Beyond the Blog

WordPress as a comprehensive CMS for media organizations

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Who am I?
Why am I here?

Stephen Tiszenkel

- Digital product professional for 20+ years
- WordPress user and developer since 2003
- Birthday buddy with WordPress
- Host of The New England Tech Podcast

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Where I've been

Hammerhed

Content Management Solutions

Channel One News

- Founded in 1990
- Shown in schools to grades 3-12
- Alumni include Anderson Cooper, Maria Menounos, Serena Altschul, Scott Evans, Steven Fabian
- 6 million daily viewers in 2008

The big problem: Channel One's business model was out of date, and the technology didn't support the new business model

The old business model

- 19-inch CRT televisions in every classroom
- Show beamed to schools via satellite
- All classes required to watch show more than 90% of school days
- 10 minutes of news, 2 minutes of ads
- Digital focus on students

The evolved business model

- Teachers show program via interactive whiteboard or projector
- More classes watch without ads
- Classrooms or schools pay for curriculum package
- Curriculum includes daily interactive teaching tools and access to video archive
- Increased digital focus on teachers

The technology

- Multiple content-management systems inherited from different corporate parents
- Difficult to create new templates/content types
- Hierarchical information architecture
- No paywall

One obvious solution ...

Drupal™

(An important note)

WordPress

- Already in limited use on site
- In-house expertise
- Easy for editors
- Easy for developers
- Larger community
- *What about me?*

Drupal™

- No existing infrastructure
- No developers
- Steeper learning curve
- Less-elegant UI
- Smaller community
- *What about me?*

The prestige argument

WORDPRESS

"JUST A BLOGGING PLATFORM"

(But the prestige argument would be more convincing today)

The innovation argument

Who?

Let's build it! You need the skills or the resources, but WordPress makes it fast and easy

Education Nation

- My own server
- Developed outside of work hours
- BuddyPress and registration system
- Multisite
- Access control
- Quizzes
- Slideshows
- Social elements/groups
- Content uploads
- **No blog elements**

Success! And now for the hard part ...

Channel One News

24/17: Puerto Rico

Find out what life is like for one 17-year-old living in San Juan, Puerto Rico.
➜

News   💬 No Comments

Obamas spend quiet

U.S. ARMY DREAM STRONG
➜

SUBMIT YOUR PLAY OF THE WEEK
➜

VOTE ON THE NEXT

Poll

Are you traveling for Thanksgiving?

one.com/2417-puerto-rico-2/
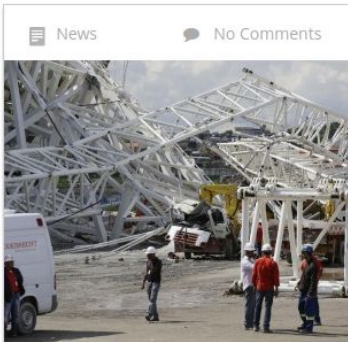
Video　No Comments

All Digital Library
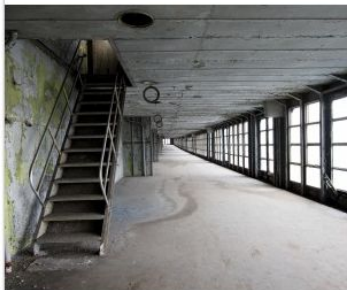
SS United States is being prepared for a new life

Video　No Comments

A Reborn Language

News　No Comments

FIFA waits to find out 'scale of damage' at venue

Interact　No Comments

Generation Money

News　No Comments
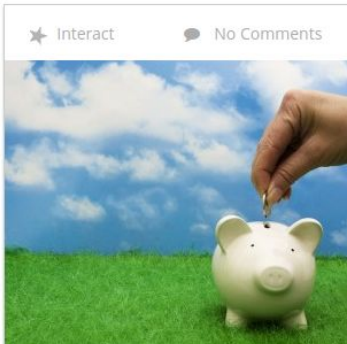
Ill. tornado

The biggest challenges

- Multiple post types with major differences between them
- Wire content
- Hybrid automation/editorial control

(Other challenges covered in eight-hour version of this talk)

—

Combination of free plugins, premium plugins and custom development

Challenge:
Multiple Post Types

Solution:
Custom Post Type UI

https://wordpress.org/plugins/custom-post-type-ui/

Add/Edit Post Types

Select: Videos ▾

Basic settings ▲

Post Type Slug *

video

The post type name/slug. Used for various queries for post type content.

Slugs should only contain alphanumeric, latin characters. Underscores should be used in place of spaces. Set "Custom Rewrite Slug" field to make slug use dashes for URLs.

DO NOT EDIT the post type slug unless also planning to migrate posts. Changing the slug registers a new post type entry.

☐ Migrate posts to newly renamed post type?

Plural Label *

Videos

Used for the post type admin menu item.

Singular Label *

Video

Used when a singular label is needed.

Save Post Type | Delete Post Type

Additional labels ▲

Post Type Description

Perhaps describe what your custom post type is used for?

Menu Name

(e.g. My Movies)

Custom admin menu name for your custom post type.

Settings ▲

Public
[True ▾] *(CPTUI default: true) Whether or not posts of this type should be shown in the admin UI and is publicly queryable.*

Publicly Queryable
[True ▾] *(default: true) Whether or not queries can be performed on the front end as part of parse_request()*

Show UI
[True ▾] *(default: true) Whether or not to generate a default UI for managing this post type.*

Show in Nav Menus
[True ▾] *(CPTUI default: true) Whether or not this post type is available for selection in navigation menus.*

Show in REST API
[False ▾] *(default: false) Whether or not to show this post type data in the WP REST API.*

REST API base slug
[Slug to use in REST API URLs.]

Has Archive
If left blank, the archive slug will default to the post type slug.
[False ▾] *(default: false) Whether or not the post type will have a post type archive URL.*
[Slug to be used for archive URL.]

Exclude From Search
[False ▾] *(default: false) Whether or not to exclude posts with this post type from front end search results.*

Capability Type
[post]
The post type to use for checking read, edit, and delete capabilities.

Hierarchical
[False ▾] *(default: false) Whether or not the post type can have parent-child relationships.*

Rewrite
[True ▾] *(default: true) Whether or not WordPress should use rewrites for this post type.*

Custom Rewrite Slug
[(default: post type slug)]
Custom post type slug to use instead of the default.

Add/Edit Taxonomies

Select: Grades ▼

Basic settings ▲

Taxonomy Slug *

grades

The taxonomy name/slug. Used for various queries for taxonomy content.

Slugs should only contain alphanumeric, latin characters. Underscores should be used in place of spaces. Set "Custom Rewrite Slug" field to make slug use dashes for URLs.

DO NOT EDIT the taxonomy slug unless also planning to migrate terms. Changing the slug registers a new taxonomy entry.

☐ Migrate terms to newly renamed taxonomy?

Plural Label *

Grades

Used for the taxonomy admin menu item.

Singular Label *

Grade

Used when a singular label is needed.

Attach to Post Type *

Add support for available registered post types. At least one is required.

☐ Posts (WP Core)

☐ Pages (WP Core)

☐ Media (WP Core)

☐ Recipes

☑ Videos

Save Taxonomy   Delete Taxonomy

Settings

Public

True ▾ *(default: true) Whether or not the taxonomy should be publicly queryable.*

Hierarchical

False ▾ *(default: false) Whether the taxonomy can have parent-child relationships.*

Show UI

True ▾ *(default: true) Whether to generate a default UI for managing this custom taxonomy.*

Show in menu

True ▾ *(default: value of show_ui) Whether to show the taxonomy in the admin menu.*

Show in nav menus

True ▾ *(default: value of public) Whether to make the taxonomy available for selection in navigation menus.*

Query Var

True ▾ *(default: true) Sets the query_var key for this taxonomy.*

Custom Query Var String

(default: taxonomy slug). Query var needs to be true to use.

Sets a custom query_var slug for this taxonomy.

Rewrite

True ▾ *(default: true) Whether or not WordPress should use rewrites for this taxonomy.*

Custom Rewrite Slug

(default: taxonomy name)

Custom taxonomy rewrite slug.

Rewrite With Front

True ▾ *(default: true) Should the permastruct be prepended with the front base.*

Rewrite Hierarchical

False ▾ *(default: false) Should the permastruct allow hierarchical urls.*

Show Admin Column

False ▾ *(default: false) Whether to allow automatic creation of taxonomy columns on associated post-types.*

Show in REST API

False ▾ *(default: false) Whether to show this taxonomy data in the WP REST API.*

Solution (and MVP):
Advanced Custom Fields

https://wordpress.org/plugins/advanced-custom-fields/

Edit Video Add New

Channel One News: September 1, 2017

Permalink: http://tiszenkel.com/sandbox/video/**channel-one-news-september-1-2017/** Edit

Excerpt

On today's show, we take a closer look at the lasting impact of Hurricane Harvey.

Excerpts are optional hand-crafted summaries of your content that can be used in your theme. Learn more about manual excerpts.

Ooyala ID *

Y1dTdvMjq9QtOMGrP

Transcript

710601541201708011381402879N (1)
Name: 710601541201708011381402879N-1.pdf
Size: 122 KB

Lesson Plan

9688dfdc-cdd4-4227-b8cb-e638f03a9c42
Name: 9688dfdc-cdd4-4227-b8cb-e638f03a9c42.pdf
Size: 22 KB

News Quiz

No File Selected. Add File

Grades

Add

Separate Grades with commas

❌ 6-12

Choose from the most used Grades

Featured Image

Click the image to edit or update

Location

Rules

Create a set of rules to determine which edit screens will use these advanced custom fields

Show this field group if

| Page | is equal to | Homepage | and |

Post
Post Type
Post Template
Post Status
Post Format
Post Category
Post Taxonomy
Post

Page
Page Template
Page Type
Page Parent
Page

User
Current User
Current User Role
User Form
User Role

Forms
Taxonomy Term
Attachment

Settings

Active

Style

Position

Label placement

Instruction placement

Order No.
Field groups with a lower order will appear first

Description
Shown in field group list

Hide on screen
Select items to hide them from the edit screen.

If multiple field groups appear on an edit screen, the first field group's options will be used (the one with the lowest order number)

☐ Content Editor
☐ Excerpt
☐ Custom Fields

Co-MVP:

Advanced Custom Fields Flexible Content Field

Homepage ▲

Column 1

① Article   + − ▲

Headline	Harvey devastates Texas coast
Post ID	4506
URL	
Subhed	With more rain to come, U.S. and local officials struggle to contain the damage from the worst hurricane since Katrina.
Image	

② Video ▲

Ooyala ID	
YouTube ID	http://www.youtube.com/watch?v=
Title	
Subhed	
Image	No image selected Add Image

Homepage ▲

Column 1

② Video ▼

① Article ➕ ➖ ▼

③ Video ▲

Ooyala ID	
YouTube ID	http://www.youtube.com/watch?v=
Title	
Subhed	
Image	No image selected Add Image

Homepage ▲

Column 1

(1) Article ▼

(2) Video ▼

(3) Video ▲

Ooyala ID	
YouTube ID	http://www.youtube.com/watch?v=
Title	
Subhed	
Image	No image selected Add Image

(4) AP Content Slot

Categories to Include	Categories to Exclude
× Sports	×- Hockey ×- Basketball

Article

AP Content Slot

Video

Add Content Block

Challenge:
Wire Content

Challenge: Wire Content

- Many media organizations rely on wire content, most commonly from AP
- AP content is very expensive, so critical mass of users doesn't exist to support plugin development

Solution: **NNTN**

- Custom-built plugin
- Imports AP content at user-defined intervals
- All content automatically categorized/tagged
- Runs on *separate* WordPress instance
- Photos only imported on first page view
- Posts can be frozen

Challenge:
Hybrid Automation/ Editorial Control

Solution: AP Content Slots

- Uses Advanced Custom Fields
- Theme built to fill slot automatically with latest post in AP category
- Editor can require or exclude tags
- Other stories used on page automatically excluded
- **Variation:** Latest blog post

43 plugins
17 templates

Other Key Plugins

- **Access control:** Wishlist Member
  https://member.wishlistproducts.com/
- **Content cleanup:** Post Expirator
  https://wordpress.org/plugins/post-expirator/
- **Account Management:** Theme My Login & Cimy User Extra Fields
  https://wordpress.org/plugins/theme-my-login/
  https://wordpress.org/plugins/cimy-user-extra-fields/
- **Slideshows:** Royal Slider
  http://dimsemenov.com/plugins/royal-slider/wordpress/
- **URLs:** Simple 301 Redirects & Custom Permalinks*
  https://wordpress.org/plugins/simple-301-redirects/
  https://wordpress.org/plugins/custom-permalinks/

****Note:** Custom Permalinks plugin does not work when Edit Flow plugin is enabled*

Any Questions?