

HOW TO

Post a story to Wordpress

Updated 20 Nov 2017

Access Wordpress

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Log into the Wordpress CMS at www.radioadelaide.org.au/login using your program's username and password as issued to your program coordinator.

Add a post

If you do not have a login, please ask a staff member.

Add a title

Add a post

In the left-hand menu, click *Posts* and *Add New*.

Add a description

Add a title

In the title field, add a headline for your story in title case.

Add audio

Keep the title to 50 characters so that it's not cut off when it appears on the homepage.

Add categories

Be as descriptive as you can, to be clear what the story is about and to entice the visitor want to click to read more.

Add program tag

Add a description

In the body-text field, describe the story in a way that is informative, including the subject matter, names any guests interviewed, and their roles, followed by the hook that will make a visitor want to listen to the story for more.

Source feature image

At the bottom, add a producer credit without formatting, i.e. Produced by John Smith

Ensure image is copyright-free

(Note: It is not necessary to include a colon, e.g. Produced by: John Smith.)

Attribute image

Add audio

To add your audio:

Check text formatting

1. Firstly, ensure your audio file meets the following specifications:

- a. 64kbp/CBR/mono/44100 for talks
- b. 128kbp/CBR/stereo/44100 for music

Check formatting against style guide

1. In the body of your story, place your cursor under your description.
2. Click the *Add Media* button between the title and body-text fields.
3. In the media library, select the *Upload Files* tab.
4. Click *Select Files* and upload your file or drag it into the browser window.
5. Click *Insert into post*.

Check layout

Publish story

Accessing your program's stories



Note: Use of any music recorded in-studio requires that the artists have signed a Radio Adelaide live music release form, available from the forms trays in the Common Room or the [Resources page](#) on the Radio Adelaide website.

Add categories

In the *Main Category* list under the body-text field, select the most applicable category for your story. This is the category that will appear above your story when it appears on the homepage.

In the Categories column on the right of screen, select one or more categories also applicable to your story. These won't appear with your story but will allow your story to be found in searches on those categories.

Add program tag

In the *Tags* field under *Categories*, select the tag for your program, e.g. *local-noise*. This enables stories to be filtered by program on the *Stories* page and via the URL created.

Tags are for program names only. Please do not enter new tags.

Source feature image

Feature images must be

1. relevant to your story
2. in landscape format
3. at least 1028 px wide
4. of a good quality and
5. sized to be under 2 MB.

The website is very image-focused, so please use the best image you can.

So long as your image is at least 1028 px wide, the Wordpress CMS will adjust the image to the right dimensions for a story post, but the original file will stay in the media library at the size it was uploaded. So please reduce the file size to under 2 MB if necessary to help us keep our storage costs under control.

Ensure image is copyright-free

Images posted without proper permission or attribution are a significant copyright risk for Radio Adelaide and a very expensive liability for you and the station.

You should assume that any image you find on the web is copyright protected, unless you can clearly see a permission to use it, such as a creative commons licence.

It is therefore very important that you properly source and credit all images used. Any stories posted with images thought to present a copyright risk will be immediately removed.

There are several ways to source an image free of copyright risk:

- Take it yourself. Use your phone or, if it's during business hours, ask a staff member for the station DSLR camera. Make sure its landscape.
- Source an image from the Wordpress media library. In the *Search media items ...* box at the top-right of screen, search terms related to your story to find a relevant image used previously.
- Ask the guest or publicist to provide an image they will authorise you to use.
- Search online for a creative commons image licenced for commercial re-use.

To search online for an image:

1. Go to www.google.com.au/images
2. Add your search term, e.g. *cycling*
3. Once you have a page of images, click *Tools*
4. In the *Usage Rights* drop-down, select *Labeled for reuse* to filter out the images with copyright restrictions.
5. Select an image and click on it.

To check the copyright conditions on the image:

1. Click on *Visit page*.
2. Note the copyright conditions to ensure you attribute the image accordingly when you post it with your story.
3. Copy the page URL so you can add it with the image to the media library.
4. Download the image.

You can also search Creative Commons (CC) at <http://search.creativecommons.org> for images with the CC licence. Follow the same checking steps as above.

If you are still unsure about whether you have permission to use the image, do *not* use it. Look for something else or use an image from our existing media library.

If you still can't find anything suitable, search placeholder in the media library and select the mascot image.

Ultimately, it's better to do that than risk using an image that comes with a copyright risk.

Add image to media library

Once you have an appropriate, landscape, copyright-free image, go back to your story post and

1. Click *Set featured image*.
2. In the media library, select the *Upload Files* tab.
3. Click *Select Files* and upload your file or drag it into the browser window.
4. Select your image and, in the *Description* field on the right, add
 - a. the URL for the page the image was sourced from, so that anyone using the image in future can check the attribution required, and
 - b. some terms that describe the image, to help users search for suitable images already posted in the media library.
5. Click *Set featured image*.

Attribute image

Back in your story post, add the necessary image attribution under your producer credit and hyperlink the source ('Flickr' in this example), i.e.

Image source: Jes, [Flickr](#)

If the image has been supplied, acknowledge it appropriately, e.g.

Image supplied by [Adelaide Festival of Arts](#) (including a hyperlink)

To maintain good presentation, please use hyperlinks and do not paste in the whole URL.

Check text formatting

Particularly if you've posted in your copy from Word, please ensure that your story description is in 'paragraph' format by highlighting all text and selecting 'Paragraph' in the drop-down box in the top-left of the editing tools.

Check formatting against the style guide

To improve the consistency of style and tone across the website, please check your story description against the following key items from the *Radio Adelaide Online Style Guide*.

Titles of published works

Italicise the titles of published works, including

- songs
- albums
- books
- plays
- films
- acts and other legislation, and
- the name of your program.

Band names should not be italicised.

It is not necessary to use quotation marks when titles are italicised.

For example: The publication of Mary Shelley's iconic *Frankenstein* will reach its 200th anniversary in 2018.

Dates

Express dates in the 'date month year' format, e.g. 10 September 2017.

Ranges within the same month are expressed with a hyphen, e.g. 10-11 September 2017.

Ranges spanning two months should be expressed with 'to', e.g. 10 September to 9 October 2017.

Quotes

Quotes from interviewees should be contained in double quotation marks with punctuation inside the quotation marks, e.g.

"The publication of Mary Shelley's iconic *Frankenstein* will reach its 200th anniversary in 2018," says librarian Martha Tweed-Cardigan.

Standalone quotes should include a full stop inside the quotation marks, e.g.

“The publication of Mary Shelley’s iconic *Frankenstein* will reach its 200th anniversary in 2018.”

Active voice

Story descriptions should be written in the active voice, putting the identity of the guest or subject first, followed by the name of the interviewer and program, e.g.

“The publication of Mary Shelley’s iconic *Frankenstein* will reach its 200th anniversary in 2018,” says librarian Martha Tweed-Cardigan.

Ms Tweed-Cardigan joins *Breakfast’s* Jennie Lenman to tell us how the State Library will be celebrating the event.

For more, including acceptable terminology around LGBT, race and ethnicity, and ATSI issues, plus templates for social media, see the [Radio Adelaide Online Style Guide](#) on the [Resources page](#).

Check layout

The body of your story should be laid out in order of description, audio file (with a space above and below), producer credit, image credit, e.g.

“The publication of Mary Shelley’s iconic *Frankenstein* will reach its 200th anniversary in 2018,” says librarian Martha Tweed-Cardigan.

Ms Tweed-Cardigan joins *Breakfast’s* Jennie Lenman to tell us how the State Library will be celebrating the event.

<space>

[Audio File]

<space>

Produced by John Smith

Image source: [Wikimedia Commons](#)

Publish story

Once you have

1. added a descriptive title within 50 characters



2. added an informative description
3. added a main category and any other relevant categories
4. added your program tag
5. added an appropriate feature image and
6. properly attributed the image (if necessary)

you can publish your story!

If it's a new story that can be published immediately, simply go to the *Publish* box in the top-right of screen and click *Publish*.

In some cases, you may want to backdate or schedule your story to post at a later time or date. To do this:

1. Go to the *Publish* box in the top-right of screen.
2. Next to *Publish immediately*, click *Edit*.
3. Adjust the date and time accordingly.
4. Click *OK*.
5. Click *Schedule*.

Access your program's stories

To see or provide a link to all of the stories posted by your program, go to the *Stories* page on the website and, in the table of tags in the right-hand column, select your program tag.

This will filter the page to display stories by your program. The URL created can be used to provide a link to your program's stories on the website and will automatically update each time it is clicked to show your program's latest stories.