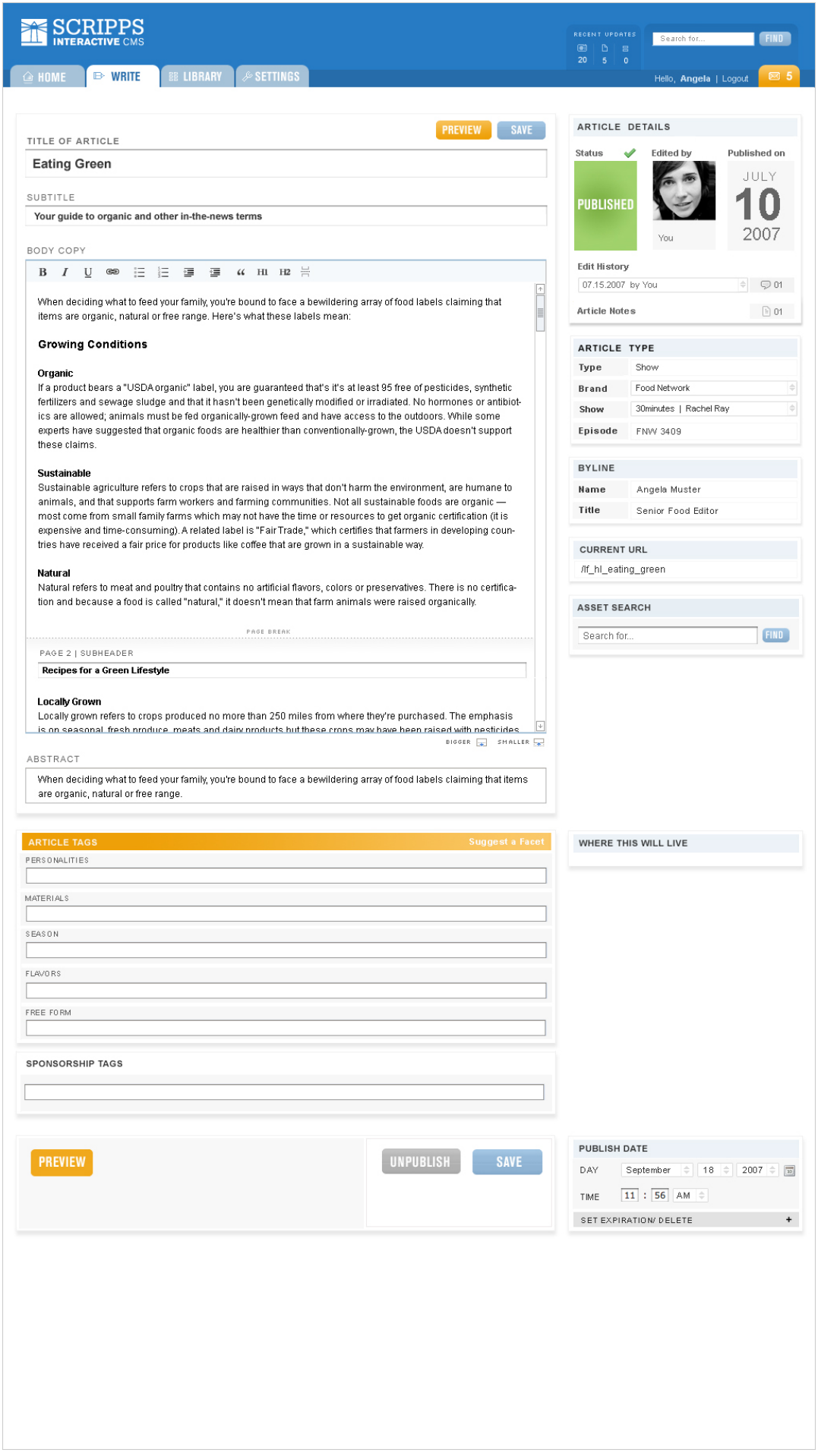
Scripps Network Content Management System
Editor's Publish Screen

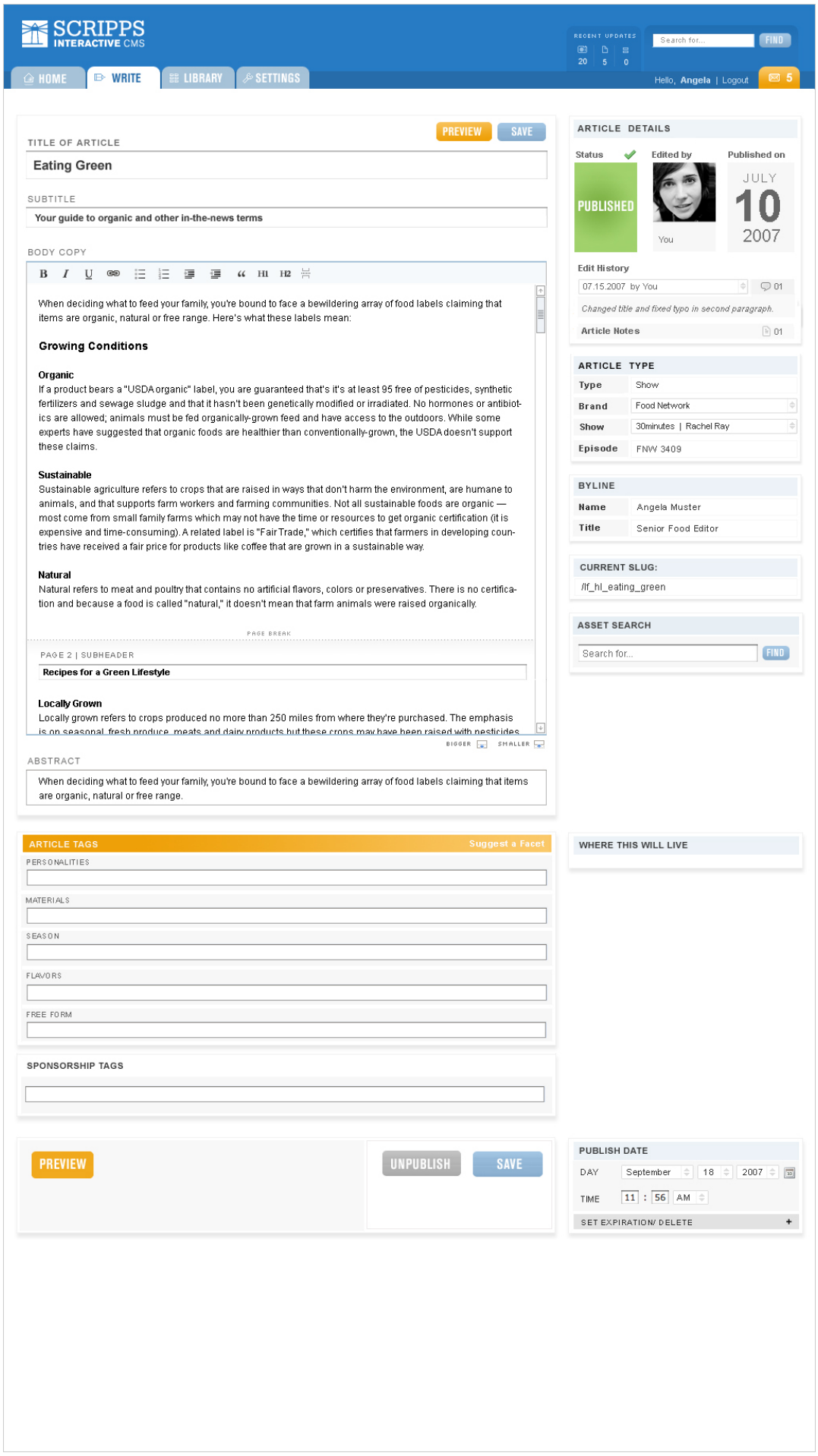
by: Tina Roth Eisenberg, dotmatrix llc.
date: 10/01/2007

v.04

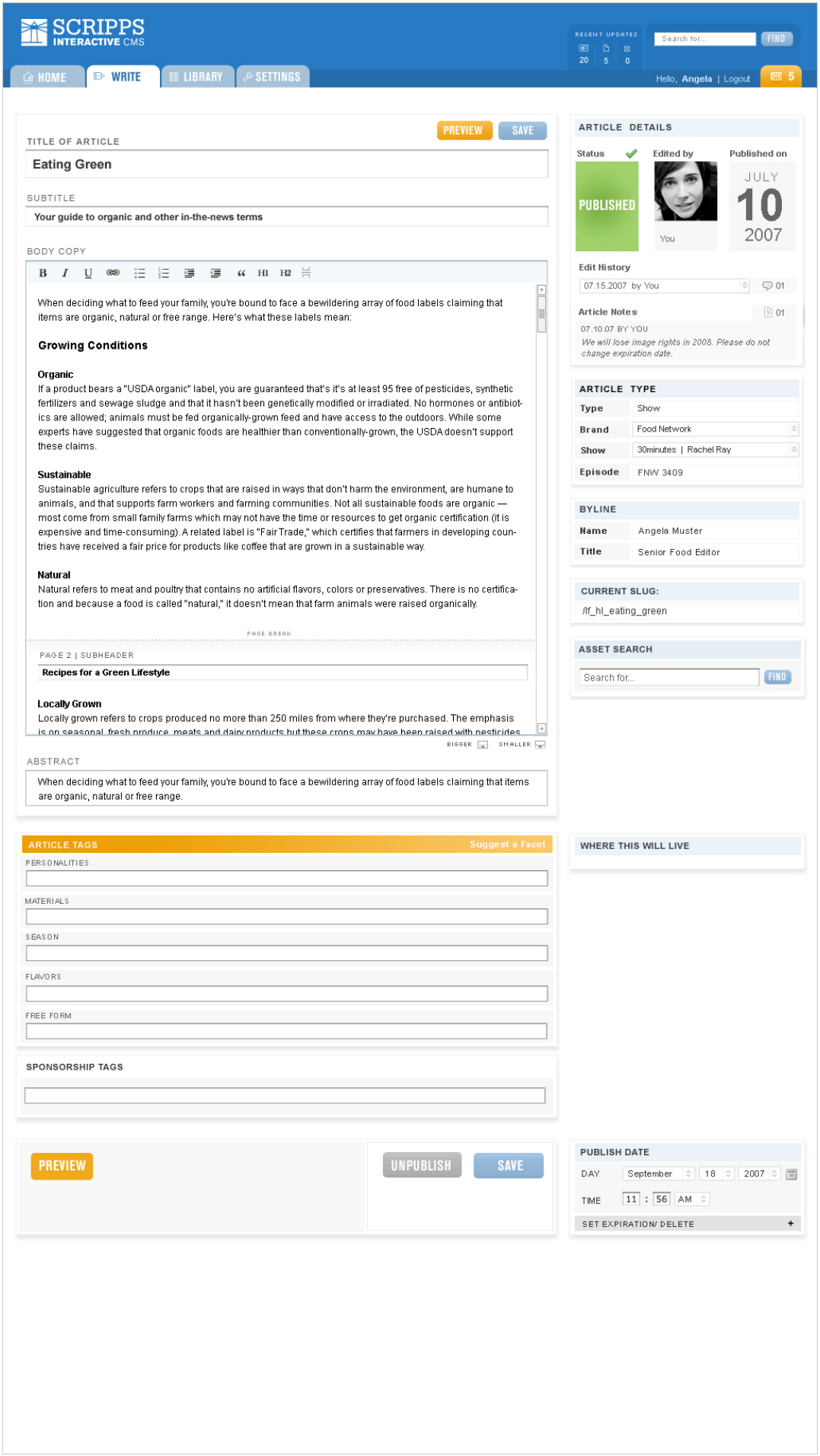
Angela is logged in as herself. She clicks on an already published article in the dashboard view. The “Write Tab” opens up.



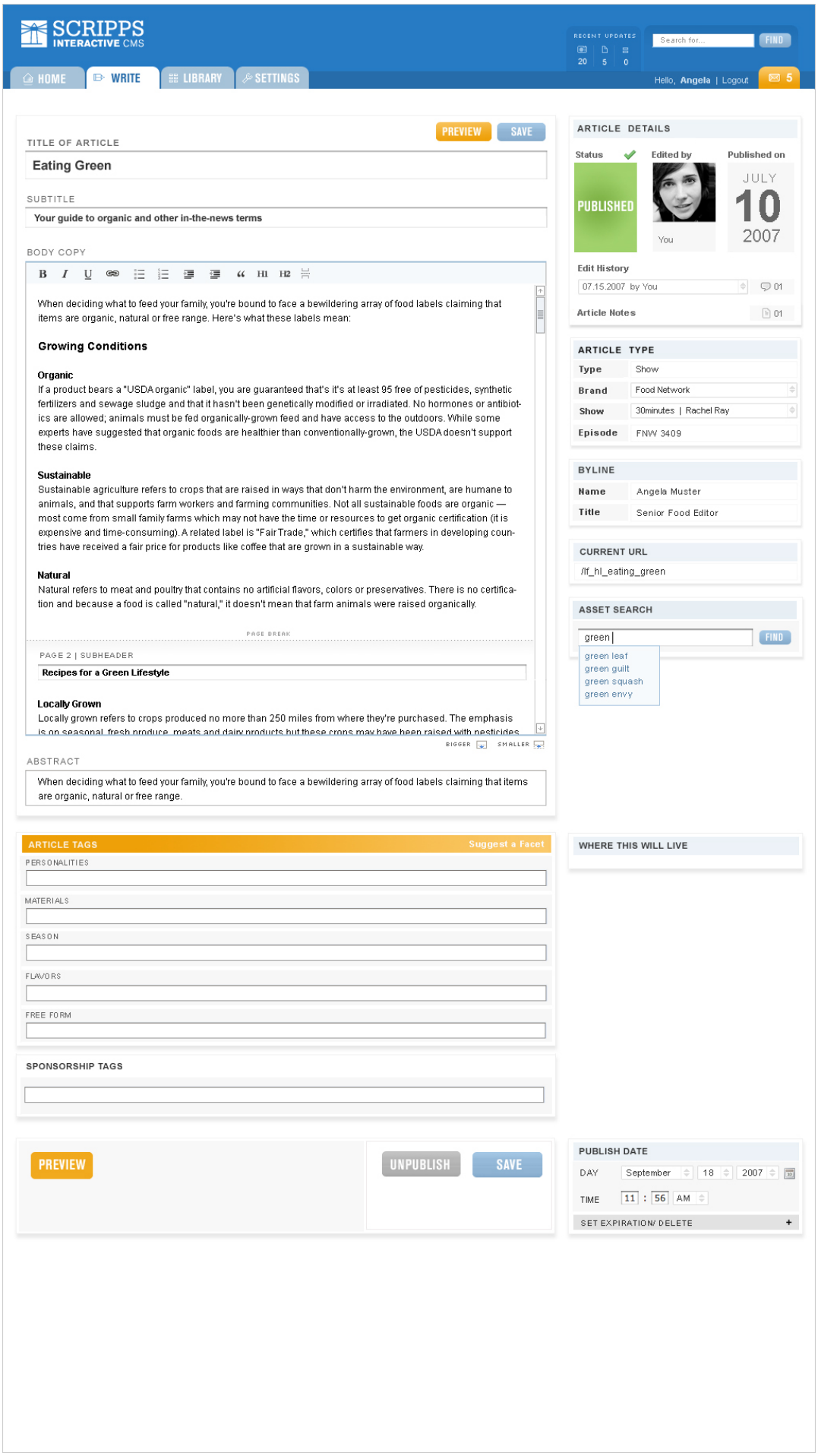
Angela clicks on the Comment Icon next to the Edit History pulldown and reveals the comment she entered when she last edited this article on July 15th,2007.



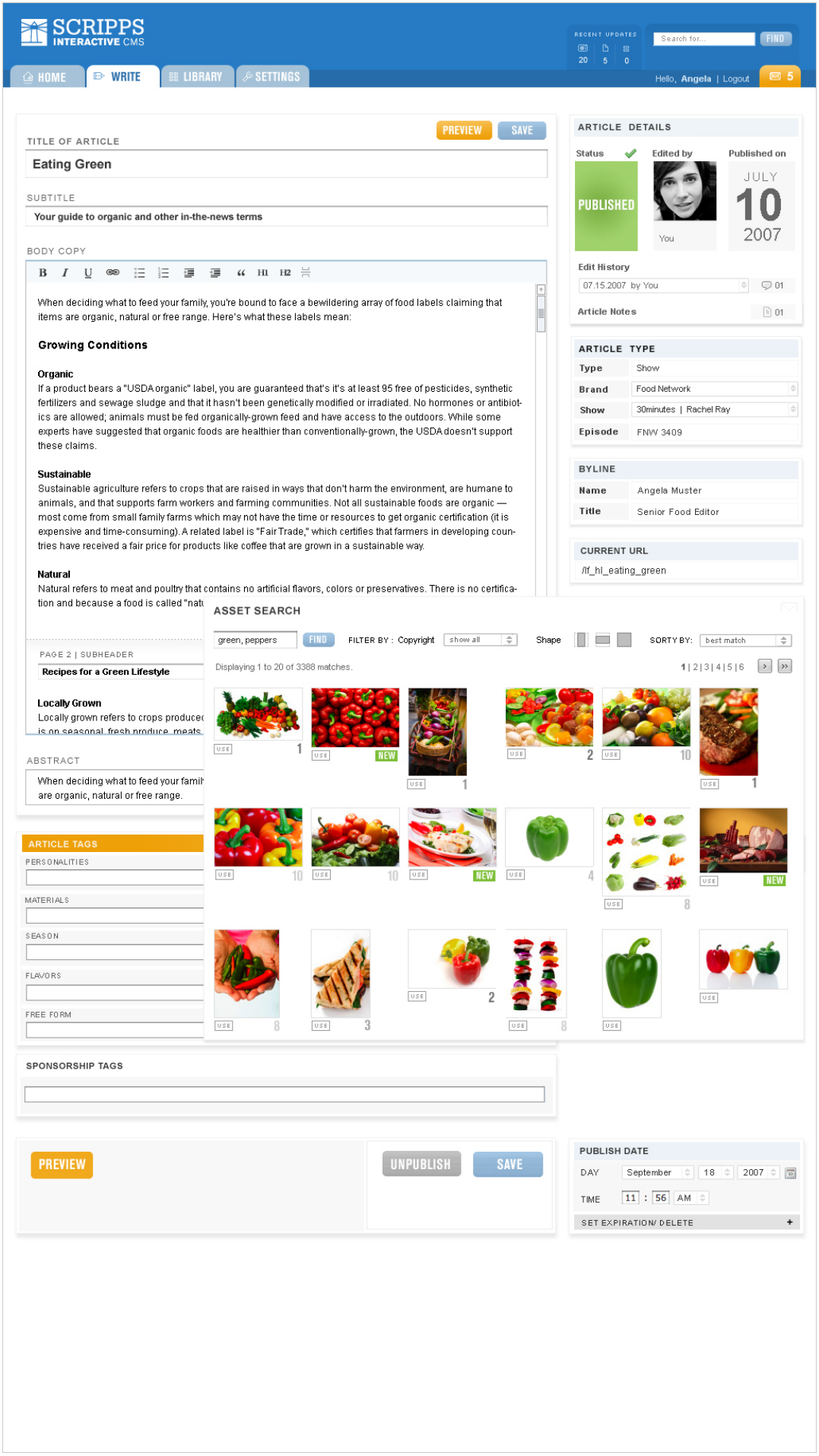
Angela clicks on the Comment Icon again to hide the comment and then clicks on the Notes icon to reveal the Note that goes along with the article.

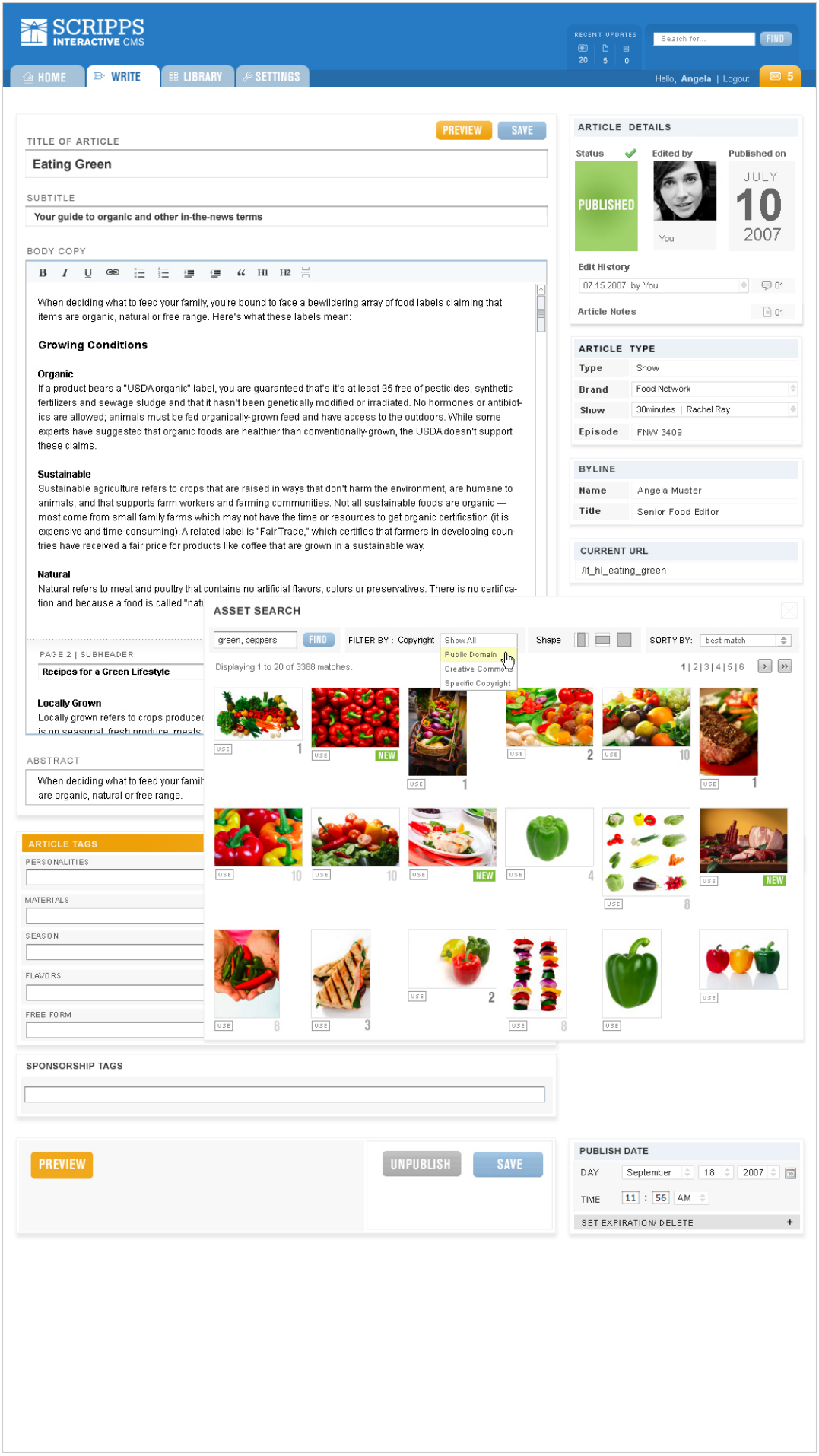


Angela clicks on the Notes Icon again to hide the message. She now wants to add an image to the article and types ‘green, peppers’ in the “Assets Search” Box. “Recent Asset Searches” appear.

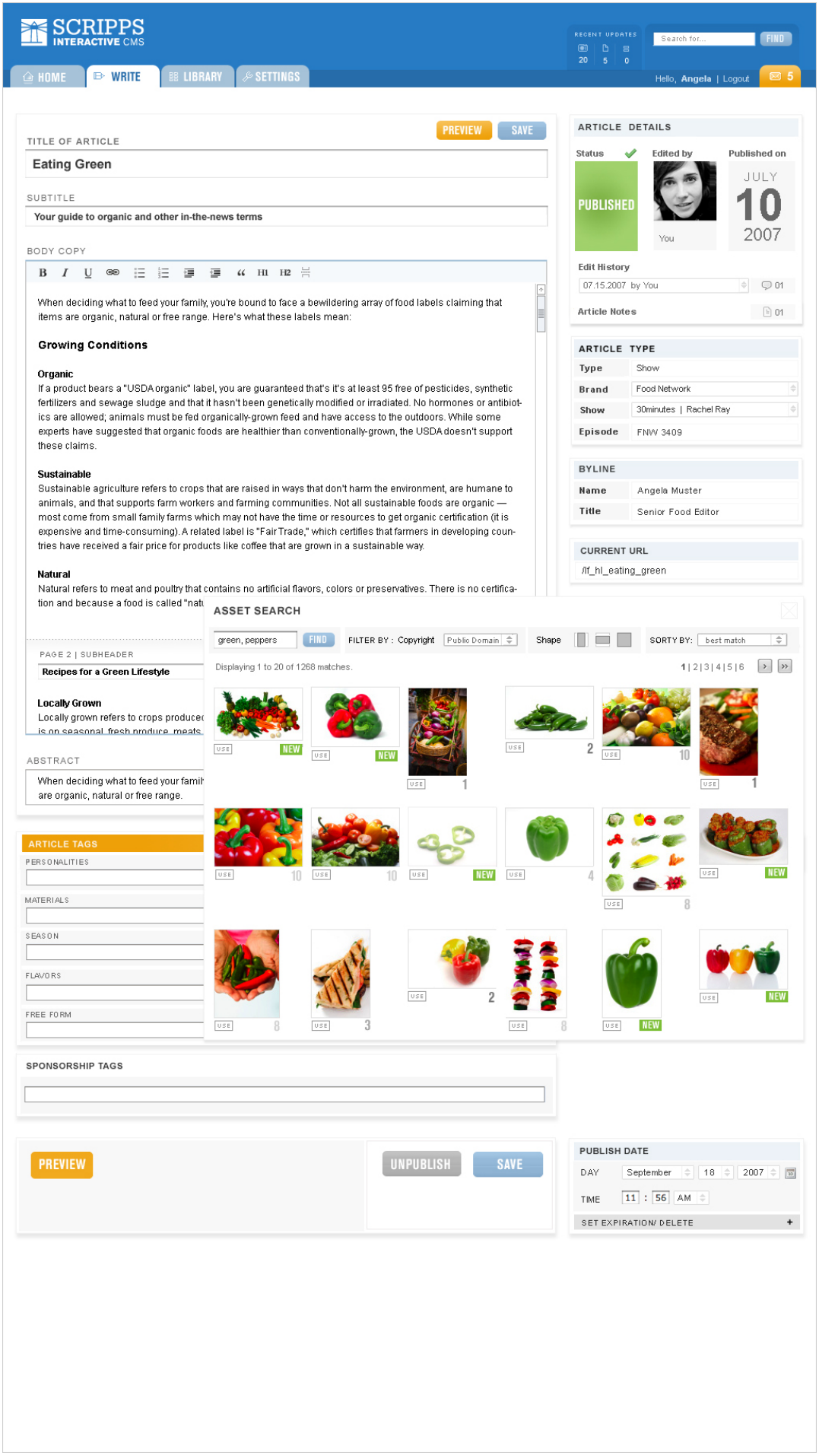


The assets search results (images in this case) pop up.

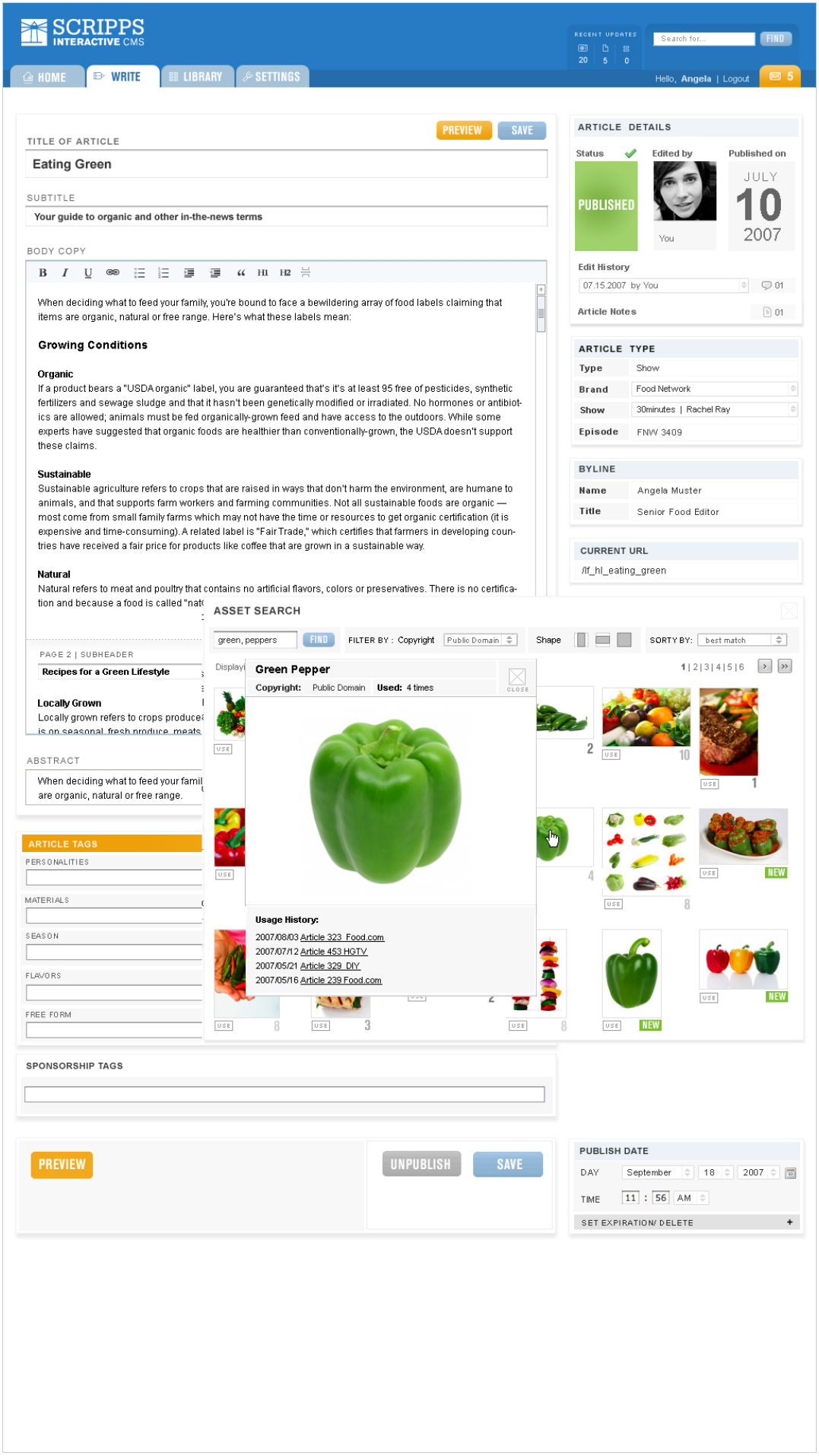


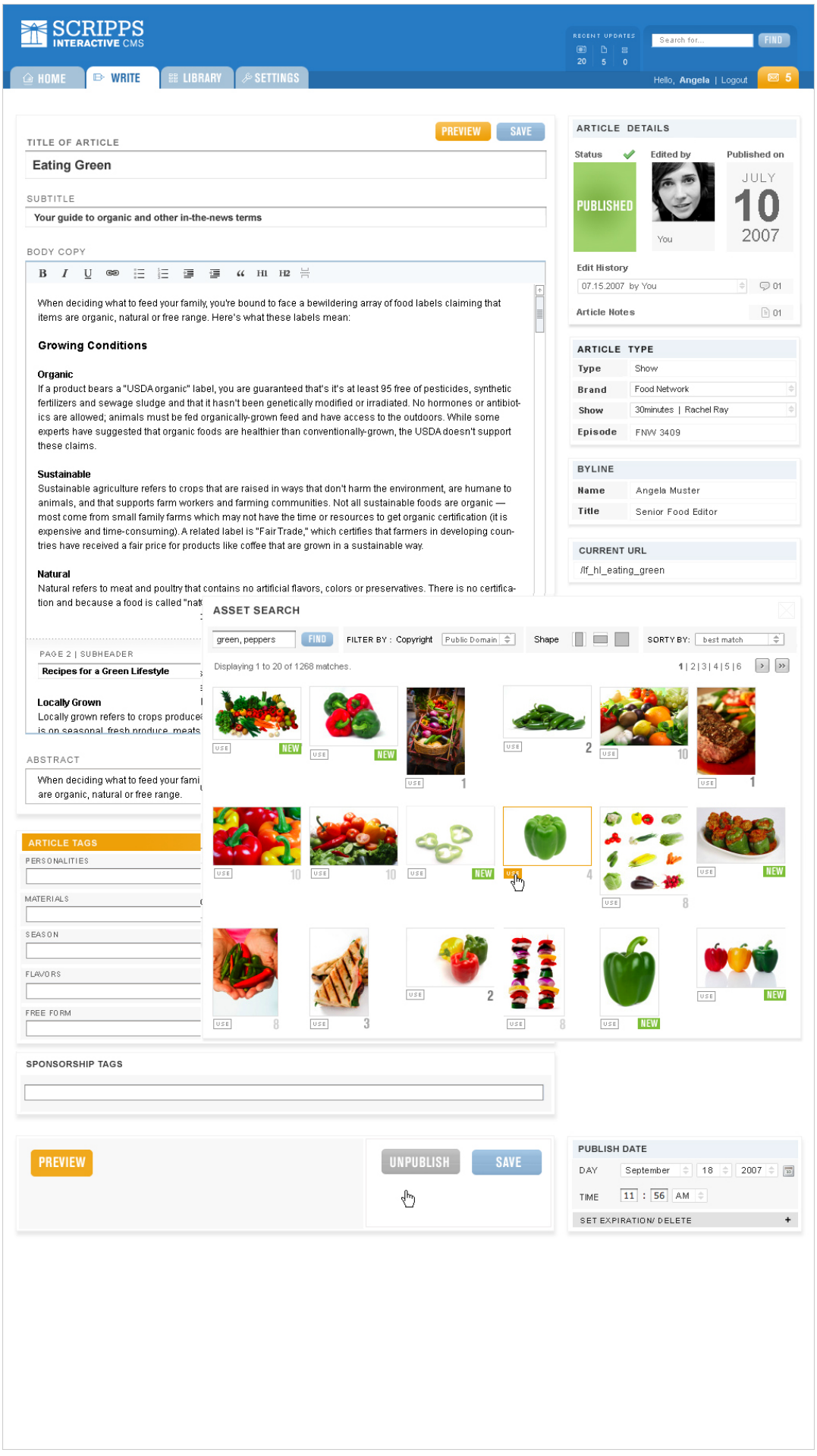

SCRIPPS INTERACTIVE CMS
HOME
WRITE
LIBRARY
SETTINGS
Hello, Angela | Logout
PREVIEW
SAVE
TITLE OF ARTICLE
Eating Green
SUBTITLE
Your guide to organic and other in-the-news terms
BODY COPY
When deciding what to feed your family, you're bound to face a bewildering array of food labels claiming that items are organic, natural or free range. Here's what these labels mean:
Growing Conditions
Organic
If a product bears a "USDA organic" label, you are guaranteed that's it's at least 95 free of pesticides, synthetic fertilizers and sewage sludge and that it hasn't been genetically modified or irradiated. No hormones or antibiotics are allowed; animals must be fed organically-grown feed and have access to the outdoors. While some experts have suggested that organic foods are healthier than conventionally-grown, the USDA doesn't support these claims.
Sustainable
Sustainable agriculture refers to crops that are raised in ways that don't harm the environment, are humane to animals, and that supports farm workers and farming communities. Not all sustainable foods are organic — most come from small family farms which may not have the time or resources to get organic certification (it is expensive and time-consuming). A related label is "Fair Trade," which certifies that farmers in developing countries have received a fair price for products like coffee that are grown in a sustainable way.
Natural
Natural refers to meat and poultry that contains no artificial flavors, colors or preservatives. There is no certification and because a food is called "nat
PAGE 2 | SUBHEADER
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Locally Grown
Locally grown refers to crops produce
is on seasonal, fresh produce, meats
ABSTRACT
When deciding what to feed your famil
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ARTICLE TAGS
PERSONALITIES
MATERIALS
SEASON
FLAVORS
FREE FORM
SPONSORSHIP TAGS
ARTICLE DETAILS
Status
Edited by
Published on
PUBLISHED
You
JULY
10
2007
Edit History
07.15.2007 by You
01
Article Notes
01
ARTICLE TYPE
Type
Show
Brand
Food Network
Show
30minutes | Rachel Ray
Episode
FNW 3409
BYLINE
Name
Angela Muster
Title
Senior Food Editor
CURRENT URL
/lf_hl_eating_green
ASSET SEARCH
green, peppers
FIND
FILTER BY : Copyright
Show All
Public Domain
Creative Commons
Specific Copyright
Shape
SORTY BY:
best match
Displaying 1 to 20 of 3388 matches.
1 | 2 | 3 | 4 | 5 | 6
PREVIEW
UNPUBLISH
SAVE
PUBLISH DATE
DAY
September
18
2007
TIME
11 : 56 AM
SET EXPIRATION/ DELETE

Angela now sees only Public Domain Images in her search results pane. The numbers under each image indicate how often it has been used. (New = Never)

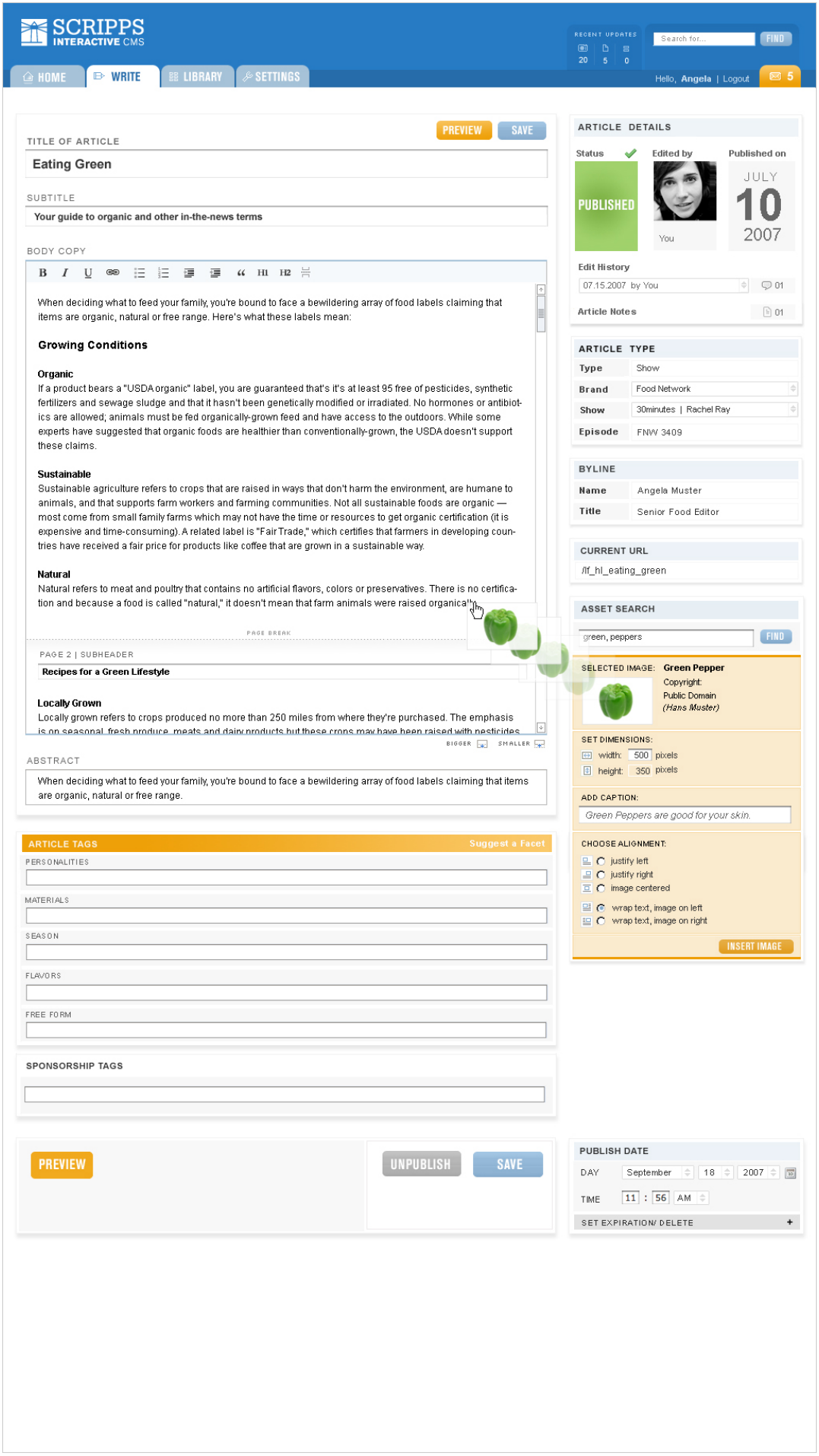


Angela rolls over a green pepper image thumbnail to see image details. She's interested in the image's Usage History.

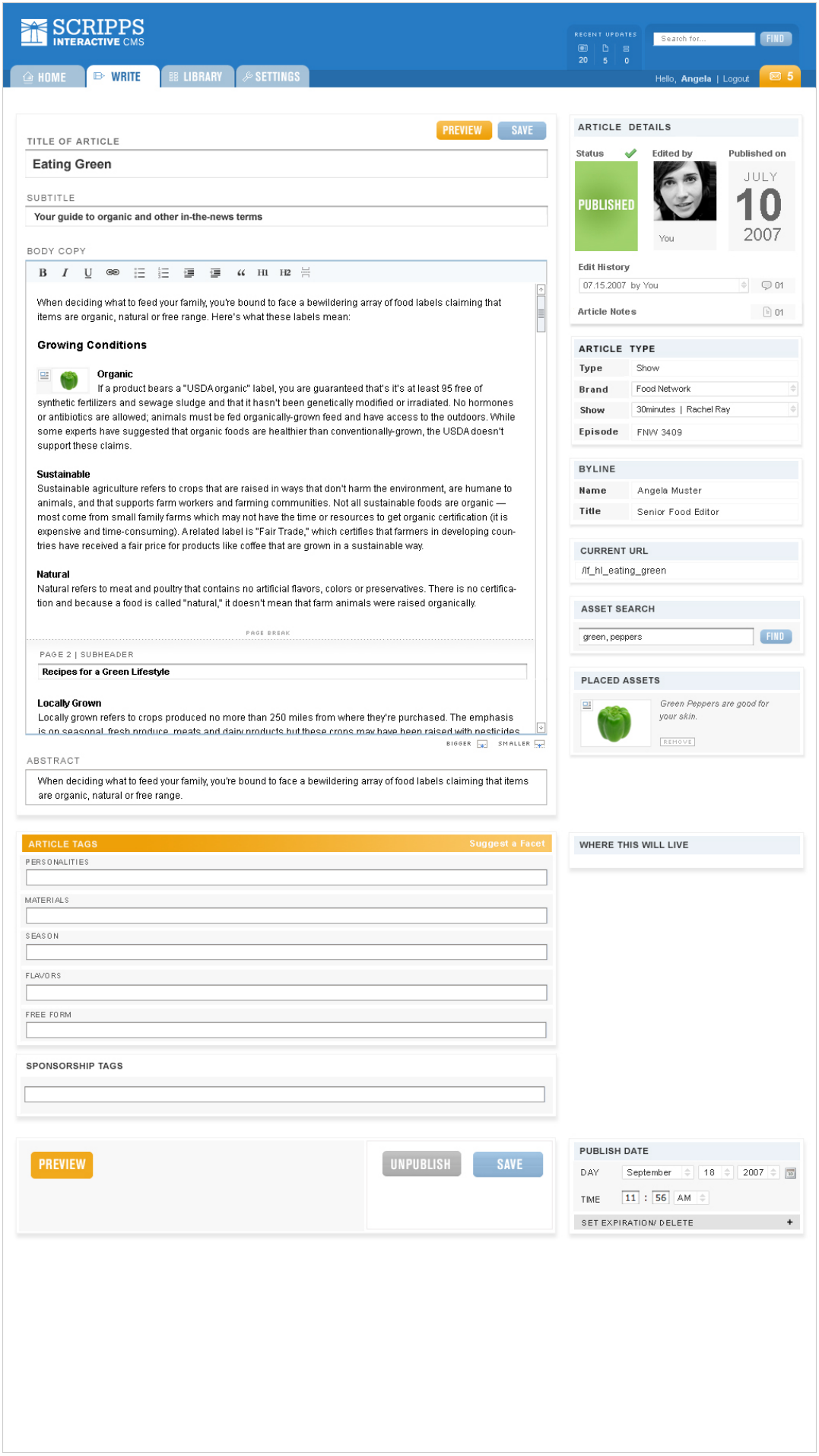



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Edit History
07.15.2007 by You
01
Article Notes
01
ARTICLE TYPE
Type
Show
Brand
Food Network
Show
30minutes | Rachel Ray
Episode
FNW 3409
BYLINE
Name
Angela Muster
Title
Senior Food Editor
CURRENT URL
/lf_hl_eating_green
ASSET SEARCH
green, peppers
FIND
FILTER BY : Copyright
Public Domain
Shape
SORTY BY:
best match
Displaying 1 to 20 of 1268 matches.
1 | 2 | 3 | 4 | 5 | 6
USE
NEW
PREVIEW
UNPUBLISH
SAVE
PUBLISH DATE
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18
2007
TIME
11 : 56 AM
SET EXPIRATION/ DELETE

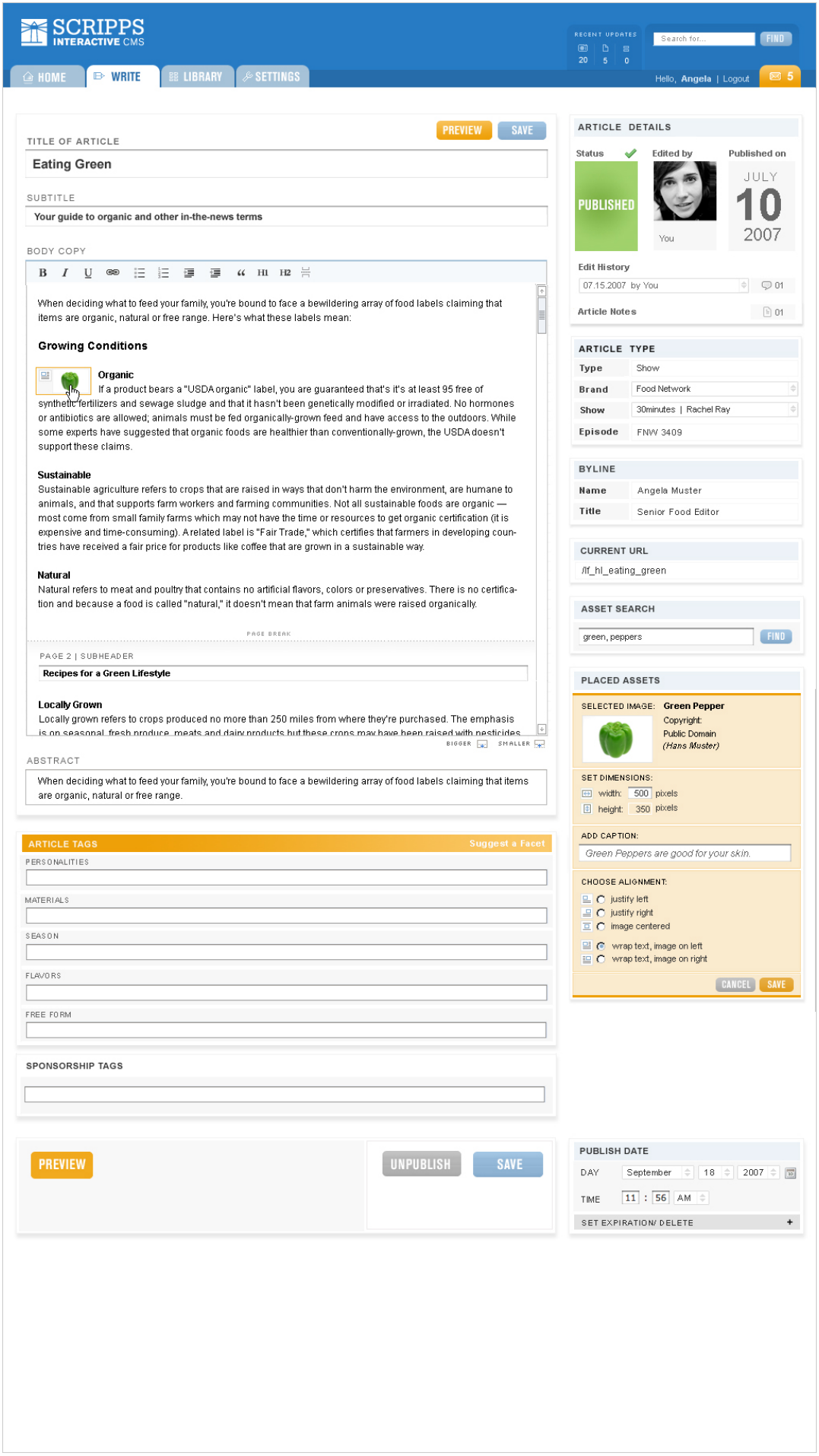
The search results dissapear and an orange Image Properties Box appears. Angela needs to set image dimensions, image caption and image alignment. Once all is set, Angela drags the image thumbnail into the body copy window and positions the image where she wants it to go.



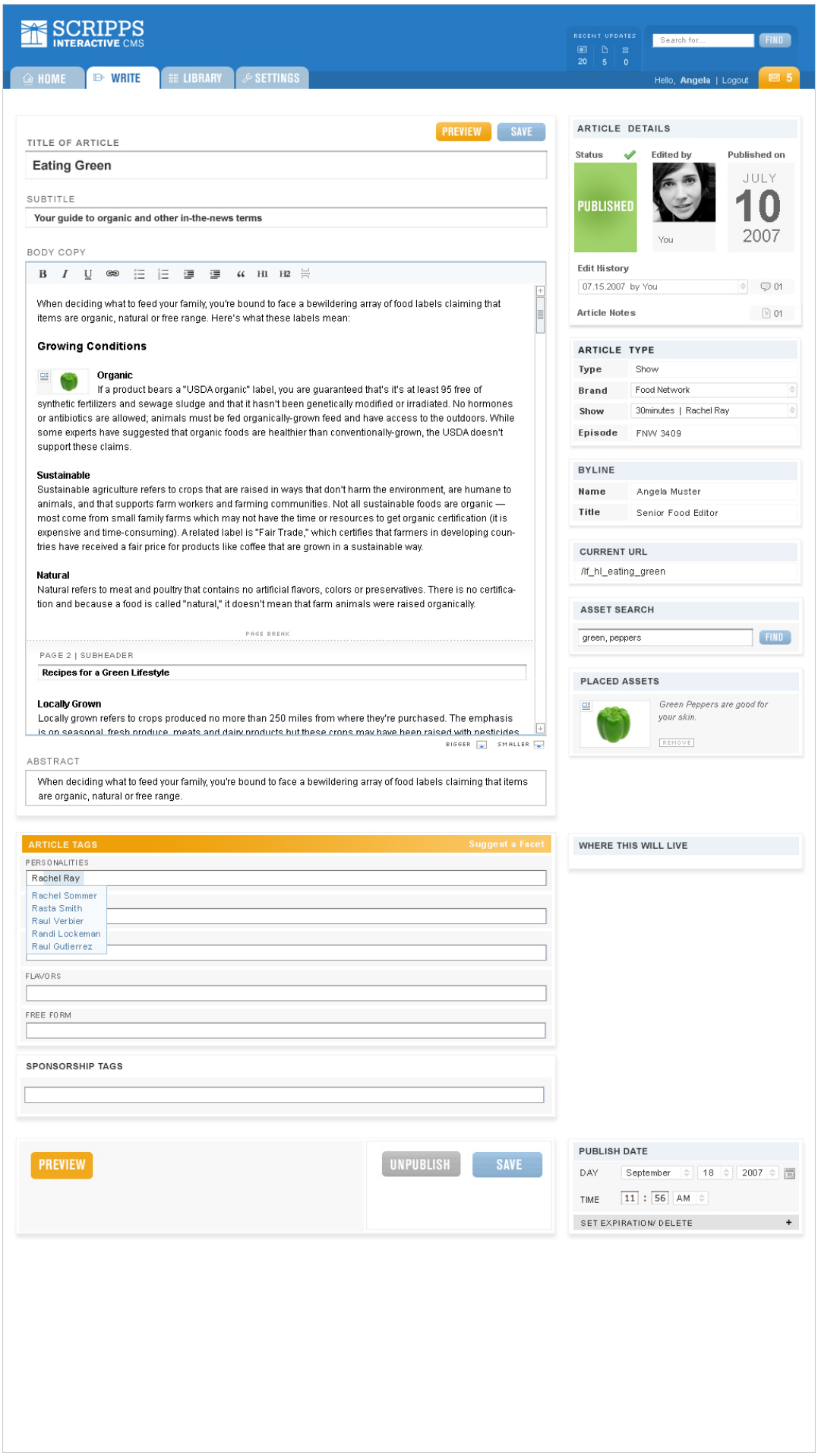
A small thumbnail of the selected image now appears in the copy area. A small icon indicates what image alignment option Angela has chosen.

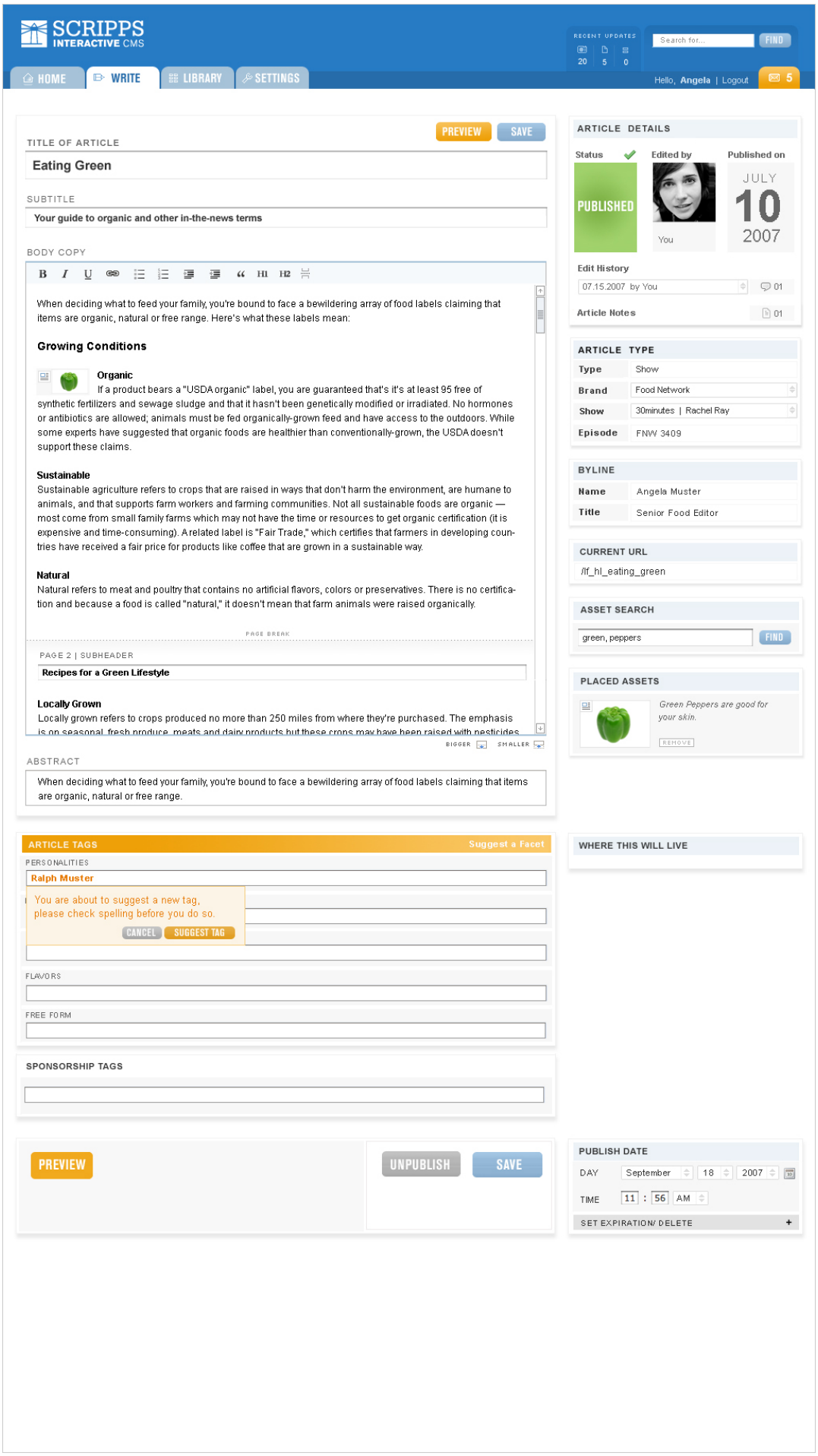


Angela isn't sure about the chosen image alignment and clicks the small thumbnail in the copy area which opens the "Placed Assets Detail Pane" on the right. She changes her mind and hits 'cancel'.

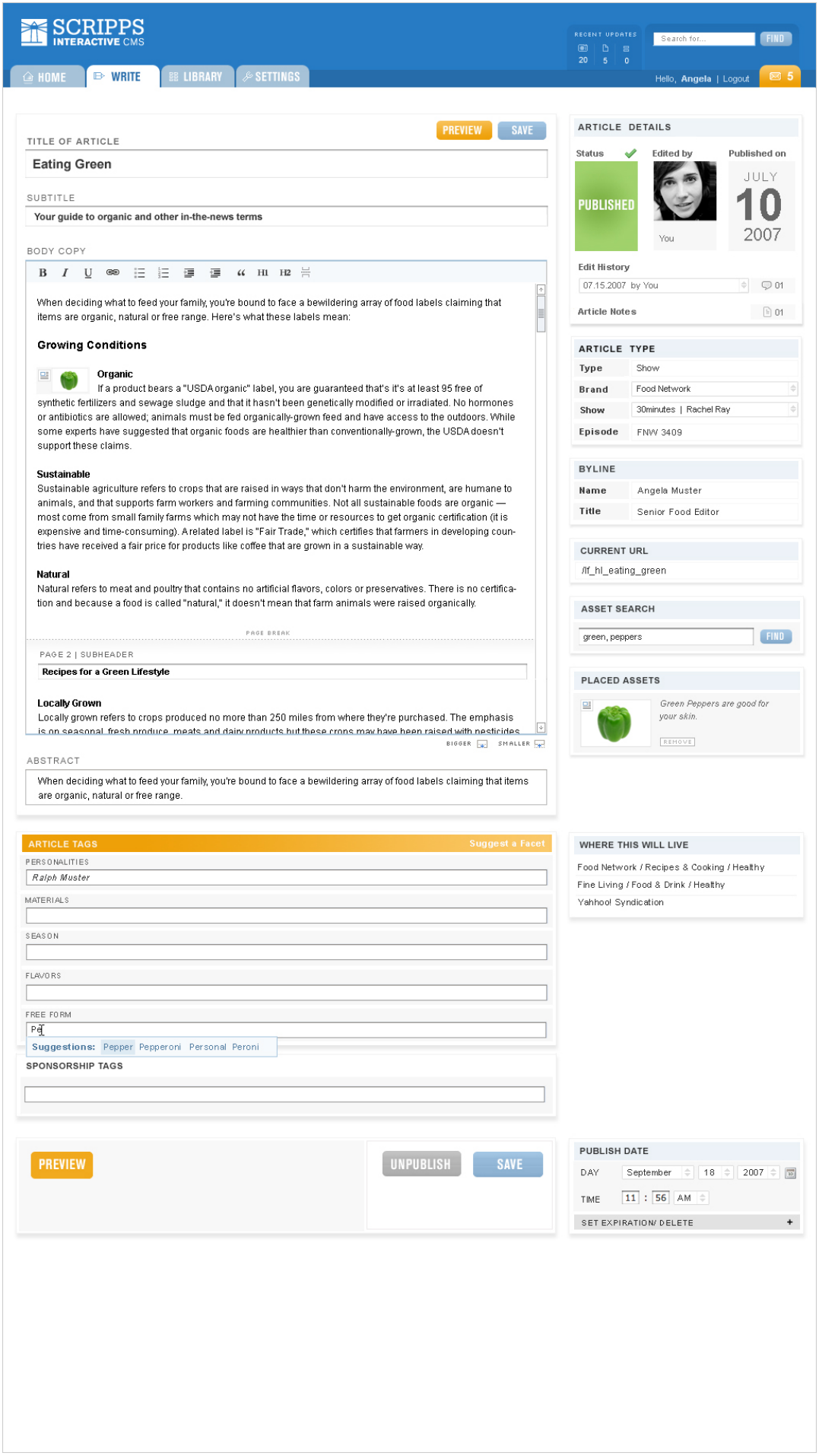


Angela realizes that she forgot to tag the article. She enters two letters in the Personality tag field and the system pulls possible matches from the controlled vocabulary.

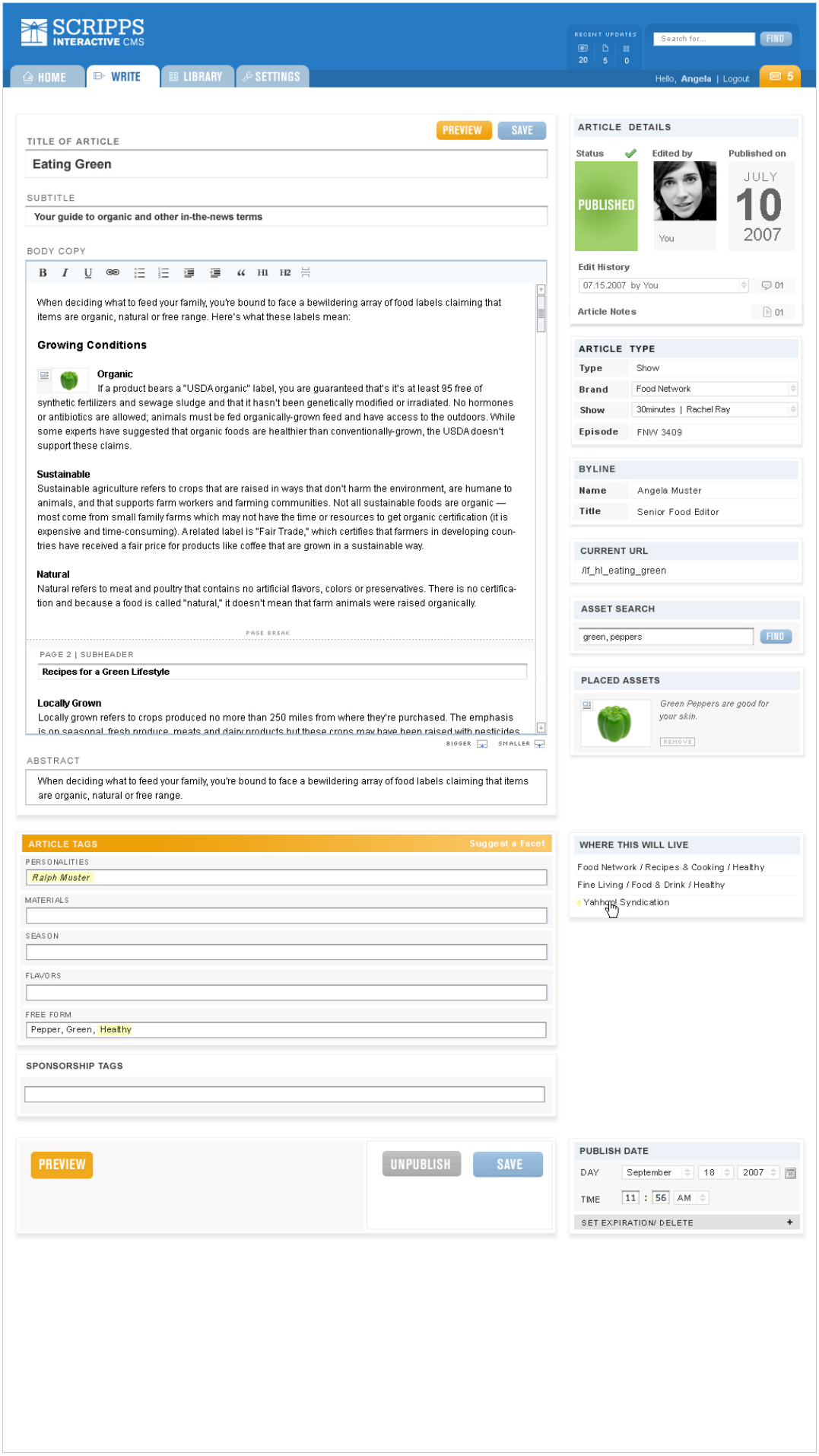



SCRIPPS
INTERACTIVE CMS
RECENT UPDATES
20 5 0
Search for...
FIND
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SETTINGS
Hello, Angela | Logout
5
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SAVE
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Natural refers to meat and poultry that contains no artificial flavors, colors or preservatives. There is no certification and because a food is called "natural," it doesn't mean that farm animals were raised organically.
PAGE BREAK
PAGE 2 | SUBHEADER
Recipes for a Green Lifestyle
Locally Grown
Locally grown refers to crops produced no more than 250 miles from where they're purchased. The emphasis is on seasonal, fresh produce, meats and dairy products but these crops may have been raised with pesticides
BIGGER
SMALLER
ABSTRACT
When deciding what to feed your family, you're bound to face a bewildering array of food labels claiming that items are organic, natural or free range.
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Edited by
Published on
PUBLISHED
You
JULY
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Suggest a Facet
PERSONALITIES
Ralph Muster
You are about to suggest a new tag, please check spelling before you do so.
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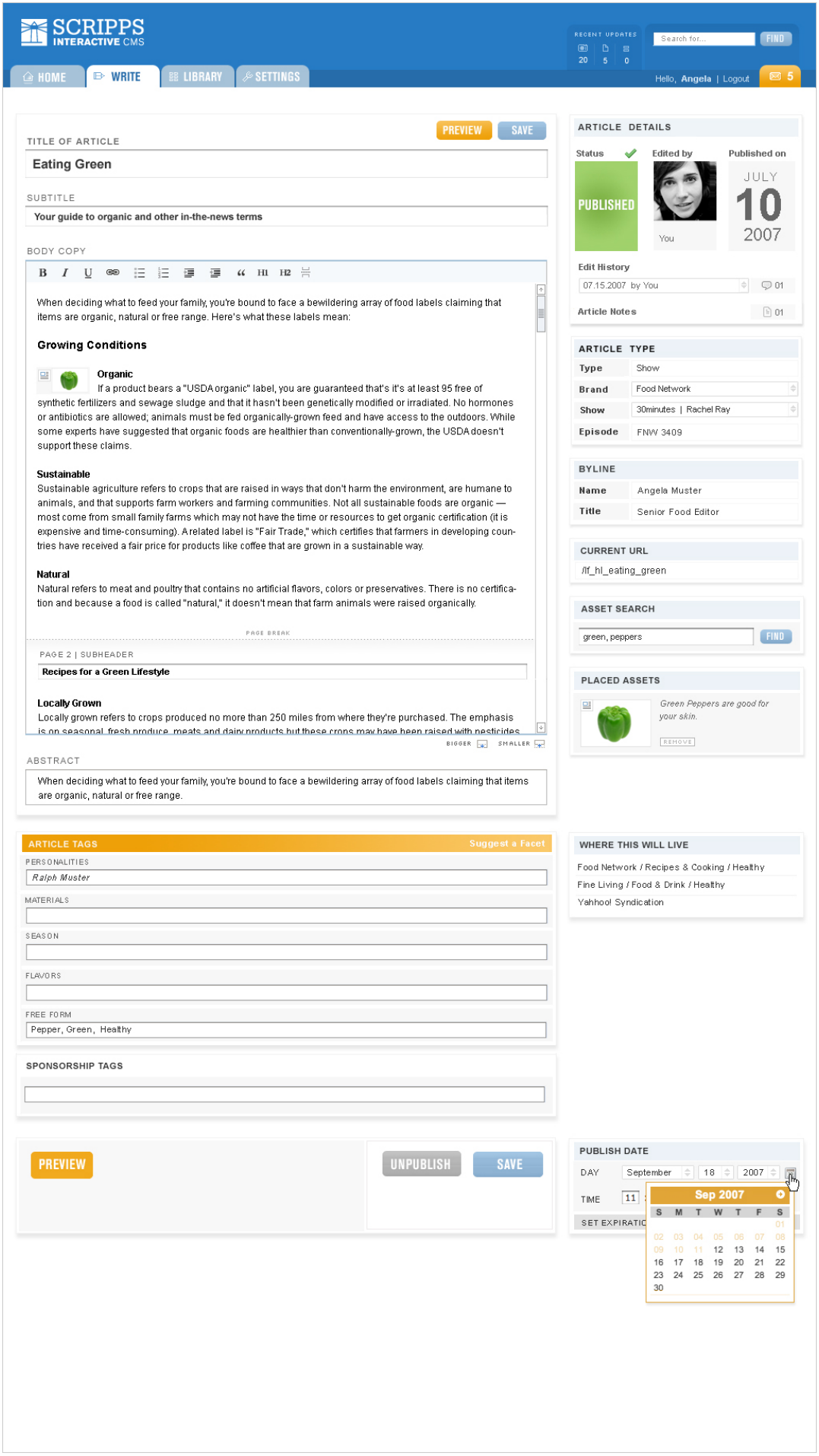
Angela would like to add the tag “Pepper” in the free form Tag field. She enters the first two letters and the system shows her potential matches of tags that have already been entered. The automatically populated “Where this will live”pane indicates where the article will be published (based on its tags!)



Angela sucessfully added tags and now wants to see which tags are contributing for the article placement on Yahoo! Syndication. She rolls over Yahoo! Syndication in the “Where this will live box” and sees the tags highlighted in yellow.



Angela clicks on the calendar icon in the 'Publish Date' box. She realizes the article has already been published and cancels out of it.



Angela checks the Expiration and Purge Date. Looks ok to her. She hits “SAVE”. The live article will now entail the placed image.

