Beyond the Blog

WordPress as a comprehensive CMS for media organizations

Stephen Tiszenkel
President
Hammerhed Content Management Solutions
Who am I?
Why am I here?
Stephen Tiszenkel

- Digital product professional for 20+ years
- WordPress user and developer since 2003
- Birthday buddy with WordPress
- Host of The New England Tech Podcast

www.tiszenkel.com
Where I’ve been
- Founded in 1990
- Shown in schools to grades 3-12
- Alumni include Anderson Cooper, Maria Menounos, Serena Altschul, Scott Evans, Steven Fabian
- 6 million daily viewers in 2008
The big problem: Channel One’s business model was out of date, and the technology didn’t support the new business model.
The old business model

- 19-inch CRT televisions in every classroom
- Show beamed to schools via satellite
- All classes required to watch show more than 90% of school days
- 10 minutes of news, 2 minutes of ads
- Digital focus on students
The evolved business model

- Teachers show program via interactive whiteboard or projector
- More classes watch without ads
- Classrooms or schools pay for curriculum package
- Curriculum includes daily interactive teaching tools and access to video archive
- Increased digital focus on teachers
The technology

- Multiple content-management systems inherited from different corporate parents
- Difficult to create new templates/content types
- Hierarchical information architecture
- No paywall
One obvious solution ...
(An important note)
**WordPress**

- Already in limited use on site
- In-house expertise
- Easy for editors
- Easy for developers
- Larger community
- *What about me?*

**Drupal**

- No existing infrastructure
- No developers
- Steeper learning curve
- Less-elegant UI
- Smaller community
- *What about me?*
“JUST A BLOGGING PLATFORM”
The prestige argument
“JUST A BLOGGING PLATFORM”

(But the prestige argument would be more convincing today)
The innovation argument
Who?
Let's build it! You need the skills or the resources, but WordPress makes it fast and easy.
Education Nation

- My own server
- Developed outside of work hours
- BuddyPress and registration system
- Multisite
- Access control
- Quizzes
- Slideshows
- Social elements/groups
- Content uploads
- No blog elements
Success! And now for the hard part ...
All Digital Library

SS United States is being prepared for a new life

A Reborn Language

FIFA waits to find out ‘scale of damage’ at venue

Generation Money

Ill. tornado

The site seems to be showcasing various news articles and highlights, including digital library updates, historical events, language rebirth, football damage assessments, money management, and tornado information.
The biggest challenges

- Multiple post types with major differences between them
- Wire content
- Hybrid automation/editorial control

(Other challenges covered in eight-hour version of this talk)
Combination of free plugins, premium plugins and custom development
Challenge:
Multiple Post Types
Solution:

Custom Post Type UI

https://wordpress.org/plugins/custom-post-type-ui/
Add/Edit Post Types

Select: Videos

**Basic settings**

**Post Type Slug**

- video
  - The post type name/slug. Used for various queries for post type content.
  - Slugs should only contain alphanumeric, latin characters. Underscores should be used in place of spaces. Set "Custom Rewrite Slug" field to make slug use dashes for URLs. DO NOT EDIT the post type slug unless also planning to migrate posts. Changing the slug registers a new post type entry.

- Migrate posts to newly renamed post type?

**Plural Label**

- Videos
  - Used for the post type admin menu item.

**Singular Label**

- Video
  - Used when a singular label is needed.

**Additional labels**

**Post Type Description**

Perhaps describe what your custom post type is used for?

**Menu Name**

(e.g. My Movies)

Custom admin menu name for your custom post type.
<table>
<thead>
<tr>
<th>Setting</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>True</td>
<td>(CPT UI default: true) Whether or not posts of this type should be shown in the admin UI and is publicly queryable.</td>
</tr>
<tr>
<td>Publicly Queryable</td>
<td>True</td>
<td>(default: true) Whether or not queries can be performed on the front end as part of parse_request()</td>
</tr>
<tr>
<td>Show UI</td>
<td>True</td>
<td>(default: true) Whether or not to generate a default UI for managing this post type.</td>
</tr>
<tr>
<td>Show in Nav Menus</td>
<td>True</td>
<td>(CPT UI default: true) Whether or not this post type is available for selection in navigation menus.</td>
</tr>
<tr>
<td>Show in REST API</td>
<td>False</td>
<td>(default: false) Whether or not to show this post type data in the WP REST API.</td>
</tr>
<tr>
<td>REST API base slug</td>
<td></td>
<td>Slug to use in REST API URLs.</td>
</tr>
<tr>
<td>Has Archive</td>
<td>False</td>
<td>(default: false) Whether or not the post type will have a post type archive URL.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Slug to be used for archive URL.</td>
</tr>
<tr>
<td>Exclude From Search</td>
<td>False</td>
<td>(default: false) Whether or not to exclude posts with this post type from front end search results.</td>
</tr>
<tr>
<td>Capability Type</td>
<td>post</td>
<td>The post type to use for checking read, edit, and delete capabilities.</td>
</tr>
<tr>
<td>Hierarchical</td>
<td>False</td>
<td>(default: false) Whether or not the post type can have parent-child relationships.</td>
</tr>
<tr>
<td>Rewrite</td>
<td>True</td>
<td>(default: true) Whether or not WordPress should use rewrites for this post type.</td>
</tr>
<tr>
<td>Custom Rewrite Slug</td>
<td></td>
<td>Custom post type slug to use instead of the default.</td>
</tr>
</tbody>
</table>
Add/Edit Taxonomies

Basic settings

Taxonomy Slug *
grades
The taxonomy name/slug. Used for various queries for taxonomy content.
Slugs should only contain alphanumeric, latin characters. Underscores should be used in place of spaces. Set "Custom Rewrite Slug" field to make slug use dashes for URLs.
DO NOT EDIT the taxonomy slug unless also planning to migrate terms. Changing the slug registers a new taxonomy entry.

☐ Migrate terms to newly renamed taxonomy?

Plural Label *
Grades
Used for the taxonomy admin menu item.

Singular Label *
Grade
Used when a singular label is needed.

Attach to Post Type *
Add support for available registered post types. At least one is required.

☐ Posts (WP Core)
☐ Pages (WP Core)
☐ Media (WP Core)
☐ Rcpics
☐ Videos

Save Taxonomy  Delete Taxonomy
<table>
<thead>
<tr>
<th>Setting</th>
<th>Default Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>True</td>
<td>Whether or not the taxonomy should be publicly queryable.</td>
</tr>
<tr>
<td>Hierarchical</td>
<td>False</td>
<td>Whether the taxonomy can have parent-child relationships.</td>
</tr>
<tr>
<td>Show UI</td>
<td>True</td>
<td>Whether to generate a default UI for managing this custom taxonomy.</td>
</tr>
<tr>
<td>Show in menu</td>
<td>True</td>
<td>Whether to show the taxonomy in the admin menu.</td>
</tr>
<tr>
<td>Show in nav menus</td>
<td>True</td>
<td>Whether to make the taxonomy available for selection in navigation menus.</td>
</tr>
<tr>
<td>Query Var</td>
<td>True</td>
<td>Sets the query_var key for this taxonomy.</td>
</tr>
<tr>
<td>Custom Query Var String</td>
<td></td>
<td>Sets a custom query_var slug for this taxonomy.</td>
</tr>
<tr>
<td>Rewrite</td>
<td>True</td>
<td>Whether or not WordPress should use rewrites for this taxonomy.</td>
</tr>
<tr>
<td>Custom Rewrite Slug</td>
<td></td>
<td>Custom taxonomy rewrite slug.</td>
</tr>
<tr>
<td>Rewrite With Front</td>
<td>True</td>
<td>Should the permastruct be prepended with the front base.</td>
</tr>
<tr>
<td>Rewrite Hierarchical</td>
<td>False</td>
<td>Should the permastruct allow hierarchical urls.</td>
</tr>
<tr>
<td>Show Admin Column</td>
<td>False</td>
<td>Whether to allow automatic creation of taxonomy columns on associated post-types.</td>
</tr>
<tr>
<td>Show in REST API</td>
<td>False</td>
<td>Whether to show this taxonomy data in the WP REST API.</td>
</tr>
</tbody>
</table>
Solution (and MVP): Advanced Custom Fields

https://wordpress.org/plugins/advanced-custom-fields/
On today's show, we take a closer look at the lasting impact of Hurricane Harvey.
Co-MVP:
Advanced Custom Fields
Flexible Content Field
| **Headline** | Harvey devastates Texas coast |
| **Post ID** | 4506 |
| **Subhed** | With more rain to come, U.S. and local officials struggle to contain the damage from the worst hurricane since Katrina. |

![Image](image-url)
<table>
<thead>
<tr>
<th>Column 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Article</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Ooyala ID</td>
</tr>
<tr>
<td>YouTube ID</td>
</tr>
<tr>
<td>Title</td>
</tr>
<tr>
<td>Subbed</td>
</tr>
<tr>
<td>Image</td>
</tr>
</tbody>
</table>

No image selected  Add Image
<table>
<thead>
<tr>
<th>Column 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Article</td>
<td></td>
</tr>
<tr>
<td><strong>2</strong> Video</td>
<td></td>
</tr>
<tr>
<td><strong>3</strong> Video</td>
<td></td>
</tr>
</tbody>
</table>

### Video Details
- **Ooyala ID**: 
- **YouTube ID**: [http://www.youtube.com/watch?v=](http://www.youtube.com/watch?v=)
- **Title**: 
- **Subhed**: 
- **Image**: [No Image selected](#) [Add Image]

<table>
<thead>
<tr>
<th>Column 4</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4</strong> AP Content Slot</td>
<td></td>
</tr>
</tbody>
</table>

**Categories to Include**
- Sports

**Categories to Exclude**
- Hockey
- Basketball

[Add Content Block]
Challenge:
Wire Content
Challenge: **Wire Content**

- Many media organizations rely on wire content, most commonly from AP
- AP content is very expensive, so critical mass of users doesn’t exist to support plugin development
Solution: NNTN

- Custom-built plugin
- Imports AP content at user-defined intervals
- All content automatically categorized/tagged
- Runs on separate WordPress instance
- Photos only imported on first page view
- Posts can be frozen
Challenge:
Hybrid Automation/
Editorial Control
Solution: AP Content Slots

- Uses Advanced Custom Fields
- Theme built to fill slot automatically with latest post in AP category
- Editor can require or exclude tags
- Other stories used on page automatically excluded
- Variation: Latest blog post
43 plugins
17 templates
Other Key Plugins

- **Access control**: Wishlist Member
  
  https://member.wishlistproducts.com/

- **Content cleanup**: Post Expirator
  
  https://wordpress.org/plugins/post-expirator/

- **Account Management**: Theme My Login & Cimy User Extra Fields
  
  https://wordpress.org/plugins/theme-my-login/
  https://wordpress.org/plugins/cimy-user-extra-fields/

- **Slideshows**: Royal Slider
  
  http://dimsemenov.com/plugins/royal-slider/wordpress/

- **URLs**: Simple 301 Redirects & Custom Permalinks*
  
  https://wordpress.org/plugins/simple-301-redirects/
  https://wordpress.org/plugins/custom-permalinks/

*Note: Custom Permalinks plugin does not work when Edit Flow plugin is enabled
Any Questions?