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Miles Contact Information

FOR IMMEDIATE ISSUES regarding urgent website development, time-sensitive information, or security, email Response@MilesMedia.com, copy Susie.Kardas@MilesPartnership.com, AS WELL AS call Susie Kardas at 901-240-3548.

FOR ADDITIONAL ISSUES such as adding non-urgent items to the site, scheduling out tasks, questions about the site or CMS, or any other updates to the site, contact Susie Kardas.

Name	Email Address	Phone Number
Website Response Team	Response@MilesMedia.com	--
Susie Kardas	Susie.Kardas@MilesPartnership.com	901-240-3548

Image Sizes

Hero Images

- 1200x600

Related Content Images

- 300x400

Featured Full Width Article

- 1200x400

Featured Article

- 1200x400

Article Hero

- 1200x600

How to Log In

1. Go to <http://arkansas.com/user>
2. Enter your user name and password
3. Click Log in

How to Add Articles

On the top admin bar, hover over Content

Select Add Content

Select Article

Enter the information for Title, Author, and Date Published

Select a Teaser Image

- a. This will serve as the promo for the article
- b. All articles should have a teaser image attached
- c. The preferred image size is 320x180

Select a Hero Image

- d. This will be the first image
- e. This is optional; not all articles have to have a hero image
(although it's recommended on all Discover Arkansas featured stories)
- f. The preferred image is 800x450

▼ **TEASER IMAGE**

Preferred image size is 320x180 pixels.

Select files

[Show row weights](#)

Preview	Filename	Metadata	Operations	Order
No files yet				

▼ **HERO IMAGE**

Minimum image size is 800x450. Image will crop to 16:9 aspect ratio.

Select files

[Show row weights](#)

Preview	Filename	Metadata	Operations	Order
No files yet				

Enter the Article Summary/Meta Description

- g. This is the preview text for your article that should be keyword focused and a high level summary of your article
- h. This should be around 100-150 characters; max 200 characters

Select components under page layout

- i. To add body copy -- select single column text
- j. To add have two columns -- select two column text
- k. To add callout quotes -- select blockquote
- l. To add image as a component -- select images(s)

Add Related tags

- m. Tag any relevant categories, cities, and regions
- n. These are how articles show up on related pages

▼ RELATED

Categories

Choose some options

Cities

Choose some options

Regions

|

Central

Lower Delta

North Central

Northwest

Southwest

Upper Delta

Click Save

Arkansas.com: Create monthly articles/Discover Arkansas section

1. Log in to CMS → Content → Add Content → Discover Arkansas Issue
 - a. Title: Pull from theme on content calendar
 - b. Teaser Image: Pull seasonal photo from MediaValet or an article
 - c. Published Date: Pull from Discover Arkansas live date on content calendar
 - d. Summary / Meta Description: Surmise from the text provided on the task
 - e. Letter from Editor Title: Pull from theme on content calendar
 - f. Letter from Editor: Copy from the text provided on the Basecamp task
 - g. Editor Info (Name, Title, Photo): Leave blank
2. Cover Stories:
 - a. Pick the top 2-3 articles submitted; these should be evergreen, well written with great imagery and are easy to read
 - b. Under Cover Stories, select Featured Article - Full Width and click Add New Component
 - c. Image: pull from article
 - d. Featured Article Type Label: Cover Story
 - e. Title: Use the title of the article
 - f. Summary Text: DO NOT ENTER
 - g. URL: you can type the title of the article to search for it.
 - h. Link text: Read more
 - i. Click Create Component
 - j. Repeat for each cover story
3. For the LAST cover story, click the Add Existing Component button
 - a. Type Featured Content Block and select it
 - b. Click Add Component
4. Featured Stories: must have 4 or 6
 - a. Select stories to feature
 - b. Under Featured Stories, click Add New Component
 - c. Title: same as the title of Discover Arkansas
 - d. Articles Size: select large
 - e. For each Sponsored/Featured article insert:
 - f. Image: pull from article
 - g. Subtitle/Title: Use the title of the article
 - h. Ex) Facing your fear: Horror in the Hollow
(Subtitle) Facing your fear:
(Title) Horror in the Hollow
 - i. Ex) The best places to survive a zombie apocalypse in Arkansas
(Subtitle) Best places to survive a
(Title) Zombie apocalypse
 - j. Description: DO NOT ENTER
 - k. URL: you can type the title of the article to search for it.
 - l. Link text: Read more

- m. Click Create Component
5. When in doubt, look at previous issues: arkansas.com/discover-arkansas/archive
6. To publish
 - a. Edit the Discover Arkansas issue
 - b. On the right hand side, click Scheduling Options
 - c. Enter the date the posts should be live
 - i. Do NOT enter an unpublished date
 - d. Scroll to the bottom and click publish
 - e. Click save
 - i. The post will automatically publish on the date you entered

Components - Help Me, Rhonda!

All components can be found under page layout (below Article Summary/Meta Description)

Important Things to Note:

- The main copy goes under the text components (single column or two columns)
- DO NOT put the main article copy under the Article Summary/Meta Description
- Article Summary/Meta Description should be a ~100 word teaser for your article
- You can add an existing component to your article if you already have one built

Title *

- None -

mm/dd/yyyy

► TEASER IMAGE

► HERO IMAGE

Format  **B** *I* I_x                             

[About text formats](#)

PAGE LAYOUT

Blockquote

Add new component

Add existing component

- ▶ **Blockquote**
- Featured Article - Full Width
- Featured Article - Full Width

☐ [HTML/CSS/JS](#)

Hero - Cinemagraph	
Hero - Photo	

Hero - Video
Image Menu

Image(s)

Add new component

Add existing component

Blockquote - insert a quote within an article or page

1. Under page layout, select Blockquote
2. Click add new component
3. Make the title something you can refer back (ie- Broyle's Razorback Quote)
 - a. Note: This title does NOT appear on the article
4. Under text, enter the quote
 - a. If it is a quote, be sure to put quotations around the actual quote and cite the source within the quote or directly before.
5. Click create component
6. Click save

Example of a Blockquote below

Searvogel, who is in his early 50s, has done many training rides in Arkansas over the years.

"Little Rock has a very strong cycling scene. There are lots of very competitive people that train and race out of Little Rock. And there are different clubs that ride all of time. It is just very diverse. "

Featured Article Full Width - mainly for highlighting key articles on the homepage and Discover Arkansas

1. Under page layout, select Featured Article - Full Width
2. Click add new component
3. Click Image and select files
4. Upload your image and click select entities
5. Click use selected
6. Add image alternative text
 - a. This is a brief (under 15 words) description of the image (ie - Mountain bikers ride Fossil Flats trail at Devil's Den)
7. Select a article label (ie - cover story or photo essay)
8. Make the title something you can refer back (ie- Cycling and Craft Beer Feature Article)
 - a. Note: This title does NOT appear on the component
9. Optional: add summary text to give a brief overview
10. Under URL, type in the name of the article or insert the link
11. Under link text, type the call-to-action (ie - read more or discover our trails)
12. Click create component
13. Click save

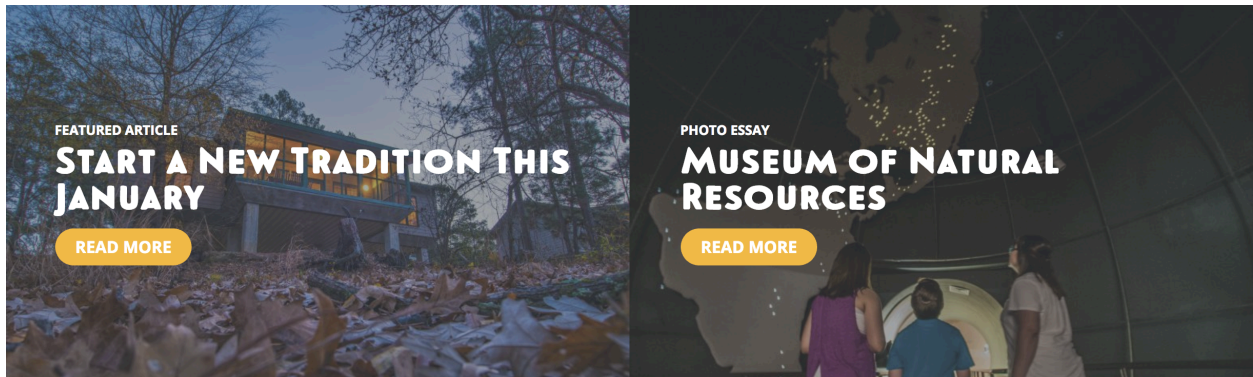
Example of a Full Width Featured Article



Feature Articles

1. Under page layout, select Featured Article
2. Click add new component
3. Make the title something you can refer back (ie- Cycling and Craft Beer Feature Article)
 - a. Note: This title does NOT appear on the component
4. Select the Article Size
5. Click Image and select files
6. Upload your image and click select entities
7. Click use selected
8. Add image alternative text
 - a. This is a brief (under 15 words) description of the image (ie - Mountain bikers ride Fossil Flats trail at Devil's Den)
9. Add article subtitle (this should be the article type; ie - featured article or photo essay)
10. Add article title (name of the actual article)
11. Optional: Add a brief description
12. Under CTA URL, type in the name of the article or insert the link
13. Under link text, type the call-to-action (ie - read more or discover our trails)
14. Click add featured article and repeat steps above OR click create component
15. Click save

Example of Featured Articles



YouTube Video - insert youtube video

1. Under page layout, select Youtube Video
2. For Title, use the title of the video on youtube
 - a. Note: This title does NOT appear on the component
3. For YouTube URL, paste the Youtube link
4. Click create component
5. Click save

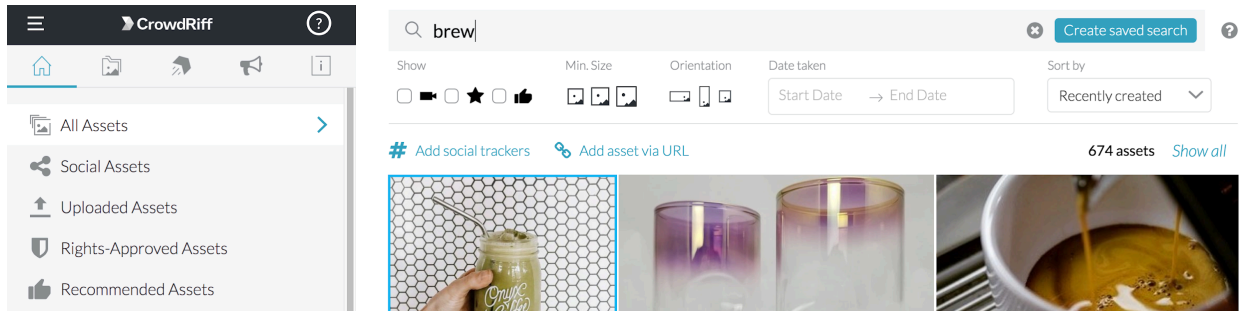
HTML/CSS/JS - insert video embed codes and other coded content

1. Under page layout, select HTML/CSS/JS
2. Click add new component
3. Make the title something you can refer back (ie- Arkansas Statewide Tourism Video)
 - a. Note: This title does NOT appear on the component
4. Under HTML, you'll enter the code
5. Click create component
6. Click save

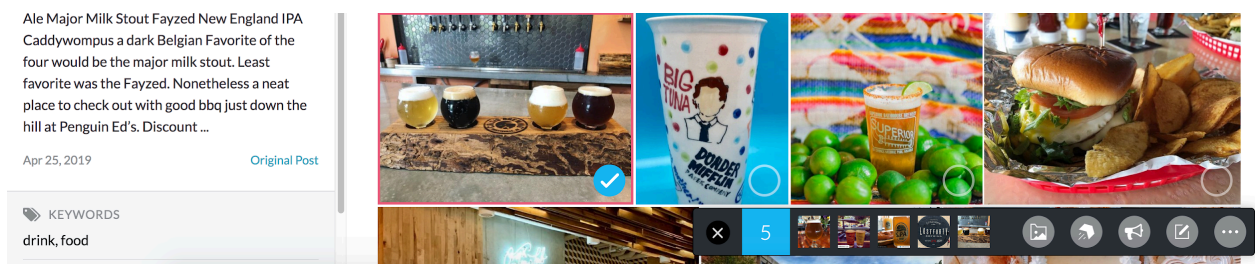
Insert a Crowdriff Gallery

Reference: <https://crowdriff.com/ONBOARDING/>

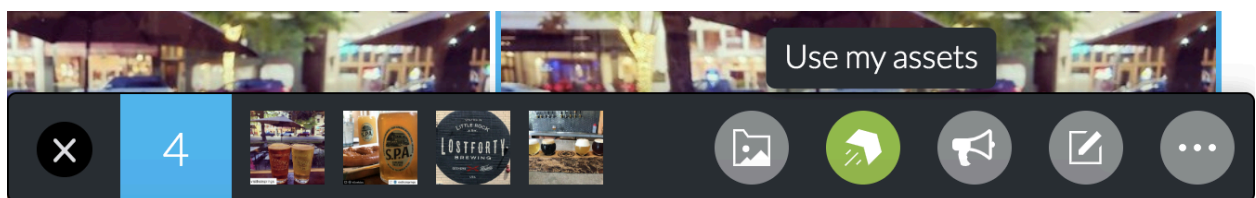
1. Create the gallery
 - a. On the top bar, where it says “Search your assets”



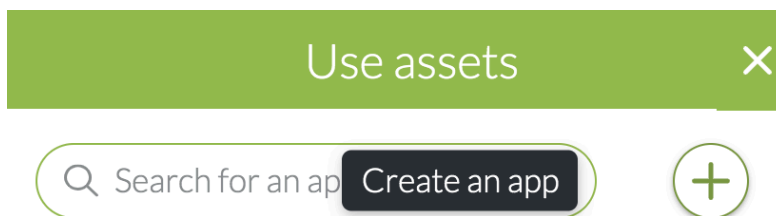
- b. Find photos you want to populate in your gallery and select them by clicking the circle in the bottom right corner.
 - c. As you add photos, they'll start to display in a black toolbar on the bottom right



- d. Once you've selected all of the photos you want to show up on the gallery, click the second icon that looks like a chevron



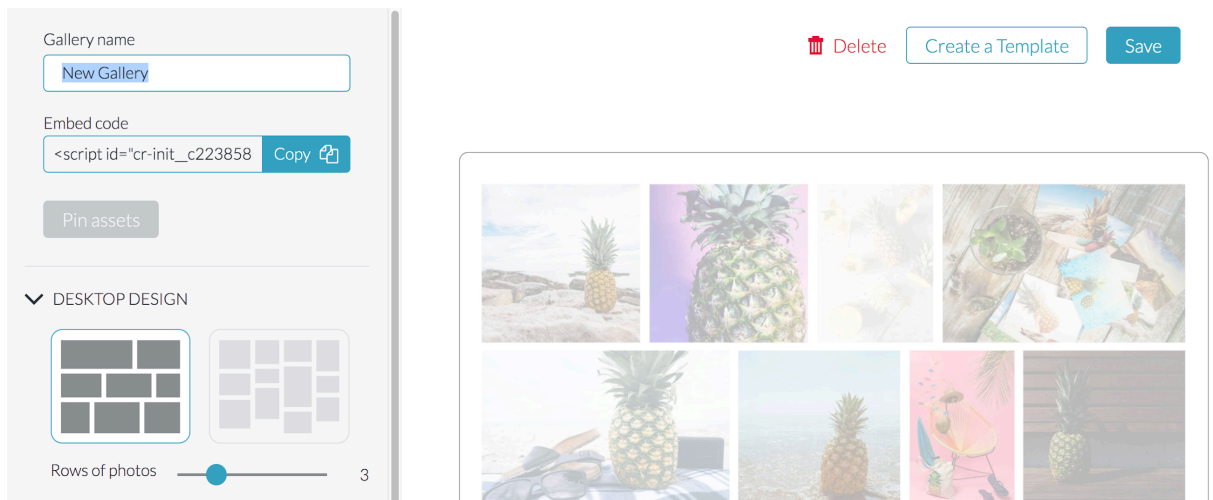
- e. On the popup, click the plus sign at the top to create an app



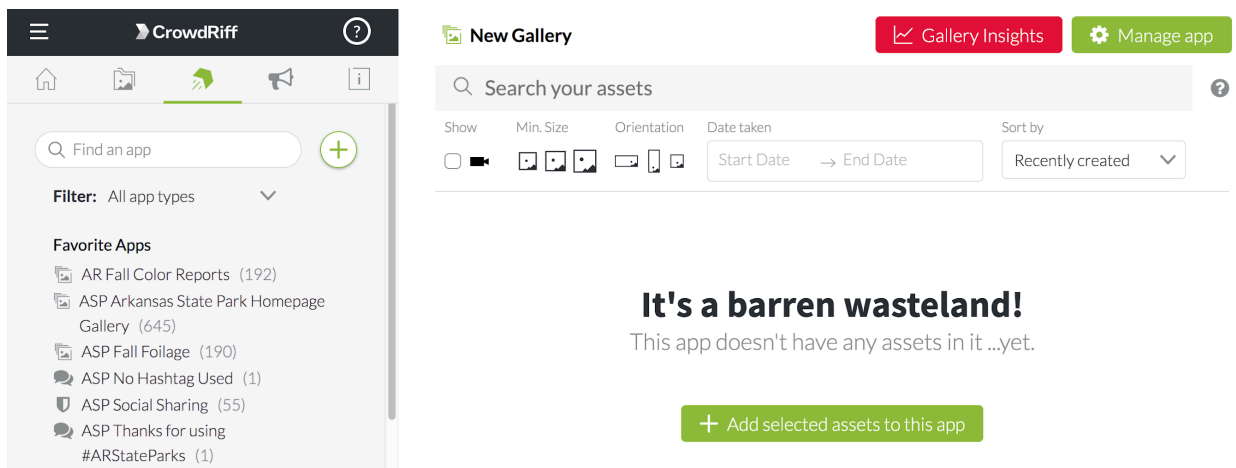
Filter: All app types ▼

- f. On the Create an app page, click gallery app

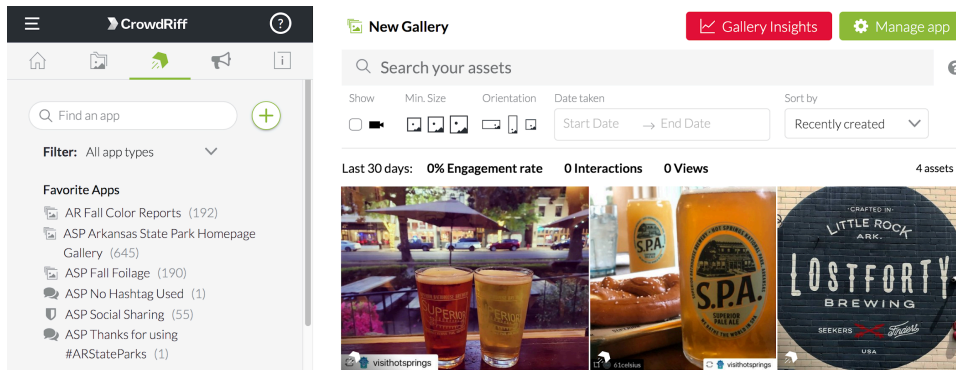
- g. Under Gallery Name, Type a name for your photo gallery
- h. Click save



- i. You'll see a page that says "It's a barren wasteland! This app doesn't have any assets in it ...yet."
- j. Click the button that says "Add selected assets to this app" and your photos should display



- k. On the top right corner, click the Manage App button



- I. Under Gallery Name, there is an embed code. Click copy
 - i. **You'll use this code to insert the gallery into the website via the HTML/CSS/JS component. Follow the instructions below.**
2. Add the gallery to a page or article on arkansas.com
 - a. Under page layout, select HTML/CSS/JS
 - b. Click add new component
 - c. Make the title something you can refer back (Fishing at Lake Dardanelle Crowdriif Gallery)
 - i. Note: This title does NOT appear on the component
 - d. Under HTML, you'll enter the code
 - e. Click create component
 - f. Click save

Hero - Cinematography

1. Under page layout, select Hero - Cinematography
2. Click add new component
3. Make the title something you can refer back (ie- Mountain Biking at Devil's Den Image)
 - a. Note: This title DOES appear on the article
4. Optional: add subtitle
5. Optional: Add URL and CTA text
6. Click Desktop
 - a. Add both MP4 and WebM files
 - b. Image size: 2000x1000
7. Click Mobile
 - a. Add both MP4 and WebM files
 - b. Image size: 640x640
8. Click create component
9. Click save

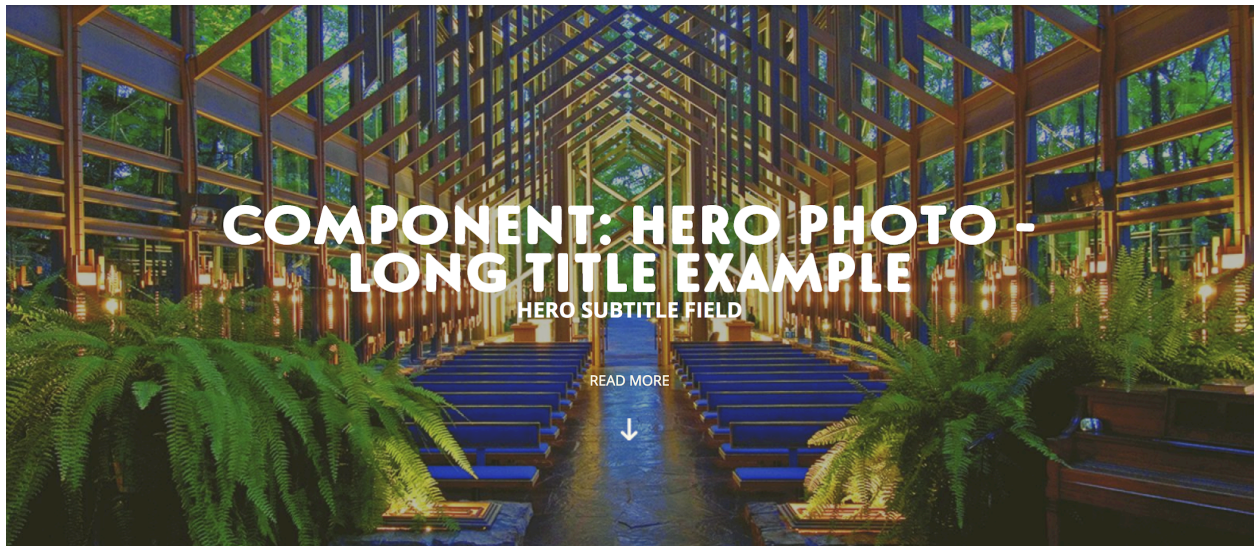
Example of Hero Cinemagraph



Hero - Photo

1. Under page layout, select Hero - Photo
2. Click add new component
3. Click hero image
4. Make the title something you can refer back (ie- Mountain Biking at Devil's Den Image)
 - a. Note: This title DOES appear on the component
5. Optional: add hero subtitle
6. Click Image and select files
7. Upload your image and click select entities
8. Click use selected
9. Add image alternative text
 - a. This is a brief (under 15 words) description of the image (ie - Mountain bikers ride Fossil Flats trail at Devil's Den)
10. Optional: Add URL and CTA text
11. Click create component
12. Click save

Example of Hero Photo



Hero - Video

1. Under page layout, select Hero - Video
2. Click add new component
3. Make the title something you can refer back (ie- Mountain Biking at Devil's Den Image)
 - a. Note: This title DOES appear on the article
4. Click cover image
5. Click Image and select files
6. Upload your image and click select entities
7. Click use selected
8. Add image alternative text
 - a. This is a brief (under 15 words) description of the image (ie - Mountain bikers ride Fossil Flats trail at Devil's Den)
9. Optional: add hero subtitle
10. Under video, paste the YouTube URL
11. Click create component
12. Click save

Example of a Hero Video

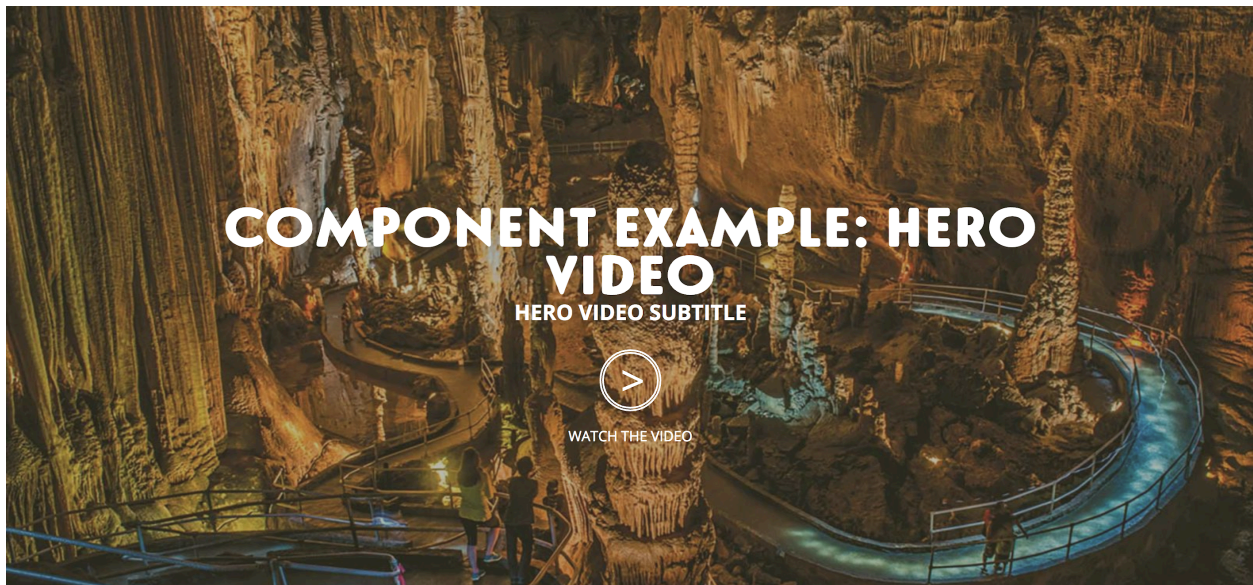


Image Menu

1. Under page layout, select Image Menu
2. Click add new component
3. Make the title something you can refer back (ie- Mountain Biking at Devil's Den Image)
 - a. Note: This title does NOT appear on the component
4. Enter an image URL and CTA
5. Enter an image title
 - a. Note: This title DOES appear on the component
6. Click add image menu for another item OR click create component
7. Click save

Example of the Image Menu



Image(s) - insert one full width image or two side by side images

1. Under page layout, select Image(s)
2. Click add new component
3. Make the title something you can refer back (ie- Mountain Biking at Devil's Den Image)
 - a. Note: This title does NOT appear on the component
4. Under image, select choose file
5. Locate your file and click open
6. Add image alternative text
 - a. This is a brief (under 15 words) description of the image (ie - Mountain bikers ride Fossil Flats trail at Devil's Den)
7. If you want the image to link outside of the article, insert the URL under image link
8. Either click add image and repeat the steps or click create component
9. Click save

Example of Featured Articles



Component Example: Image(s) - 1 of 2



Component Example: Image(s) - 2 of 2

Promo

1. Under page layout, select Promo
2. Click add new component
3. Make the title something you can refer back (ie- Mountain Biking at Devil's Den Image)
 - a. Note: This title does NOT appear on the component
4. Under image, select choose file
5. Locate your file and click open
6. Add image alternative text
 - a. This is a brief (under 15 words) description of the image (ie - Mountain bikers ride Fossil Flats trail at Devil's Den)
7. Optional: Add component subtitle
8. Add title
 - a. Note: This title DOES appear on the component
9. Add promo link and CTA
10. Add another promo or click create component
11. Click save

Example of a Promo



Related Content - show similar content that the reader might be interested in

1. Under page layout, select Related Content
2. Click add new component
3. Make the title something you can refer back (ie- Mountain Biking at Devil's Den Image)
 - a. This DOES appear in the component
4. Optional: add subtitle
5. Under related, choose all relevant titles

Example of Related Content

COMPONENT SUBTITLE

COMPONENT EXAMPLE: RELATED CONTENT



World Record Cyclist
Shares his Favorite Rides



New Exhibit at Old State
House Museum
Showcases Bicycling in
Arkansas



Fun with the family this
March



Crater of Diamonds State
Park has record year

Single Column Text - insert the main copy of an article or page

1. Under page layout, select Single Column Text
2. Click add new component
3. Make the title something you can refer back (ie- Big River Crossing Article Main Copy)
 - a. Note: This title does NOT appear on the component
4. Under text, insert the body of the article
5. Format the text within the article
 - a. You can add headers by highlight the header text, clicking normal, and selecting heading 2
 - b. All other text should be 'normal'
 - c. You can add in images by clicking in image icon in the toolbar
 - d. Use the toolbar for all other formatting options (bold, italic, center, linking, bullets, lists, etc)
6. Click create component
7. Click save

Example of Single Column Text

Where do you go to expend that energy you have from being cooped up in the house on a cold winter day? The Amazeum in Bentonville, of course, where you can climb a tree canopy, explore the indoor cave, and experiment in the tinkering hub.

It's the kind of place kids love because it's fun, and parent love because the activities have a foundation in the arts and sciences.

The Amazeum also contains a Hershey's Lab, where kids do cool science experiments with Hershey's candy. The Art Studio includes a glass walled painting room where youngsters use brushes or even their fingers and hands to paint directly onto the glass walls as they blend colors, make designs, and draw pictures that can be viewed from both sides of the glass.

Two Column Text - create multiple columns of text

1. Under page layout, select Two Column Text
2. Click add new component
3. Make the title something you can refer back (ie- Big River Crossing Article Columns)
 - a. Note: This title does NOT appear on the component
4. Under header, insert the column header
5. Under text column one, insert the first column copy
6. Under text column two, insert the second column copy
7. Click create component
8. Click save

Adding New Users to the Extranet

1. On extranet.arkansas.com, on the left side bar, click Client
2. Click Accounts
 - a. Under search, enter the name of the account to ensure it doesn't already exist
3. If it isn't listed, click the green Create Account button
 - a. Enter the data from the New User Email
4. Once the account is created, on the left side bar, click Security
5. Click Users
6. If it's listed, click the green Create User button
 - a. Enter the data from the New User Email
7. Under Accounts & Roles, click edit
8. Select the Role
 - a. Account Editor
 - b. Account Owner
 - c. Admin
 - d. Call Center
 - e. DMO All
 - f. DMO Events
 - g. DMO Listings
9. Select the Account
10. Click Send Invitation Email
11. Click Save