the folder, you'll see an assets folder, an html file, and a zipped file of both those items.
- To add a new piece of rich content, find an Iframe link for whatever graphic you want to load (it MUST be an Iframe). Edit the index.html file in Atom, replacing the previous Iframe block with your new code. Save the file.

```

1 <!DOCTYPE html>
2 <html>
3 <head>
4 <meta charset="UTF-8">
5 <meta name="viewport" content="width=device-width, user-scalable=no, maximum-scale=1.0, minimum-scale=1.0">
6 <meta http-equiv="X-UA-Compatible" content="ie=edge">
7 <style>
8   html, body {
9     background: #fff;
10    margin: 0;
11    padding: 0;
12    width: 100%;
13    height: 100%;
14    display: block;
15  }
16 </style>
17 </head>
18 <body>
19 <iframe src="https://flo.uri.sh/visualisation/7098610/embed" title="Interactive or visual content" class="flourish-embed-iframe" frameborder="0" scrolling="no" style="width:100%;height:100%;border:none">
20   href="https://public.flourish.studio/visualisation/7098610/?utm_source=embed&utm_campaign=visualisation/7098610" target="_top" style="text-decoration:none!important"><img alt="Made with Flourish" data-bbox="0 0 1000 1000" style="display:none; width:100%; height:100%; border:none; margin:0; padding:0;"/>
21 </iframe>
22 </body>
23 </html>

```

- To test that the index file saved correctly, double click the html file. It should pop up in your web browser and the data will display in a window similar to how it will appear on the app.
- Next, delete the existing Archive.zip file. Then select the index file and the assets folder and zip them into a new Archive.zip folder.
- Open the Content Library in NewsSlide and select Rich Content.
- Scroll to the bottom of Rich Content and select the gray plus sign to add a new item.
- Add a stock image. It doesn't really matter what the image is as long as you can identify it – it won't preview in the published story, just as a thumbnail for when you're managing it in NewsSlide.
- Add the new zip file.
- Slug the story, and delete any stock text that has auto-filled into the Title or Description field.
- OPTIONAL: Add a title to the file, which will hover over the preview image in the published story. (Do not add a title if you are adding the [weekly Crime Map](#).)
- Select "Requires Internet" and "Has External Links"
- Mobile Height Ratio: 1.77
- Tablet Height Ratio: .75
- Select Save

EXTERNAL



To add to a story, go to the Content window and select Rich Content and select the plus sign to add it. It will auto-select with a green check mark when it imports from the library, and will appear on the bottom of the Modular story similar to how videos appear.

## Teasers

These go at the very end of each NewsSlide edition. [Read instructions HERE.](#)

## Publishing NewsSlide

Read the step-by-step [written instructions HERE](#) or watch [the video HERE.](#)

# Digital Projects

## Toledo Homicide Map

### Updating the homicide database/map for city of Toledo and metro area homicides

- Homicide Database Excel Sheet
  - [\[LINK\]](#) A collection updated by the webdesk of homicides in Toledo and the metro area. This must be updated as soon as we learn about a homicide.
- Guide to updating the homicide database
  - [\[LINK\]](#) The Blade's homicide database on toledoblade.com
  - [\[LINK\]](#) Tutorial on updating the homicide database

## Weekly Crime Reports

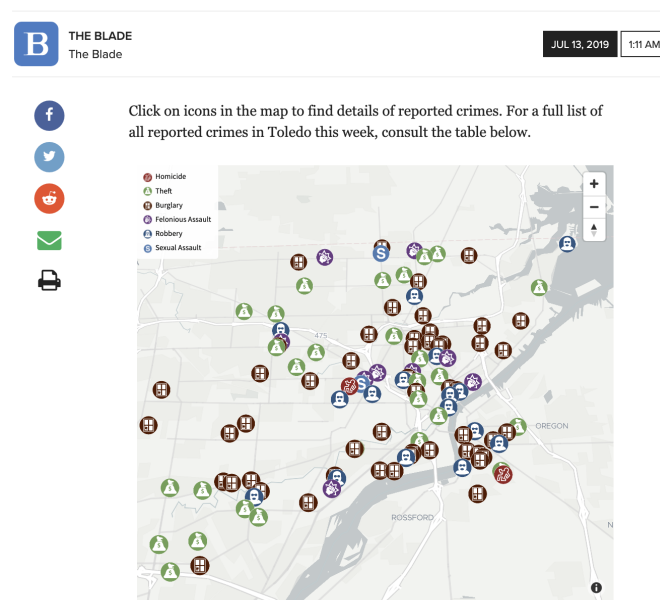
Digital is sent a weekly Crime Log spreadsheet of crime reports each Friday afternoon and are published the following Thursday. These will need to be turned into a map for print, a story on the website, and an interactive graphic for NewsSlide.

PRINT MAP:

TO DIGITALLY PREP REPORTS:

- 1) You will need access to the "[Master Crime Sheet](#)" Google Sheet. Open the weekly crime log, click on the sheet information at the bottom left corner, and select Copy To > Existing Spreadsheet. Then select "Shared with me" and select the Master Crime Sheet. Once selected, the sheet will automatically appear at the end of the Master, and you can change the sheet name to include the publishing date of the report.

## Toledo Crime Log: 7/13



- 2) Geocoding: In the Master Crime Sheet, delete the COMMUNITY and COLOR columns. Then on the upper toolbar select Add-ons > Geocode by Awesome Table > Start Geocoding. On the sidebar that will appear on your right, select “Are your addresses in multiple columns?” and the boxes for address, city, state, and zip code should be pre-selected. Select “Insert Column” and after it appears, select “Full Address” as your column and hit “Geocode!” Two columns with Latitude and Longitude should appear.
- 3) Flourish: Find a previous Crime Map and Crime Log in the webdesk Flourish account. Make a copy of each, then under the Data section delete the old Sheet information and paste the new data. Under Preview, view the Crime Map and check for any graphics displaying a black circle with a “?” This means there is likely a misprint of a crime category in the NAME column under Data. Correct listings are under the Categories tab. Once the map and log are correct, hit Export & publish in the upper right corner and publish without a password. Grabe the Iframe embed option for the map and place it on the budget under the Links, embed, codes column.

#### WEB STORY

Search “crime map” in Libercus with Publish Date set for “Last 3 Months”. Select one of the CrimeMap slugs that appears and make a copy on the correct day and slug. Change the headline and SEO key, change out the stock police photo in the story for another image, and replace the new map and log Iframe code in the body using the HTML source editor. Schedule the story to publish at midnight on the correct date and set Status to Publish.

#### NEWSSLIDE GRAPHIC

You will need to create a data container for just the map (no need to add the log into NS) and load that as Rich Content into the NewsSlide library. [Learn how to do that HERE](#). Once that’s loaded, create a blank story in the News section of the appropriate edition. Hit Create, then select your source as “Content Library - Existing Edition” and search “crimemap”. You should see several slugs for early versions of the Crime Map. Pull in a version from at least the previous month (otherwise you’ll have one with too many earlier versions of the map).

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| crimemap-copy-rgarcia-copy-k... | 8/31/2021 |
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Under Rich Content, deselect the previous week’s map and add in this week’s map, which should come in pre-selected. Then simply navigate to the Story Summary page and hit “Approve for Publish.” Make sure the Crime Map appears just before Blade Briefs in that night’s edition.