MediaWire Blogs Editorial Process

**Round 1: Blogger emails to tell you that copy is in WordPress for you to review.**

1. Skim the piece and get a quick grasp of the major points. All of the bloggers are well-trained at this point and usually do not bury the lede, but every once and a while they do, so it's worth getting a 50K foot view before you burrow in. If you think something is a hotter lede or needs to be up top, note that in CAPS right above the byline.

2. Make sure that the byline and footer are on the blog. Almost all of them forget one or the other. See the style guide for info on how footers and bylines should look.

3. Make sure the blog has the appropriate category marked. It's in the right hand side, underneath the tagging module.

4. Edit peice for grammar and style. You do not generally need to note cuts, unless the change could potentially misinform the reader. If a sentence is awkward, note it in CAPS and ask the blogger to rephrase. If you rewrite anything, put that text in bold. If they approve of the change, they will take the bold off.

5. Check all links as you go, making sure that they are coded as bit.ly links, go to the correct outlet, reference the correct article, and mention the correct author. Give each article a quick skim. If an article seems contradictory to what the blogger is reporting, note that in CAPS in the text. (This almost never happens, but is worth keeping an eye out for.)

6. I like to enter tags in as I edit. Make sure that you use tags for TMC members, people, and issues. Zach, Sarah and Erin are good at adding tags as well, but Lindsay always forgets.

7. Run through peice again and add sub-heads. Subheads are typically 3-5 words long and help break up the text.

8. Save often, but do not hit publish! Once you're done, save and exit, and email the blogger that it is their turn to review.

**Round 2: blogger has completed edits and requested changes**

1. Review all changes, making notes in CAPS and bold as needed.

2. Double check links.

3. Send back to blogger to get HTML and prep email/google doc. If more changes are needed before we move to publishing, repeat step 1-2 as needed.

**Once published:**

1. It's time to do some final tweaks to the HTML. We can't send out the code with a photo in it, as that coding will be incompatible with many CMS. We have to add pictures after the blog has been published and the blogger is out of WordPress. So, in order to add a photo, go to Flickr's advanced search, enter a term (like "piggybank" or "immigration march"), and click the box that says "Only search within Creative Commons-licensed content." Once you find an image, click "all sizes," then "small." CTRL + click on the image and select "copy image location"

2. Go back into wordpress to edit the blog. You're going to insert the picture in the blog. Put the cursor on the first line of the blog, then click "add an image" (it's above the text field next to upload/insert. A screen will come up, click "from URL" tab. Paste the URL for the picture into the line that says "image URL" and then, in the alt text, write "Image courtesy of Flickr user XYZ, via Creative Commons License." Make sure that the image is aligned to the right and click "insert into post."

3. Last step: Add a jump to the blog so that it doesn't take up all of the homepage. Scroll down 2-3 grafs and hit the "insert more" command. Now click the blue Update button, and you're done!