Indiana University
Copenhagen Publishing System
IUPUI -- User Manual
Last Updated: August 6, 2006
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Initial Setup

You need to have the java plug-in available from [http://www.indiana.edu/~vpurit/copenhagen.shtml] installed in order to view and edit body of the message. You need administrative rights to the computer in order to install the plug-in. Please add the following parameter to your java plug-in:
Start => Settings => Java Plug-in => Advanced => Java Runtime Parameters field:
-Djava.security.policy=http://newsinfo.iu.edu/policy/mrps.policy

Log in

Open browser, go to:
http://info-p.iupui.edu/admin/

Creating a News Story/Tip Sheet

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** 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**.
   a. The **Page Type** for a news story is **News Story**.
   b. The **Page Type** for a tip sheet is **Tipsheet**.
5. Enter the **Slug**. This is the internal working title for your news story or tip sheet. 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 **Body** 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.
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. Next enter the **Teaser Title** in the **Teaser** table. Teaser title needs to be no more than **40-55 characters** in length.
14. To create the teaser body, click on the **Pencil Icon** in the **Teaser** box.

15. Enter the teaser body in the **Composer** window**.**
16. Next position your cursor at the very beginning of the teaser body and insert a thumbnail photo or icon. (Please refer to the Inserting an Image section for specific instructions. Standard icons are located in the **Icons** folder within the **Navigator Pane**).
17. Click the **Save** button to save your teaser body and icon.
18. Click the **Close** button to go back to the **Page Editor** window.
19. Next, scroll down to the **Contacts** section.
20. Under **Related Persons** select related Faculty Experts (make sure they are published—indicated by a **p:** prefix). To select more than one Faculty Expert, hold down the **Ctrl** button on your keyboard while clicking on the names.
21. In the **External Contacts** table you can also enter up to four contacts per news story or tip sheet. The contacts are labeled **External Contacts** #1 through #4.
22. In the first field of **External Contacts** #1, select the **Typ**e of contact. Your options are Contact Information, Media Contacts, or Secretarial Contact.
23. Enter the **Name** of the contact. Use the contact's full name in this field.
24. Enter the **Title** of the contact.
25. Enter the **Phone**, **Fax**, and **E-mail Address** information for the contact.
26. Click on the **top** link directly after and to the right of the **external contacts** table to go to the top of the **Page Editor** window. Click on the **Save** button to save your new story or tip sheet.
27. In the **Keywords & Links** section, enter search keywords in the **Keywords** text area. Keywords will help drive traffic to the news release based on search engine results (such as Google).
28. In the **Related Links** table, enter up to six related external websites.
29. In the **Related Groups** section, check all related groups (IU Schools, Departments, Institutes, etc.).
30. In the **Related Topics** section, check all related topics
31. Click on the **top** link directly after and to the right of the **Related Topics** table to go to the top of the **Page Editor** window. Click on the **Save** button to save your new story or tip sheet.
32. Finally, click the **Check-in** button. In the **Change Document Status** section, select **Proposed** in the drop-down list to submit the news story or tip sheet for editing. You can also send the news story or tip sheet for copy editing 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.
33. Click on the **Save** button. The window closes automatically. You have now created a news story or tip sheet.

Adding/changing distribution information

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 task** button at the top of the right side of the Copenhagen screen. The **Document Distribution Information** window will open. You can edit existing **Distribution Tasks** by clicking on the task's link (in blue) on the **Distribution Task Calendar** in the **Tasks** section.
1. If no **Distribution Task** exists, you can add a new **Distribution Task** by clicking on the **Add a Task** button above the **Distribution Task Calendar**.
2. In the **Add a Distribution Task** window enter the task's **Name/Slug** (add an **e-mail:** prefix for e-mail tasks).
3. Enter the **Date** the task was created in the date field of the **Add a Task** section.
4. Select **IUPUI Media Relations (exaff@iupui.edu)** from the **Assign To** drop-down menu in the **Add a Task** section.
5. In the **Task Information** section check all relevant **Standard Email Distribution Lists**.
6. Click the **Save** button in the top right corner of the window to save the task.
7. Click the **Close** button to close the **Add a Distribution Task** window.
8. Click the **Close** button in the top right corner of the **Document Distribution Information** window.

Inserting an Image

This new version of Copenhagen enables you to publish images with your news story. You can insert photos as you create news stories, or you can enter them when you are editing news stories.

1. To open a news release, double-click on the desired news release listed on the right side of the Copenhagen screen. This will open the **Page Editor** window.
2. In the **Headline** field in the **Body** table, select the **Pencil Icon**. This will open the **Composer** window.
3. In the body of your news release, move your cursor to the point where you want to insert the image. From the **Insert** menu, select the **+ image…** command.
4. The **Image Chooser** dialog box will open.
    a. In the **Image Finder** area, click on various items in the **Category** box to review your image choices. All available images are loaded into the **Image Database**.
    b. In the **Text** area, enter **Caption** information and **Title** information for your image.
    c. In the **Dimensions** area, enter the height and width of the image. If **Preserve Aspect Ratio** is selected, your image will automatically be scaled to the correct proportions. If you want vertical or horizontal

padding around the image, fill in the desired pixel amount in the **V. Space** and **H. Space** boxes.

   d. In the **Alignment** area, choose whether you want your image to align to the left, center, or right of your news story body. Left is the recommended default.
   e. In the **Layout** area, choose whether you want your image to appear with text wrapping around it (**In Line**) or without text wrapping (**Standalone**).

5. Click the **OK** button to add your image to the news release.
6. The image alignment will not preview correctly in the **Composer** window. To preview the news release, **Save** and **Close** the **Composer** window, then **Save** and **Check In** the news release. Then click on the **Check-In** button at the top of the Copenhagen screen.

Note to editors: To find all **Proposed** pages, in the **Show** menu of the Copenhagen screen, click on **Checked In or Out** in the first drop-down list, **Proposed** in the second drop-down list, **Any Page Type** in the third drop-down list, then click the **Go** button.

Creating a Spotlight

1. In the **Navigator Pane, s**elect the **Pages** folder. (It is the default folder, so it may already be open.)
2. Select 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, under **Page Type**, select **Spotlight**.
5. Enter the **Slug**. This is the internal working title for the spotlight
6. Enter the **Title** in the **Body** table. This is a required field.
7. Click the **Save** button.
8. If the Spotlight will link to a specific URL, erase the existing URL and enter the target site location under **URL**.
9. After you save, you will see a **Pencil Icon** in the **Teaser** box. Click on the **Pencil Icon**.
10. This opens the **Composer window.** This is where you will enter and edit the body of your Spotlight.
11. Next position your cursor at the very beginning of the teaser body and click on the Insert Image graphic.
12. This opens the **Image Chooser Dialogue Box**. Highlight the image.
    a. If you **are using a horizontal image (185 pixels wide):** In the lower right corner of the Image Chooser Window, click on **Center**, then click on **In Line**. Click OK. Press the Enter key (carriage return) on your keyboard to begin a new line.
    b. **If you are using a vertical image or thumbnail:** Click OK.

13. Write the caption or paste text.
14. Click the **Save** button to save your teaser body and image.
15. Click the **Close** button to go back to the **Page Editor** window.
16. Click on the **Save** button to save your Spotlight.
17. Finally, click the **Check-in** button. In the **Change Document Status** section, select **Proposed** in the drop-down list to submit the Spotlight for editing. You can also send Spotlight for copy editing 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.
18. Click on the **Save** button. The window closes automatically. You have now created a Spotlight.

Creating a Video Spotlight

1. In the **Navigator Pane,** select the **Pages** folder. (It is the default folder, so it may already be open.)
2. Select 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 under **Page Type**, select **Video Spotlight**.
5. Enter the **Slug**. This is the internal working title for the video spotlight.
6. Enter the **Title** in the **Body** table. This is a required field.
7. Click on the **Pencil Icon**.  in the **Teaser** table. Select **Insert** then **Image**, and select the image you wish to use followed by the teaser text underneath the image. Save and close.
8. Click the **Save** button and C**heck In** the Video Spotlight. Then click on the **Check-In** button at the top of the Copenhagen screen.

Creating an Expert Source

1. In the **Navigator Pane** on the left side of the Copenhagen screen, select the **Persons** folder. The **Persons** folder is where all the expert sources are stored.
2. Click on the **New Person** link at the top of the screen. This will open the **Page Editor** window.
3. In the **Name, Title and Body** section, enter information about the expert. The **Person Type**, **First Name**, and **Last Name** are required (required fields are red).
4. In the **Contact Information** section, enter the expert's contact information, including home and work addresses, phone number(s) and e-mail address(es). You are required to provide at least a work phone number and e-mail address for the faculty expert.
5. In the **Educational Background** section, enter the expert's educational background information.

6. The **Contacts** section is where you enter information about external contacts related to the expert source. For example, if there is a media relations writer who handles contact with this expert, enter the writer's information here.
7. In the **Keywords & Links** section, enter keywords about the expert's research interests. Keywords will help reporters search for the expert. The keywords will be labeled as **Interests** on the expert page. You may also enter **Related Links** in the **Related Links** table.
8. In the **Publication Information** section is where you enter information about where the expert will appear on the Web site and in which presentation templates.
9. The expert can also be associated with groups and topics. You enter this information in the **Related Groups** area and the **Area of Expertise/Related Topics** area. Enter the title the expert holds for each group, or enter the titles in the **Primary Title** field. Titles need to be separated by commas.
10. Click **Save** to save the information you've entered.
11. Click **Contact** to go to the Contact dialog box and enter the expert's contact information.
12. You can add an expert's photo in either the **Body** section or the **Teaser** section. To add a photo, use the Body or Teaser editor boxes (select the **Pencil Icon**) and use the **+ image…** command from the **Insert** menu.
13. The **Image Chooser dialog box** opens.
    a. In the **Preview** area, review your image choices. All available images are loaded into the Image Database. Images are organized by topics.
    b. In the **Text** area, you enter caption information and title information for your image.
    c. In the **Dimensions** area, you enter the height and width of the image. If **Preserve Aspect Ratio** is selected, your image will automatically be scaled to the correct proportions. If you want vertical or horizontal padding around the image, fill in the amount in the **V. Space** and **H. Space** boxes.
    d. In the **Alignment** area, choose whether you want your image to align to the left, center, or right of your news story body.
    e. In the **Layout** area, choose whether you want your image to appear with text wrapping around it (**In Line**) or without text wrapping (**Standalone**).
14. Click **Save** to save your expert. Click **Close** to exit. Your expert will appear in the list of published experts.

Managing the IUPUI News Center Home Page

1. From the **Pages** folder, look for a page with the **URL '2937.html'.** Double click, on the page to edit.
2. The **Page Editor** window opens.
3. Scroll down to the **Threading area**. This is where you select the stories that will appear on the home page. There are three channels.
    a. **Channel 1** is where you select the top stories blurbs. It is recommended that you select no more then five stories for publication here.

   b. **Channel 2** is where you select top stories headlines. You can select up to 10 stories here.
   c. **Channel 3** is where you select the spotlights. You can select up to two spotlight stories or features.
   d. **Channel 4** is where you select the video spotlights. You can select up to five video spotlight features.
4. In each of the channels, you can choose from a drop-down list of news stories. Green indicates a news story in draft or proposed form. Black indicates a published story. Red indicates a news story that is embargoed. You can choose a draft or embargoed news story in these channels, and once the status changes to published, the news story will show up on the home page automatically.

Loading a Photo

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 **Files** area, you need to enter the information about the image. You have three options—**Web Ready Image, Teaser Image** (known as a thumbnail image), or **Print Ready Image**. You can make the same photo available in all three formats or choose just one.
6. To upload the 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.

Photo Specifications

The following photo specifications are recommended:
Web Ready Image (vertical and horizontal): 185 pixels wide (max), 72 dpi.
Teaser Image (Thumbnail): 55 pixels (required) x 66 pixels (recommended), 72 dpi, with a single pixel black border.
Video Image (Thumbnail): 55 pixels (required) x 66 pixels (recommended), 72 dpi, with a single pixel black border.
Print Ready Image: 900 pixels x 1500 pixels (3 in. x 5 in.), 300 dpi minimum (recommended). JPG format only.

Loading a Video Asset

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**. Also enter the **Teaser Image** with an alternate textual description and a **Video Image** with an alternate textual description.
5. Enter High Speed, Low Speed and Transcript URLs. Enter the minutes and seconds of the video and select its format.
6. Select **Save** to save this information.

Distribution

1. In order to distribute a news release, log in to Copenhagen as the **extaff** (IUPUI Media Relations) user.
2. Click on **My Copenhagen** in the **Navigator Pane** to preview distribution tasks assigned to the **exaff** (IUPUI Media Relations) user.
3. In the **My Copenhagen** window you will see all the distributions (completed and pending) for this account.
4. Click on a blue task (blue indicates a **tentative task**) to perform the distribution.
5. In the **E-mail Distribution Task Information** window click **Distribute** to open the **E-mail Document** window.
6. Optional: Click on the **Bcc Lists:** link to preview the selected Standard E-mail Distribution Lists.
7. Optional: Click **Options** to expand the options section.
    a. The default is to send the message immediately. If you wish to schedule the message to be sent out at a later time, enter the send **time/date**.
    b. Select **e-mail format.** Use either **Rich Media: graphics and text** to send a hybrid HTML/text e-mail, or **Plain text** to send a text only version of the e-mail.
    c. The **Attach Documents As:** option allows you to send **full documents,** or **Teasers only.**
    d. The **When Attaching** option allows you to select which version of the news release to send.
        i. **Use Caches When Possible** will send the version of the page that you can see on your Web site.
        ii. **Skip Unpublished Content** will ignore the releases whose status is not **Published** or **Archived.**

Note: Unpublished content (drafts) can not currently be e-mailed. Please publish a news release before sending it out)

8. Click the **send** button to send the news release.
9. You can now close all the windows.
10. Go to **My Copenhagen** and click **refresh**
11. You will **now** see that the task is either green (confirmed, waiting for scheduled distribution), red (in process of being sent out), or grayed out (completed). By clicking on the task you can see historical data on when the distribution occurred, how many recipients it was sent out to, which lists, etc.

In case of fax and post mail distribution, make sure to **Mark as Completed** in the **Distribution Task Information** window. Do not use this feature for e-mail distribution.

Creating a New Group

1. In the **Navigator Pane** of the Copenhagen screen, click on the **Groups** folder.
2. Select the **New Group** command from the top of the screen. This will open the **Page Editor** window.
3. In the **General Information** section, select a **Group Type** from the drop-down list. Currently available group types are:
    a. Campus
    b. Department
    c. Program
    d. School
4. Enter the group name in the **Name** field**.**
5. Click on the **Save** button to save the group.
6. Click on the **Relations** button.
7. In the **Group Composer** window, select one **Parent** in the **Group Structure** section (select **Groups** to be the parent if the group you are creating is a top level category).
8. Select all relevant **Related Groups** in the **Group Structure** section.
9. Scroll down to the **Related Topics** section and select all relevant **Related Topics**.
10. Click on the **top** link directly after and to the right of the **Related Topics** section to go to the top of the **Group Composer** window.
11. Click on the **Save** button.
12. Click on the **Check-In** button.
13. In the **Change Document Status** section, select **Published** in the drop-down list**.**
14. Click on the **Save** button. The **Page Editor** window will automatically close.

Creating a New Topic

1. In the **Navigator Pane** of the Copenhagen screen, click on the **Topics** folder.
2. Select the **New Topic** command from the top of the screen. This will open the **Page Editor** window.
3. In the **General Information** section, make sure that the **Topic Type** is **Topic.**
4. Enter the topic slug in the **Slug** field.
5. Enter the topic title in the **Title** field in the **Body** table.
6. Click on the **Save** button to save the topic.
7. Scroll down to the **Topics Structure and Related Groups** section.
8. In the **Topics Structure and Related Groups** section, select one **Parent Topic** (select **Topics** to be the parent if the topic you are creating is a top level topic).
9. Select all relevant **Related Topics** in the **Topics Structure and Related Groups** section.
10. Scroll up to the **Related Groups** section and select all relevant **Related Groups**.
11. Click on the **top** link directly after and to the right of the **Related Groups** section to go to the top of the **Page Editor** window.

12. Click on the **Save** button.
13. Click on the **Check-In** button.
14. In the **Change Document Status** section, select **Published** in the drop-down list**.**
15. Click on the **Save** button. The **Page Editor** window will automatically close.

Creating an External News Link

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. In the **General Information** section, leave **Page Type** as News release.
4. Enter the **Slug**. This is the internal working title for your external news link. This is a required field (required fields are red).
5. Enter the **Headline** in the **Body** table. This is the official, published title for external news link.
6. Click the **Save** button. You must click Save in order to create a URL for your external news link. The URL is automatically generated.
7. After you save, enter the "**Teaser Head:".** It should not exceed **40-55 characters**. There is a **counter** available at the end of the form field that displays the total character count. **Teaser Headline** is what will actually display as a link on the gateway and other external pages. If the total character count exceeds 55 it may not fit on 2 lines on the gateway page (www.indiana.edu).
8. Now click the **Pencil Icon**. next to the **Teaser Head** box.
9. This opens the **Composer window.** This is where you will enter and edit the teaser copy for your external news link.
10. Next position your cursor at the very beginning of the teaser body and insert a thumbnail photo or icon. (Please refer to the Inserting an Image section for specific instructions. Standard icons are located in the **Icons** folder within the **Navigator Pane**).
11. Click the **Save** button to save the teaser copy for your external news link.
12. Click the **Close** button to go back to the **Page Editor** window.
13. Click the **Save** button.
14. Delete the automatically generated **Url** above the Teaser table and insert the Url to the Web site the external news link should go.
15. Click the **Save** button.
16. If you would like your external news link to be listed on the topics pages, scroll down the **Page Editor** window and check all appropriate boxes in the **Related Topics** and **Related Groups** sections.
17. Click the **Save** button.
18. Finally, click the **Check-in** button. In the **Check-In or Check-Out to Someone Else** section, select **Proposed** in the drop-down list to submit the external news link for editing. You can also send the external news link for review to a specific editor by selecting a name from the **Check Out To** drop-down list that appears after you select **Proposed** from the drop-down list. 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 **Send a copy of the notification email to you?** underneath the **Check Out To** drop-down list (yes is the default option). In the text box with the header **Additional Instructions**, you can enter an optional message to your copy editor or reviewer.

19. Click on the **Save** button. The window closes automatically. You have now created an external news link.
20. Note: only **published** documents can be distributed to external clients. Please refer to Managing news feeds for instructions on distributing the newly created external link to other external websites(www.iupui.edu etc.)

Managing News Feeds on External Sites

1. In the **Navigator Pane** of the Copenhagen screen, click on the **Distribution** folder.
2. Click on the **Browse External Clients** link
3. In the **External Client** window click **Edit**
4. In the **Edit External Client** window
5. In the **Description** field you will find contact information, and guidelines for news feed distribution to external clients.
6. Under the **Threading** section you will find one or more **Channels.** Each Channel is a separate news feed.
7. Select **News Releases** that will be distributed to each channel (Only Published documents **p:** will be distributed)
8. Click **Save**
9. Click **Close**