

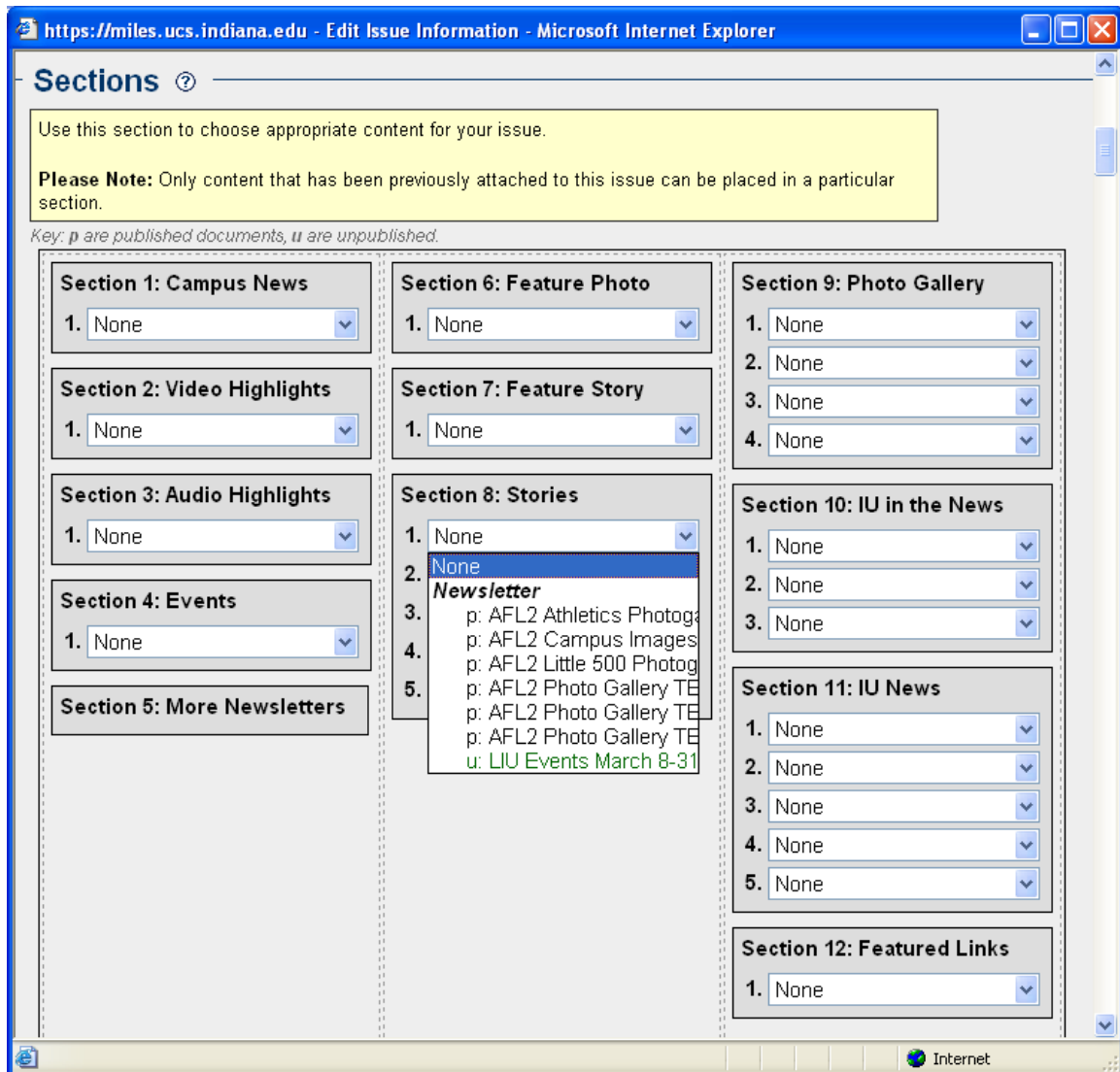
Indiana University
Copenhagen Publishing System
University Communications – Newsletter User Manual
Last Updated: March 1, 2009
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Table of Contents

- [Creating a Newsletter](#)
- [Loading a Video or Slideshow](#)
- [Distributing a Newsletter through Exact Target](#)
- [Creating a Front Page News Newsletter](#)
- [Statehouse/Federal Report Distribution](#)

Creating a Newsletter

1. Select the **Issues** folder from the left hand navigation menu.
2. Select **New** from the top menu to create a new **Issue**.
3. In the issue editor window, select **Issue Type**, which corresponds to the newsletter type, the **Issue Date**, which corresponds to the publication date, a **Slug**, a **Volume number**, **Issue number**, and **Title** for the issue. Enter a **Teaser Title** and a teaser briefly describing what the newsletter contains. The **Teaser** will be displayed on the **Archived Editions** page.
4. Under Presentation Templates, select **Newsletter (Screen)**, **Exact Target Newsletter (HTML E-mail)**, **Exact Target Newsletter (Text E-mail)**.
5. Once all the information has been entered, scroll to the top of the menu and click **Save. Check-In**, change status to **Proposed**, and **Save**.
6. Once you have saved the **Issue**, select **Pages** from the left hand navigation.
7. In the **Pages** folder, select **New** to create a new page.
8. In the **Page Type** editor, select a **Page Type**, a **Slug**, and a **Title**. Campus News, Video Highlight, and Audio Highlight need to be entered as **Spotlight** page type. Alignment on the Photos in Spotlight page types need to be changed to **Center**. See [Inserting an Image](#) section for detailed instructions. Events, Feature Story, Stories and Featured Links need to be entered as **Newsletter** page type (**News Story** or **Tip Sheet** page types are also allowed). IU News stories should be entered as **News Stories** or **Tip Sheets** (Newsletter page type is also allowed), IU in the News can be entered as Daily News Updates, IU Voices in the News, Newsletter or News Releases.
9. In the **Page** editor, you should assign the **Page** to an **Issue** under **Publication Information**. You may select an **Issue** through the drop down menus provided.
10. Once you have entered all of the information, return to the top of the menu and click **Save**.
11. Enter a body, teaser, and all other information. See **Creating a News Story/Tip Sheet** for detailed instructions.
12. Next, enter the photo gallery content. Please refer to [Creating a Newsletter Photo Gallery](#) section.
13. Once the stories are entered and assigned to current issue, go back to the **Issues** folder to assemble the **Newsletter**.
14. Find the current issue and click **Edit**.
15. Place the stories in proper **Newsletter** slots in the **Sections** area. See screenshot below:



16. **Save** Newsletter layout, **Check-In**, and change status to **Proposed**.
17. In the main navigator pane, single click the issue and click **View**.
18. Layout changes can be made by editing the **Issue**. Most content changes can be done by editing story teasers and asset captions.
19. To e-mail the issue, you will want to select the **Issues** folder. Once inside the issues folder, you will need to select the issue you wish to send and click **New Task** from the top menu.
20. In the **Add a Task** window, you will need to enter a **Name/Slug** for the newsletter distribution, a **Date and Time** to distribute it, and select **IU News Editor** from the **Assign To** drop down menu. In the same window under **Task Information**, you will want to select **Newsletter (HTML E-mail)** for the **Rich Media E-mail** template and **Newsletter (Text E-mail)** for the **Text-Only E-mail** template. Then at the bottom of the window, select the **Standard** and **Opt-In** e-

mail distribution list(s) you want to send the newsletter. Return the top of the window and click **Save**.

Assign To: Editor, IU News

If you assign this task to another person, Copenhagen will notify him or her via email.

Send a copy of the email to you?

Add an optional note to the assignee:

Task Information

Task Type: Email

Email Format: Rich Media: graphics and text

Email Templates: Rich Media: Newsletter (HTML Email)

Text-Only: Newsletter (Text Email)

Attach Documents As: Full Documents

When Attaching: Skip Unpublished Content

Standard Email Distribution Lists:

21. Next, you will logout of your Copenhagen account and login as **IU News Editor**.
22. Once you are logged in as **IU News Editor**, select **My Copenhagen** from the left hand menu.
23. Refer to [Distribution](#) section of the user manual for detailed instructions.
24. Make sure to perform the distribution using the **Newsletter HTML e-mail** and **Newsletter text only e-mail**.
25. Change the default subject before sending.

Loading a Video or Slideshow

1. Choose the **Assets folder** from the left **Navigator** pane.
2. At the top of the page, you will see the command **New Asset**. Select **New Asset**.
3. The **New Image dialog box** opens.
4. Enter the required information: **Slug**, **Title**, and **Folder**. Select **Save** to save this information.
5. In the **Files** area, you need to enter the information about the video or slideshow. First, upload a photo as a **Medium Thumbnail or Video Image** and small **Thumbnail**. **Web Version** is optional.
6. To upload a photo, go to the **Upload a File** area. Select **Browse...** to obtain the image.
7. Once you have uploaded the image, you can fill in options for alignment, padding, ALT text, and a caption.


8. Select **Save** to save this information.
9. Next, find the **Video or Slideshow area**.
10. If this is a slideshow or video that will be displayed inside the IU News Room site, enter the **URL into the URL for inline Video or Slideshow field**. If this is a video that will be displayed externally, enter the **URL in the URL for video download field**.
11. Next select the **Format** (Flash Video or Flash Slideshow).
12. Leave the slideshow width and height as is.
13. Next enter a **transcript URL**. You can do this one of two ways:
 - a. If the transcript is **located on another Web site**, enter the **URL** in the **Enter Transcript URL field**.
 - b. If the transcript is **not located on another Web site**, enter **?s=body** in the **Enter Transcript URL** field. Then, scroll up to the **Body area** and click **Edit**. Enter the transcript in the body editor that appears and select **Save** to save the transcript and then **Close** to exit the Body editor.
14. Associate the asset with all the relevant **Related Groups** and **Topics**. This will add the photo to the topical photo galleries.
15. Select **Save** to save this information.

Distributing Newsletters through Exact Target

- 1) Create the **Newsletter**. Refer to the **Newsletter** creation section.
- 2) Follow the normal newsletter distribution practices, except you will be sending yourself two e-mails. One will be sent with **E-mail Format** set to **Rich Media**: graphics and text with the **Exact Target HTML** and **Exact Target Text-only** templates selected and the other **E-mail with Plain text** selected for **E-mail Format** and the **Exact Target** templates again selected.
- 3) E-mail the newsletter to yourself.
- 4) Login to **Exact Target** <http://members.exacttarget.com/> via **iunewsed** account.
- 5) In **Exact Target**, select the e-mail button in the left hand navigation.
- 6) Once inside the e-mail folder, click on the **Create** button at the top of the screen.
- 7) Select **Create New Email from HTML** and click **Next**.
- 8) Give the e-mail a name and subject line. Click **Next**.
- 9) Go back to your e-mail and open the **HTML Newsletter** you received from Copenhagen.
- 10) Right click and select **View Source**.
- 11) Select all the code and copy.
- 12) Go back to **Exact Target** and select the **Edit HTML version**. Copy the code into the large text field and click **Save**.
- 13) Now select the **Edit Text Version** tab.
- 14) Go back to your e-mail and open the Text-only version you received from Copenhagen. Copy all the content and paste into the large text area in **Exact Target** and click **Save**.
- 15) Once both versions have been copied to **Exact Target**, click the **Send E-mail** button at the top.


- 16) Select the **Lists** or **Groups** from which you want to distribute the newsletter and click **Next**.
- 17) You don't have to select any **Lists** or **Groups** from which you want to exclude from distribution, so click **Next**.
- 18) Make Sure **Indiana University <iunewsed@indiana.edu>** is selected in the From dropdown menu and click **Next**.
- 19) Select the day and time to distribute the newsletter and click **Next**.
- 20) Verify that all information is correct and click **Send**.

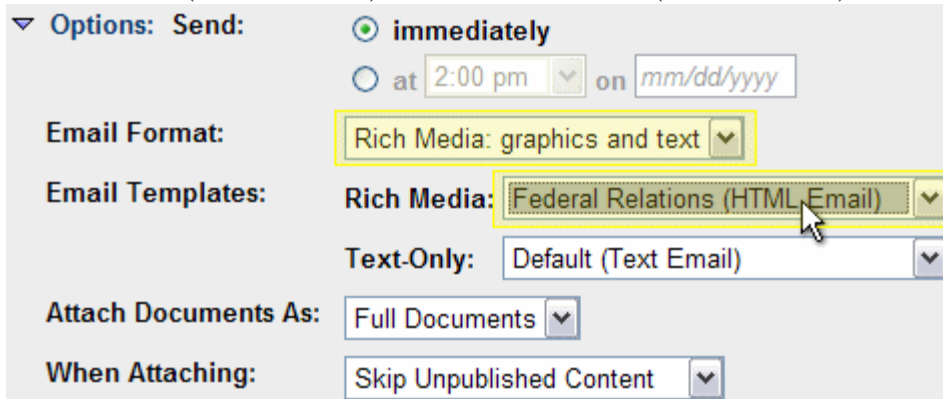
Creating Front Page Newsletter

1. On the left side of the Copenhagen screen, you will see the **Navigator Pane**. The **Navigator Pane** contains a list of active folders. Select the **Pages** folder. (It is the default folder, so it may already be open.)
2. Click on the **New Page** command from the top of the screen. This will open the **Page Editor** window.
3. The **Page Editor** window has several sections. You can jump to each section by clicking on the **Jump to** links at the top of the **Page Editor** window.
4. In the **General Information** section, enter the **Page Type** as **Front Page News Newsletter**.
5. Enter the **Slug**. This is the internal working title for your newsletter. This is a required field (required fields are red).
6. Enter the **Title** in the **Body** table. This is the official, published title for your news story or tip sheet. This is a required field.
7. Click the **Save** button. You must click **Save** in order to create a URL for your news story or tip sheet. The URL is automatically generated.
8. After you save, you will see a **Pencil Icon** in the **Title** box. Click on the **Pencil Icon**. 
9. This opens the **Composer window**. This is where you will enter and edit the body of your news story or tip sheet.
10. Copy your document from Microsoft Word or another word processing program and paste it into the **Composer** text area. The **Composer** window is a "What You See Is What You Get" editor, meaning that whatever styles you apply to the text will be what you see on the Web site.
11. Click the **Save** button to save the body of your news story or tip sheet.
12. Click the **Close** button to go back to the **Page Editor** window.
13. Under **Publications Information**, select the **Newsletter (Screen)** template under **Presentation Templates**.
14. Click on the **Save** button to save your **Front Page News** newsletter.
15. Finally, click the **Check-in** button. In the **Change Document Status** section, select **Proposed** in the drop-down list to submit the newsletter for editing. You can also send the newsletter for copyediting or review to a specific editor by selecting a name from the **Check Out To** drop-down list in the **Options** section. This will send an e-mail to the editor selected once you save and close the document. If you want to receive a copy of this e-mail, select **Yes** to the question below the **Check Out To** drop-down list (**No** is the default option). In the text box below, you can enter an optional message to your copy editor or reviewer.

- Click on the **Save** button. The window closes automatically. You have now created a **Front Page News Newsletter**.
- When distributing the **Front Page Newsletter**, make sure to send it to the **Front Page News Newsletter push distribution list**.

Statehouse/Federal Report Creation

- Log into Copenhagen and highlight the Statehouse or Federal Report you would like to send.
- Click the **Email** button: 
- On the **Email Document** popup window, click on **Options** to expand the email options section.
- To create the HTML version: Select “Rich Media: graphics and text” as the **Email Format** and select the appropriate **Email Template**, either “Federal Relations (HTML Email)” or “State Relations (HTML Email)”.




Options: Send: immediately
 at 2:00 pm on mm/dd/yyyy

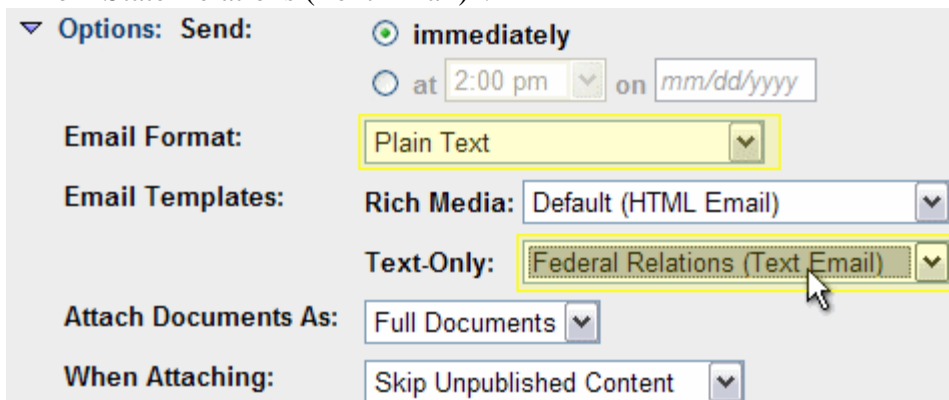
Email Format: Rich Media: graphics and text

Email Templates: Rich Media: Federal Relations (HTML Email)
Text-Only: Default (Text Email)

Attach Documents As: Full Documents

When Attaching: Skip Unpublished Content

- Un-check** the **Carbon-copy** me checkbox, enter your email address in the **To:** field, and click the send button  to send a copy of the HTML email to your email address.
- To create the Plain Text version: Select “Plain Text” as the **Email Format** and select the appropriate **Email Template**, either “Federal Relations (Text Email)” or “State Relations (Text Email)”.




Options: Send: immediately
 at 2:00 pm on mm/dd/yyyy

Email Format: Plain Text

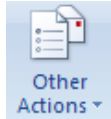
Email Templates: Rich Media: Default (HTML Email)
Text-Only: Federal Relations (Text Email)

Attach Documents As: Full Documents

When Attaching: Skip Unpublished Content

- Un-check** the **Carbon-copy** me checkbox, enter your email address in the **To:** field, and click the send button  to send a copy of the Plain Text email to your email address.

8. Once you receive both email messages, open the plain text email in Outlook or Entourage, highlight and **Copy** the entire contents of the message.
9. **Paste** the contents of email message into the Plain Text portion of the WhatCounts Template (See WhatCounts newsletter documentation for details.)
10. Open the HTML email **in its own window** and click **Other Actions**



11. Select “View Source” from the **Other Actions** menu.
12. Highlight and **Copy** the HTML source code for the HTML email message.
13. **Paste** the HTML code into the HTML portion of the WhatCounts Template (See WhatCounts newsletter documentation for details.)