



## CHAPTER 6:

# PUTTING YOUR CONTENT ONLINE

To get your publication online, familiarity with computer technology, design and desktop printing is required. Much can be done without a lot of technical knowledge. This chapter will help journalism advisers and students get their publications online with the greatest ease and help locate the resources that will be needed when your school wants to be more ambitious.

## Web Hosting

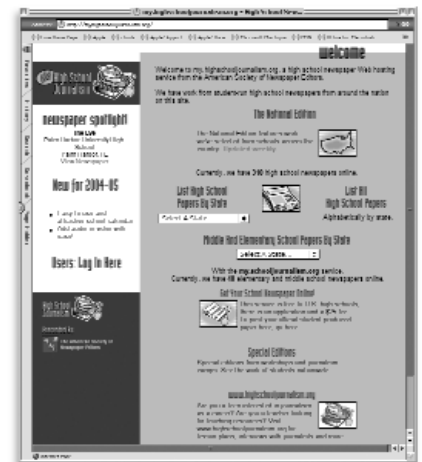
To post a Web site, the school will need a Web site and a hosting service to allow others access to the material. Many schools can find a Web hosting service to help put the student newspaper online at limited or no cost. Contact your Internet Service Provider to see if they can help you post an ad-free Web site. The American Society of Newspaper Editors acts as an inexpensive hosting service for high school papers. Check out [www.highschooljournalism.org](http://www.highschooljournalism.org).

## HTML

To build a Web site, knowledge of HTML, or hypertext markup language, is also needed. HTML is not a programming language—it is the language a Web

browser uses to display a Web page. When you use a word processing program, you have to choose a certain font style and size and whether or not to bold, italicize or underline the text for every document. In HTML, these settings are also adjustable, so what you see on a Web page changes based on what settings you choose.

HTML is easy to learn and you don't have to be an expert to post a Web site. In fact, a lot of software is available that will put most of the coding into your page. There are also many places on the Internet where you can learn the HTML shortcuts. One good site that can give anyone the basics of how to build Web



pages, what kinds of tools are available and how to use them is [www.learnthenet.com](http://www.learnthenet.com).

A few years ago, some New York Times reporters and editors worked with Stuyvesant High School students in New York City. They helped the school move its newspaper online, resulting in the development of a wonderful series of HTML templates designed to help people put a high school newspaper online without

having to master HTML coding. RNTDF cooperates with the American Society of Newspaper Editors and the site [www.myhighschooljournalism.org](http://www.myhighschooljournalism.org), a part of the superb [www.highschooljournalism.org](http://www.highschooljournalism.org) site. It offers Web site hosting for high school journalism sites for a one-time fee of \$25; it also offers design template and coding guidance. Another similar site, [www.IHigh.com](http://www.IHigh.com), also offers Web hosting for high schools.

## CHSTV

Want to see how student TV production really gets done? Then log onto [www.chstv.com](http://www.chstv.com) any school day between 7:30 and 9:20 a.m., PST, and watch the students at Carlsbad (Calif.) High School preparing their morning show. At 9:25, they switch to the live broadcast.

All of the shows on CHSTV can be seen live, and as archives, on their Web site ([www.chstv.com](http://www.chstv.com)). CHSTV may be the nation's only daily high school Internet broadcast.

In addition to being broadcast live on the Internet daily, the show is also broadcast live on Adelphia Cable, reaching 60,000 homes in northern San Diego County. And of course, 3000+ students watch the daily news show live in their classrooms each morning.

Although programming covers school news and announcements, the focus of the show is on local and national news. They cover major news events, such as San Diego County wildfires, which won them national awards in 2003, and have interviewed many notables, including Robin Williams, Katie Couric, Tom Hanks, and Jason Alexander, for their entertainment coverage.

Directed by technology teacher Doug Green, Carlsbad's broadcast program includes 50 students in two separate journalism classes. They are on a two-hour block schedule, and it takes two classes to produce a show each day. More than half of Green's students began in the program he also runs in Valley Middle School (these programs can be seen at [www.vmmstv.com](http://www.vmmstv.com)). About a third of Green's seniors began as seventh graders and have taken the broadcasting journalism class for as many as five straight years. (Green earned his own broadcast stripes by running his own video production company in the 1980s.)

The program got its start in 2000, when Green used \$12,000 in school district funds to purchase Play Inc.'s Trinity system, a PC-based solution that replaces the equipment of an entire television studio for a fraction of the cost. Trinity allows students to make digital edits, switch cameras, create special effects and graphics, and build virtual sets. Play was so pleased with the quality of the program that they donated the hardware and software that allowed the school to broadcast on an Internet channel called PlayTV.

Shortly afterward, Green was approached by a parent of one of his students; the parent worked for a company called Entriq, a firm specializing in streaming video for corporate and broadcast purposes. Entriq offered to donate a video server to the school and provide it

Another great way to learn Web-design basics is by looking at Web sites and examining how they are constructed. To do that, you can look in the Internet browser's Internet Explorer and Netscape by clicking on the View Source (IE) page or View Page Source (Netscape); this will reveal the basic structure of the page.

To learn more about HTML coding and some of the better tricks to Web design, many sites are available. For the total

beginner, an excellent HTML primer is HTML Goodies, [www.htmlgoodies.com/primers/basics.html](http://www.htmlgoodies.com/primers/basics.html) Another good starter site is the WebMonkey site, [webmonkey.wired.com/webmonkey/authoring/html\\_basics](http://webmonkey.wired.com/webmonkey/authoring/html_basics), and another excellent basics discussion can be found at the National Center for Supercomputing Applications at the NCSA site [archive.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html](http://archive.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimer.html). Still another

with free bandwidth to carry its broadcasts live on the Internet. A middle-school program at the time, Green moved the program to Carlsbad High School in 2002; that program is now in its third year of live daily Internet broadcasts.

"At the local level, offering our daily broadcasts online means that parents can watch the shows from home and at work, keeping connected to the school and important events, dates and deadlines. Students can log on at night to watch replays, check on deadlines and events, things they want and need to know about," says Green. "On a broader level, the Internet broadcasts have really empowered us by allowing us to reach a larger audience, and empowered our audience by enabling them to stay connected with the school and community. If we feature a choral concert, for instance, relatives in France (or Japan or Australia) can watch the show live and/or download the show afterwards."

"I have always felt that the Internet broadcasts open doors for us, Green continues. "They legitimize us as a bona fide newsgathering outfit because our audience is potentially international."

## CHSTV at a Glance:

Audience: Internet viewers worldwide; via Adelphia Cable, northern San Diego County (60,000 homes); Classroom: 3,000 Carlsbad High School students each morning.

Availability: Streams live 24/7; file of each newscast saved immediately to Web site for downloading and viewing.

Awards and recognition: Four National Student Television Awards in the last two years for news coverage and technical achievement (Student Emmys); listed in a number of Internet TV Guides; mentioned in international newspapers and in Newsweek magazine.

Access: Show has been accessed by countries around the world; highest number of viewers are in North America, followed by Japan and Holland. Show averages 5,000 Internet replays and live viewers per month.

Preferred equipment: The Windows Media Player, which allows them to reach the largest audience (it comes standard with every Windows computer; is also Mac-compatible).

Web site address: [www.chstv.com](http://www.chstv.com)

Motto (and mission): "Keeping You Connected"

**The first thing you have to do is figure out how to organize your site.**

useful one is Dave Raggett’s HTML basics, hosted on the excellent W3.org site (they are one of the governing bodies for all Internet activities) [www.w3.org/MarkUp/Guide/Overview.html](http://www.w3.org/MarkUp/Guide/Overview.html).

For a refresher course (also a great site for new folks), try World Wide Learn’s online training course, [www.worldwidelearn.com/online-training/learn-HTML-online.htm](http://www.worldwidelearn.com/online-training/learn-HTML-online.htm); another site that contains hundreds of tutorials about Web page design and using HTML is [www.heart7.net/htmltuts.html](http://www.heart7.net/htmltuts.html).

A few more things you may want to know about Web pages and design. More sophisticated Web pages are designed with more advanced tools, things like C.G.I., java scripts or Perl. These make things literally move on pages. Another design tool is XML, which stands for extensible markup languages, which helps classify the type or image so other programmers can make more sophisticated use of that coding. A few explanations of how XML works and what it can be used for are found at [www.w3.org/XML/1999/XML-in-10-points](http://www.w3.org/XML/1999/XML-in-10-points).

To learn more about XML, check out the Web Developer’s Virtual Library at [www.wdvl.com/Authoring/Languages/XML/Resources.html](http://www.wdvl.com/Authoring/Languages/XML/Resources.html) or Aioob’s excellent collection of tutorials at [www.aioob.com/xmlpage/dirtxml/English/Resources/FAQs, Help, and Tutorials/resources.htm](http://www.aioob.com/xmlpage/dirtxml/English/Resources/FAQs, Help, and Tutorials/resources.htm).

## Web Design and Layout

What will your Web site look like? You might already have something in mind and, with today’s HTML editing programs, it’s easy to realize that vision. Known as

WYSIWYGs (for “what you see is what you get”), these programs allow you to design and build a Web site without knowing how to code HTML. There are also text editors and WYSIWYG editors that let you work on a file that looks the way it will on the Web. There are many free and inexpensive editing programs, but first check the software you already have—you might already own one. A good starting page for finding these kinds of tools can be found at About.com’s page on the subject [webdesign.about.com/od/html editors](http://webdesign.about.com/od/html editors). Finding Web-design software is very easy to do, especially from Web sites like [www.cnet.com](http://www.cnet.com), [www.Tucows.com](http://www.Tucows.com) and [www.jumbo.com](http://www.jumbo.com).

How you organize and design your site will take some thought and skill, however.

### SITE ORGANIZATION

The first thing you have to do is to figure out how to organize your site. You should create a detailed site map—in effect, a giant outline. A site map is a series of categories into which you organize the site’s content. Usually, you can work from general subjects to specific subsections.

The site map should serve as a guide to site navigation. Take a look at any number of local and national news sites and you’ll notice a common navigation structure: left-to-right, top-to-bottom. That’s how people read English, so it makes sense to design a Web site like that.

### RESOURCES FOR BUILDING WEB SITES

Here are a few sites that will help you find hosting services and make design decisions.

My High School Journalism.Org. A hosting

service for high school newspapers from the American Society of Newspaper Editors, with templates and other resources.  
[www.myhighschooljournalism.org](http://www.myhighschooljournalism.org)

IHigh.com. A commercial service that offers free site hosting, with ads, for schools.  
[www.ihigh.com](http://www.ihigh.com)

Teacher Mentors. A list of resources put together for a workshop on building Web pages by Barry Sweeny, president of Best Practices Resources. A great beginners' page.  
[www.teachermentors.com/RSOD%20Site/WebPgConstr/WebPgIndex.html](http://www.teachermentors.com/RSOD%20Site/WebPgConstr/WebPgIndex.html)

WebDiner. Tutorials and lots of information at the Web Diner.  
[www.webdiner.com](http://www.webdiner.com)

2000 Clicks. A beginners' guide to Web page design.  
[www.2000clicks.com/NoFrills/InternetGuide](http://www.2000clicks.com/NoFrills/InternetGuide)

The List.com. A comprehensive guide to Internet Service Providers.  
[www.thelist.com](http://www.thelist.com)

ISPcheck.com. Another excellent list of ISPs.  
[www.ispcheck.com](http://www.ispcheck.com)

Web Developers Journal. Advice on building, hosting and developing Web sites.  
[www.webdevelopersjournal.com](http://www.webdevelopersjournal.com)

Homepage Tools. This site offers resources, including clip art, message boards, etc. for making Web page designs better.  
[www.homepagetools.com](http://www.homepagetools.com)

1000 Website Tools. This site is loaded with useful resources for beginners in helping find Web site building resources.  
[www.1000websitetools.com](http://www.1000websitetools.com)

Writing Web Pages Resources.

This is a tremendous guide to resources for building Web pages, prepared by Linda Bertland at Stetson Middle School in Philadelphia.  
[www.sldirectory.com/compf/write.html](http://www.sldirectory.com/compf/write.html)

Use It.com. This excellent site is from Jakob Nielson, one of the world's leading authorities on user design and usability of Web sites. It is loaded with valuable tips and information.  
[www.useit.com](http://www.useit.com)

About.com also has a useful page of Web design tips and tricks.  
[www.webdesign.about.com](http://www.webdesign.about.com)



## HTML TUTORIALS AND REFERENCE

What the Heck is HTML. This is a great beginners' guide for working with HTML pages from Charlie Morris in the Web Developer's Journal.  
[www.webdevelopersjournal.com/columns/abc\\_html.html](http://www.webdevelopersjournal.com/columns/abc_html.html)

Linking Do's and Don'ts. This is a useful guide to the do's and don'ts of linking your Web site to others from the Openly Informatics site.  
[www.openly.com/link.openly/etiquette.html](http://www.openly.com/link.openly/etiquette.html)

Also, use a search engine and combine some of these terms, depending on what you are looking for: accessibility, color, CSS, style sheets, design, layout, DHTML, Javascript, Fonts, graphics programs, HTML, information architecture, usability or XML.



## A FEW WORDS ON BELLS AND WHISTLES

When you look around the Internet, you see sites loaded with cool and interesting interactive elements. Those features can be fun to use in designing your school newspaper or Web site. However, what's most important if you are designing a news Web site is to

make sure you are telling a story in some way. If you add all the glitzy animations, flash, streaming video and audio, these tools should not get in the way of telling the story. Instead, they should enhance your ability to tell the story.

**Streaming audio and video are the most common media formats on news sites because these formats can play long pieces easily.**

## STREAMING VIDEO AND AUDIO

TV and radio news organizations commonly make their broadcast reports and events available on their Web sites through streaming video and audio. Users watch or listen to these media through players that are either included in browsers or downloaded from the Internet.

Streaming media are electronic audio or visual files that play while they are downloading (as opposed to files that are played after downloading). Streaming audio and video are the most common media formats on news sites because these formats can play long pieces easily. The higher quality of fully downloadable clips isn't really necessary in most news pieces.

Streaming media can be served live or recorded. A live stream might be a radio station's current broadcast or a press conference aired on a cable news channel. Recorded streams range from

correspondents' reports to entire news programs to interview segments.

To learn more about streaming media, look at the following Web sites:

[www.digitalwebcast.com/Htm/Tutorials/streaming/streaming.htm](http://www.digitalwebcast.com/Htm/Tutorials/streaming/streaming.htm)  
[www.fluffbucket.com/othertutorials/streaming](http://www.fluffbucket.com/othertutorials/streaming)  
[streaming.osu.edu/faq.html](http://streaming.osu.edu/faq.html)  
[www.desktopvideo.about.com/cs/streamingvideo](http://www.desktopvideo.about.com/cs/streamingvideo).

Flash is a popular animation software application developed by Macromedia that is becoming the standard animation software for the Web. Flash players are installed on almost all personal computers that are connected to the Internet, so it's tempting to create Flash animations for your news site. Such animations can be used to dramatically illustrate aspects of a story that otherwise might go untold. For details on using Flash, try [www.macromedia.com/support/flash/tutorial\\_index.html](http://www.macromedia.com/support/flash/tutorial_index.html) [www.w3schools.com/flash/default.asp](http://www.w3schools.com/flash/default.asp) [www.webreference.com/dev/flash](http://www.webreference.com/dev/flash).

A great collection of visual journalism resources can be found at the Poynter Institute [www.poynter.org/content/content\\_view.asp?id=1229&sid=11](http://www.poynter.org/content/content_view.asp?id=1229&sid=11).

## POLLS AND QUIZZES

Adding polls or quizzes to your sites can be an easy way to enhance news content. You can test users on their knowledge of, or get their opinions about, current events. These features—usually created in HTML, JavaScript or ASP—allow users to select from multiple choices, then submit their choice. After

submitting, a results page might show how a poll's vote is shaping up, or how well the user answered a quiz. Here are a few examples:

- ABCNews.com's daily news quiz is linked from its News Summary page ([abcnews.go.com](http://abcnews.go.com)).
- U.S. News and World Report has both a weekly poll and news quiz on its home page ([www.usnews.com/usnews/home.htm](http://www.usnews.com/usnews/home.htm)).
- ESPN asks users to select its SportsCenter Showcase on its home page ([espn.go.com](http://espn.go.com)).
- WWL 870 AM New Orleans has a listener poll on its home page ([wwl.com](http://wwl.com)).

You don't have to create the code for these features from scratch. Free code for polls, quizzes, and all kinds of other features is available from dozens of sites on the Internet.

## Design Goals

Here are some design tips that Greg Tyree, a CNN Web designer, believes are excellent and useful.

Before you turn your site map into a Web design, consider a few design basics. From your own surfing of the Web, you know that the quality of sites can vary greatly. The best looking, easiest to navigate, and most useful news sites have the following common design goals:

- **Simplicity**
  - Only a few font styles and colors should be used.
  - Text should be clearly legible.
  - Content should be clearly labeled and easy to find.
  - Graphics and interactive features should help tell a story, not burden the user.
  - The look and feel of the site should be appropriate for the content.
- **Consistency**
  - Page layout and use of color, fonts, and images should be consistent throughout the site; the same design should be used for every page.
  - Navigation should allow the user to easily return to the home page and to get to any section from any page.
  - All pages should be clearly titled.
  - All news stories should be dated.
- **Usability**
  - Navigation tools should be obvious, logically organized, and in the same place on every page.
  - The site should function well on both Internet Explorer and Netscape browsers and on either a PC or a Mac.
  - Every link should take visitors to its intended destination.
  - Content should be free of spelling, grammatical and typographical errors.

There are lots of tricks and techniques you can use to learn layout. One suggestion is always to go and look at sites and see what design tricks they use.



## Graphics and Photography

Photography and graphics add another dimension to journalism and convey additional information to readers. They are an essential element in a school newspaper and even more important on a school

newspaper Web site. With the advances of digital technology, it is relatively easy to get the equipment needed and to take excellent images and put them online.

While conventional cameras capture images through a chemical process with

photographic film, which is then developed to produce a photograph, digital photography captures images electronically by saving data about each image on a computer chip. Digital photography gives the photographer a chance to view the images immediately, delete the ones not wanted and then upload them to a computer.

If your high school does not have a digital camera, another option is to convert photographs into digital form by using a scanner. Usually, you can take a conventional camera's pictures to a one-hour developer, then scan either the developed film or the prints to convert the images into digital form. This process uses

## Some Photo Tricks and Tips

1. Try to have the action of the picture or the "lines of force" moving toward the center of the picture.
2. When you're framing the picture, have important lines or objects be one-third of the way in from any border.
3. Before you shoot a photograph, look at the background to make sure telephone poles aren't growing out of a person's head.
4. Climb up on something or lie down on the ground to get a better angle. Always get down to the eye level of your subjects, especially if they are children or pets.
5. Be aware of the natural lighting on a subject. Use the light from big windows to lighten up someone from the side.
6. Avoid the staged pictures of officials cutting ribbons, officials with shovels breaking the ground for a new project, an official shaking hands with the right hand and handing the check or certificate to a person with his or her left hand.
7. Take multiple photographs at multiple settings to ensure the precise moment and the best exposure.
8. Always be ready to go on a moment's notice. You can't take pictures if your camera isn't with you, loaded with film (or your digital camera with charged batteries).
9. Until you get used to shooting photos, get closer than you think. If what you are looking for is in the middle of the frame, focus in on it, because the camera will see more than you are aware of. Whenever possible, get as close to the action as physical limitations allow.

a scanner, which works like a copier, but produces a computer file with information about the image.

There are many guides for choosing conventional photographic equipment; one good guide, from an amateur photographer, Tom Davis, is [www.geometer.org/beginner/beginner.html](http://www.geometer.org/beginner/beginner.html).

### PHOTO EDITING LINKS

To locate inexpensive or free photo editing software, go to ZDNET [www.ZDNet.com](http://www.ZDNet.com) or Tucows [www.tucows.com](http://www.tucows.com) and search for "photo editing." Programs like Photoshop, Microsoft's Picture and Corel's Custom Photo are all excellent programs, depending on your budget. Older versions of the different software programs can be found at bargain-basement prices and may help you get the job done. To learn how to use the programs, use a search engine and try entering the name of the program and the word "tutorial." You can usually learn a great deal about other photo programs and how they work from [www.Adobe.com](http://www.Adobe.com), makers of the popular program Photoshop.

To learn the differences between file formats for photos like Jpegs, gifs and other file formats, see [www.learnthenet.com/english/html/34filext.htm](http://www.learnthenet.com/english/html/34filext.htm) or [www.stack.com/file/extension](http://www.stack.com/file/extension) or [www.techtutorials.com/Applications/Drawing\\_and\\_Graphics](http://www.techtutorials.com/Applications/Drawing_and_Graphics).

### GRAPHICS

Putting your site online and designing it can be challenging. But there are all kinds of online resources to help. The same kinds of programs used for photo editing can

also be used to create graphics. As the student is working on finalizing the writing of an article, the editor should be considering how to illustrate the article to make it stand out. At most newspapers, graphic artists work with editors and reporters to design graphics. Graphics are often more than a picture. They should stand on their own and can add significant detail to the story.



There are many places online to find graphics and artwork that are free.

### GRAPHIC RESOURCES

There are many places online to find graphics and artwork that are free. For free photos and clip art, NASA, the space agency, offers an entire library of free-to-use photos [images.jsc.nasa.gov](http://images.jsc.nasa.gov). Similarly, the Library of Congress has a tremendous collection of images you can use, although attribution is suggested [www.loc.gov](http://www.loc.gov).

Among the places you can find animated graphics and clip art are Number 1 Free Clip art [www.1clipart.com](http://www.1clipart.com) and Clip Art Junction [www.cksinfo.com](http://www.cksinfo.com).

Look at other high school newspapers and their Web sites. A superb collection can be found at [www.highschooljournalism.org](http://www.highschooljournalism.org).

### SHAREWARE AND FREWARE SITES FOR TOOLS TO HELP YOU PUT SITES ONLINE

**Download.com.** Downloading page from CNET. This site is loaded with valuable resources and its companion site [www.shareware.cnet.com](http://www.shareware.cnet.com) will help you

find shareware on the Internet.

[www.download.cnet.com](http://www.download.cnet.com)

**Jumbo.com.** Another excellent site for downloading software, freeware and shareware.

[www.jumbo.com](http://www.jumbo.com)

**Shareware Junkies.** A great shareware site, it includes game sites.

[www.sharewarejunkies.com](http://www.sharewarejunkies.com)

**ZDNET Downloads.** ZDNet's shareware and freeware page.

[www.zdnet.com/downloads](http://www.zdnet.com/downloads)

**Tucows.** An extensive shareware and freeware site.

[www.tucows.com](http://www.tucows.com) ■