

NMB Press Release Documentation

Creating Press Releases in Adobe Contribute

New press releases are created as web pages using Adobe Contribute.

- 1) Open Adobe Contribute
- 2) Click the *Connect* button. Contribute will connect and do some synchronization of template files.
- 3) From the top menu choose *File > New*
This will display a popup titled *New Web Page or Blog Entry*
- 4) Select *press-release* from the *Templates* folder.
- 5) At the bottom right of the window enter the *Page title*: This should match the press release title.
- 6) Click *Ok* and Contribute will switch to editing a new draft.
- 7) Fill in the correct information for the press release.
You can copy and paste but be careful as pasting directly from Word can insert non-standard characters such as fancy double quotes “ which do not translate to html well and may show up as odd characters once viewed in a web browser.
- 8) Once you have completed editing the page click the *Publish* button.
- 9) Contribute will display a popup alert about visitors not being able to find the page until it is linked to. The Press Releases section of the NMB Admin backroom will create the links for us, so select the *Yes* button indicating that it is ok to publish the page without linking to it.
- 10) Contribute will display a *Publish New Page* popup:
 - a. Click the *Choose Folder* button.
 - b. Double click the *press* folder, and then double click the *releases* folder. This will save our file as a subpage of <http://www.nmbtc.com/press/releases/>.
 - c. At the bottom of the screen click *Select “releases”*
 - d. Enter a *Filename*: based on the date of the release. In the format *YYYY-MM-DD.html*. Example: *2009-08-11.html*
 - e. At the bottom of the screen you will see the *Web address*: for the new page. Example: <http://www.nmbtc.com/press/releases/2009-08-11.html>
 - f. Click *Publish* to create the new page.
- 11) Contribute will display a *Congratulations* popup, and then navigate to your new page.
- 12) At the top of the window is a textbox titled *Address*:. Copy this address, you will use it in the NMB Admin backroom to create links to the new press release.
- 13) At this point, check your page to ensure everything looks right. If needed, click the *Edit Page* button at the top of the screen to make corrections.
- 14) Once everything looks good you can close Contribute.

Editing Press Releases in Adobe Contribute

If you need to make changes or corrections to an existing press release, you do so using Adobe Contribute.

- 1) Open Adobe Contribute
- 2) Click the *Connect* button. Contribute will connect and do some synchronization of template files.
- 3) Navigate to the existing page you wish to edit. You can do this using either the site menus, just as if you were browsing the website, or by directly entering the URL in the *Address* pane. So for example, you would use the NMB menus to navigate to *Press & Articles > Press Releases*, and then click on the link to the press release you wish to edit. Or directly enter the address, such as <http://www.nmbtc.com/press/releases/2009-08-11.html>
- 4) At this point, you would click the *Edit Page* button at the top left of the window. Contribute will create a draft of the page for you to begin making your changes.
- 5) Once your changes are completed, click the *Publish* button to save your changes to the website.
- 6) Make sure to check that your changes are visible, and that no problems arose in the publishing process.

Managing News and Press Release Listings.

The home page News and Press Release page listings are managed via the NMB Admin backroom.

- 1) Open the [NMB Admin backroom](#)
- 2) Select the *Press Releases* menu option.
- 3) You will be presented with a list of all the current articles.
Note: Not all of these may show up. Due to space constraints the system is configured to list only the five most recent articles (by date) in the NEWS box on the right side of the home page, and the ten most recent articles (by date) on the Press Releases page.
- 4) Click the *New Article* button.
- 5) Fill in the Date, Title, and Link fields.
 - Dates should be entered in standard US date format of *MM/DD/YYYY*.
 - **DO NOT ENTER FUTURE DATED ARTICLES.** Articles which are time sensitive should NOT be entered until they are considered safe for public release. Once you publish these changes they will be available to the public on the website, regardless of what date you enter.
 - The title does not have to match the press release. You can enter a shortened title if needed.
 - Use the link supplied by Contribute in step 12 above.

- 6) Once you are satisfied, click *Save Article*. This will not publish the article yet, it will only save the data you entered.
- 7) This will return you to the Press Release listing, and you should see your new article in the list. You can use the *View* icon to open your press release in a new browser window.
- 8) You can use the *Edit* icon to edit your entry, or the *Delete* icon to remove it.
- 9) If you are satisfied with the list, click the *Publish Changes* button to save your changes to the website.
- 10) Now proof the website to make sure your listing shows up correctly, and that the links work.

Places to check include:

- > The News box on the home page
- > Press & Articles > Press Releases