



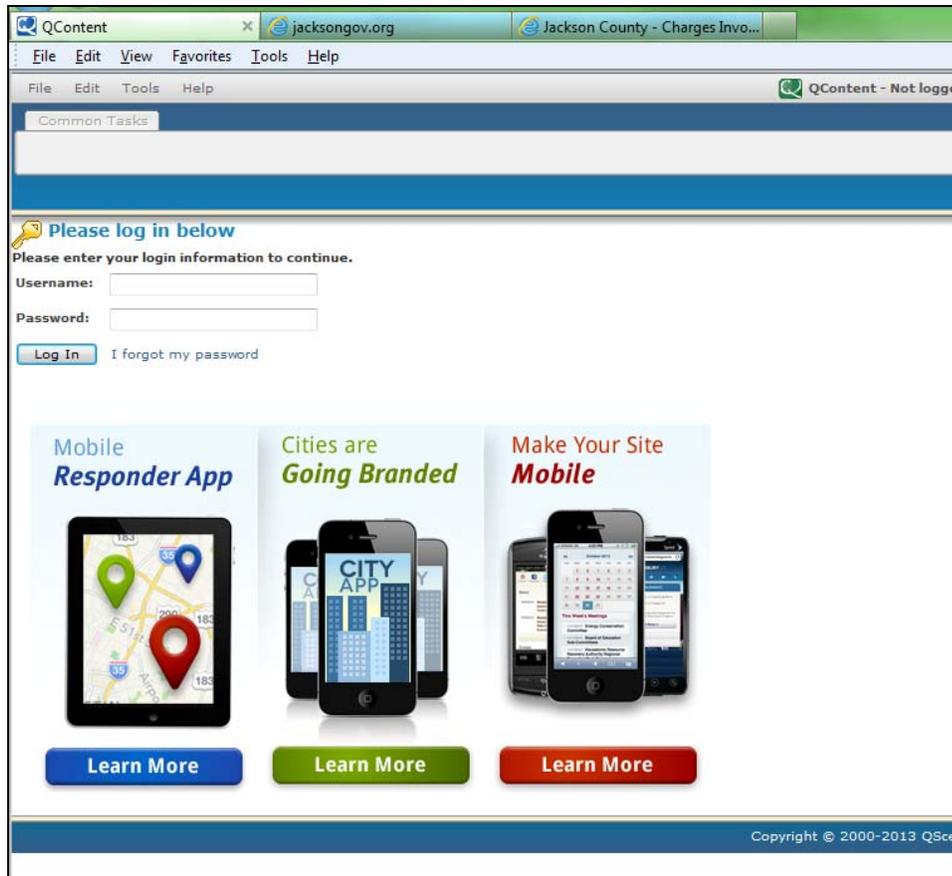
**Joe Loudon**  
Jackson County, Missouri  
Web Content Developer  
May 2013

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# Accessing Q-Content

URL: <http://www.jacksongov.org/controls>

Use Internet Explorer – no other browser



**Login:**

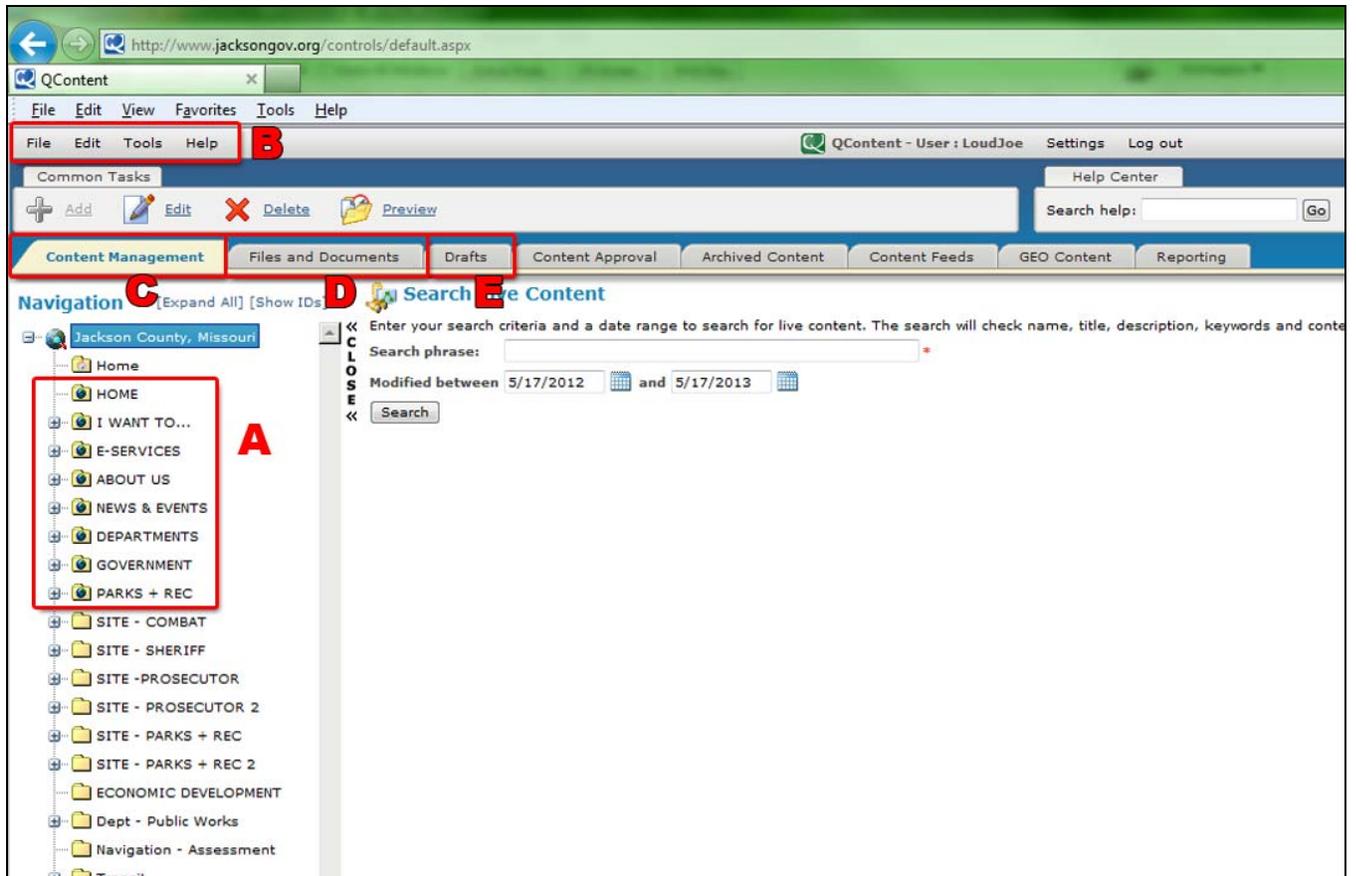
Username: \_\_\_\_\_

Password: \_\_\_\_\_

Both are case-sensitive.

# The Q-Basics

After logging in, you will access the Q-Content program utilized for maintaining jacksongov.org and all its “sister sites” – jacksongov.org/sheriff, combatjack.org, makeyourdayhere.com, etc.



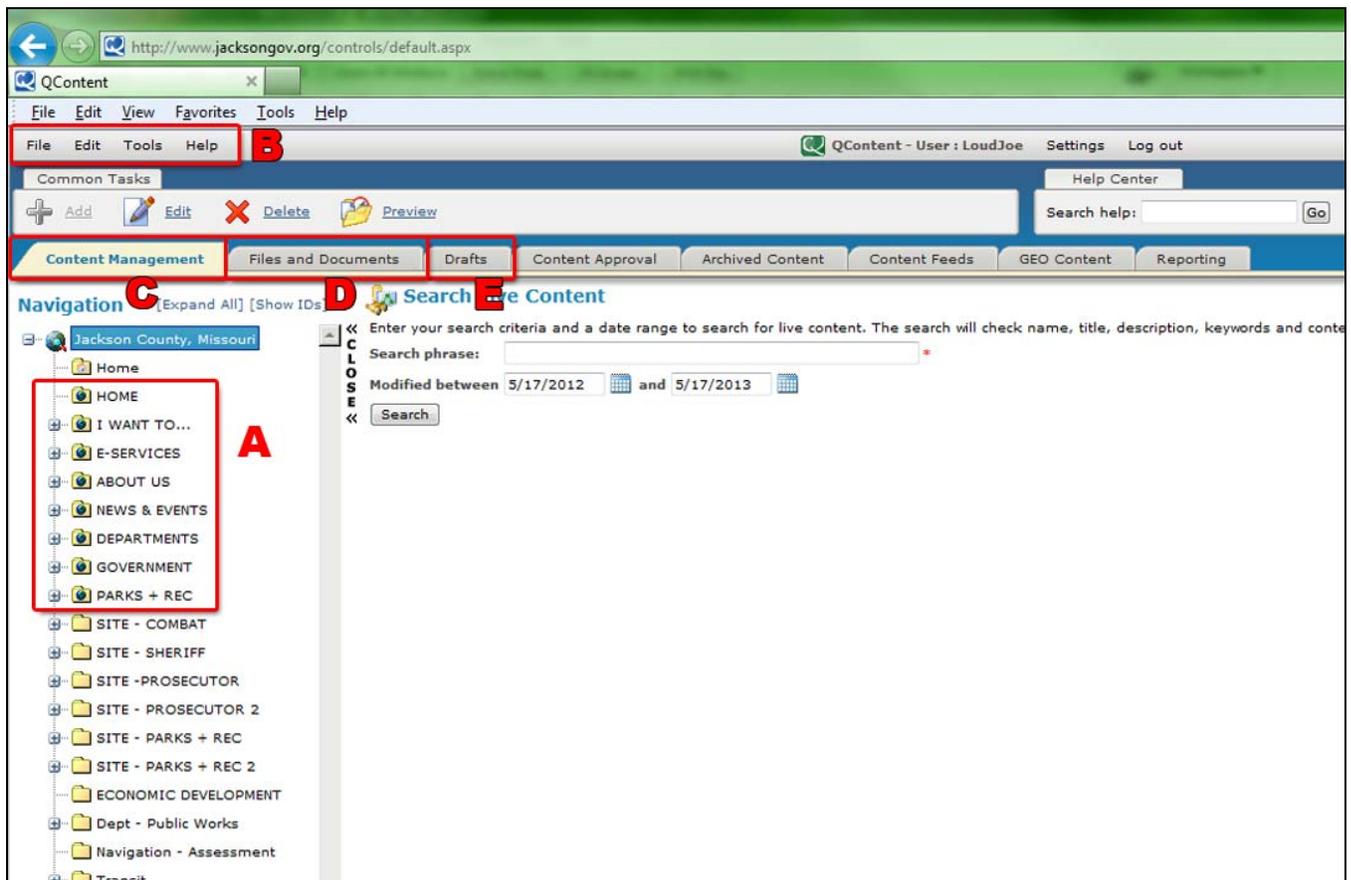
A – These are your navigation folders, with those in the square shown here being the folders for the main site, jacksongov.org.

Those folders with a “globe” are the ones that appear in the site’s navigation: HOME, I WANT TO..., E-SERVICES, etc.



Folders lacking this globe symbol are “hidden” in that they do not appear in the navigation.

Access to creating new folders will be restricted because of the potential for breaking a site’s navigation. For example, adding another “globe” file to jacksongov.org, might cause the navigation to extend beyond the boundaries of the limited horizontal space available for the navigation.



## A – MORE ABOUT THE NAVIGATION

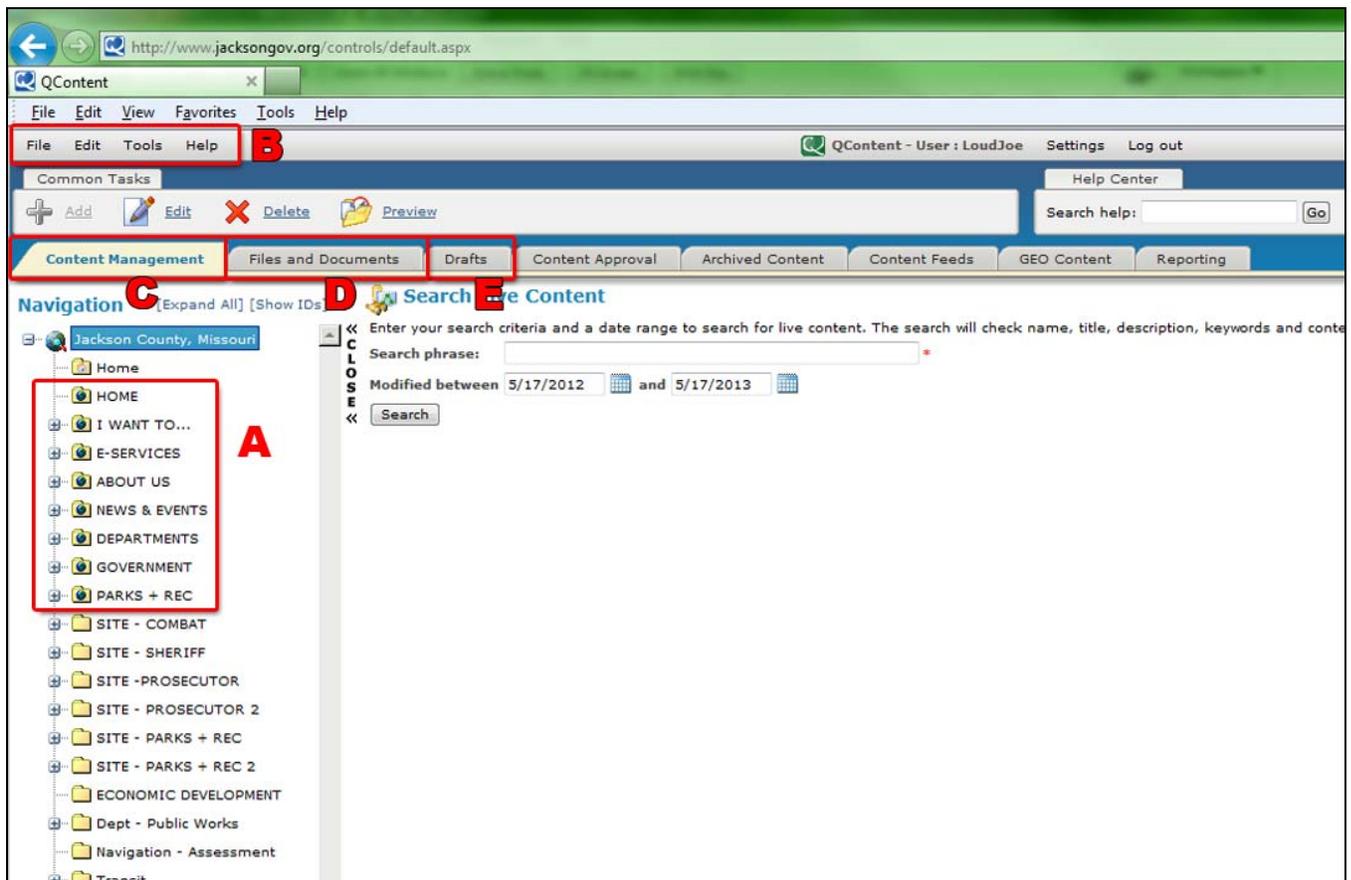
Q-Content was created to accommodate one website, but we are utilizing it for six:

- County’s MAIN Site – [jacksongov.org](http://jacksongov.org)
- Prosecutor’s Site – [jacksongov.org/prosecutor](http://jacksongov.org/prosecutor)
- Sheriff’s Site – [jacksongov.org/sheriff](http://jacksongov.org/sheriff)
- COMBAT – [combatjack.org](http://combatjack.org) (a.k.a. [jacksongov.org/combat](http://jacksongov.org/combat))
- Parks + Rec – [makeyourdayhere.com](http://makeyourdayhere.com) (a.k.a. [jacksongov.org/parks](http://jacksongov.org/parks))
- Economic Development – [jacksongov.org/econdev](http://jacksongov.org/econdev)

We’ve been able to work around Q-Content’s one site limitation by making all other sites a “site within the site” – all under [jacksongov.org](http://jacksongov.org). Thus, we have [jacksongov.org/combat](http://jacksongov.org/combat), [/prosecutor](http://jacksongov.org/prosecutor), etc.

To help sort out the “sites within a site,” you’ll notice that the navigation folders have been sorted in a way that all the MAIN folders appear at the top (inside the “A” box).

All the “sister site” folders are labeled “SITE” – as in “SITE - COMBAT” and “SITE – Prosecutor.” If you are editing the Sheriff’s site, for example, click on the “SITE – Sheriff” folder to gain access and open the sub-folders. (Each “sister site” has been programmed to begin its navigation with the corresponding folder, with the COMBAT site’s navigation beginning with the “globed” sub-folders under “SITE – COMBAT.”)



**B** – You’ll utilize these menus when actually making edits to the content. The “Tools” option is for making edits to the site as a whole. You are not to use the “Tools” menu. (More about “File” and “Edit” later.)

### **C – CONTENT MANAGEMENT**

This is the tab you’ll be doing most of your work in, for this is where you gain access to already existing content and to post new web pages.

### **D – FILES AND DOCUMENTS**

You’ll use this tab to load files/documents such as PDF’s and Word documents onto the website.

### **E – DRAFTS**

You access your drafts here and can preview content as it’ll appear on the website, prior to being published and going live.

# Accessing Content

To open a folder, click on it until it is highlighted, and then you'll see all the sub-folders **A** associated with it. If you are working in a "SITE" folder, the sub-folders will correspond with that website's navigation **B**. Those folders lacking the globe symbol **C** are hidden and, therefore, do not appear in the navigation.

The screenshot shows the Q-Content interface. On the left is a navigation tree for 'SITE - PROSECUTOR'. The tree is highlighted with a red box and labeled 'A'. The tree includes folders like 'About Us', 'Prosecutor Jean Peters', 'Careers', 'Internships', 'Related Links', 'Units', 'Bad Checks', 'Cold Case', 'Delinquent Tax', 'Drug Court', 'Major Crimes', 'Special Victims', 'Street Crimes', 'Contact Us', 'News', 'Featured Stories', 'Neighborhood Prosecuti', 'No Violence Alliance', 'Public Information Offic', 'Prosecuting A Case', and 'Take Action'. A globe symbol is circled in red and labeled 'C'. On the right is a table titled 'Content in SITE -PROSECUTOR'. The table has columns for Name, Type, Last modified, Modified by, and Status. The 'Default' item is circled in red and labeled 'D'. The 'Copy Hyperlink' button for the 'Default' item is also circled in red and labeled 'E'. The table contains the following data:

Name	Type	Last modified	Modified by	Status
Default	Default Content: Content	5/15/2013 4:24:22 PM	LoudJoe	Ready For Edit
Broken Link	Independent Content	4/4/2013 2:48:49 PM	LoudJoe	Ready For Edit
Test_Home_IE10	Independent Content	4/19/2013 10:22:34 AM	LoudJoe	Ready For Edit
Test_Home_Video	Independent Content	4/18/2013 3:12:49 PM	LoudJoe	Ready For Edit

Legend:  Default Content  Independent Content  Draft

**D** – The “Default” is the web page that corresponds with that folder. For example, if you go to the “About Us” page for [jacksongov.org/prosecutor](http://jacksongov.org/prosecutor) – the “Default” page will feature the content one views with clicking on “About Us” in the Prosecutor’s navigation.

All other content you view listed under “Default” is what Q-Content refers to as “independent content,” such as all articles that would be posted under “News” but are not directly accessible via the website’s navigation.

Independent content is actually *dependent* on a link being placed somewhere on your site, if visitors are to be able to access that page without using the search engine.

**E** – If you click on this “Copy Hyperlick” button you’ll get the LINK associated with that web page – “/content/9109/9260/9264.aspx,” for example. This is essential for later inserting links to that page.

Your access to folders will be restricted, with not everyone being able to edit the Prosecutor’s content, Sheriff’s, etc.

TO EDIT CONTENT...

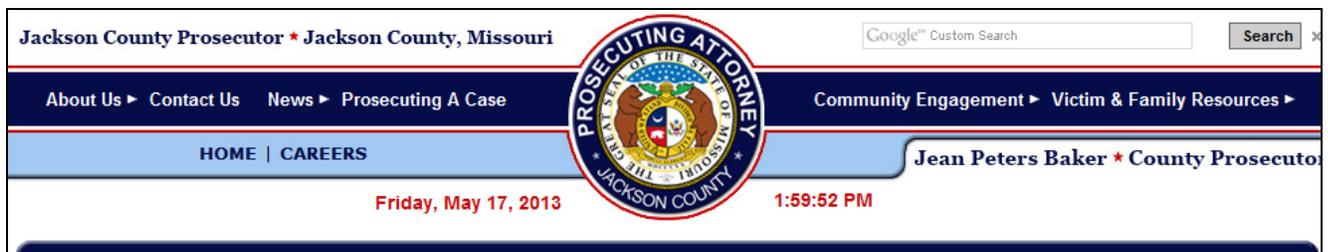
Double-click on the default or another title listed under “NAME” **D**

## Special Note About Accessing Content

Some of our sites have split navigation, meaning that their navigation does not appear in a single continuous line. This is clear on Parks + Rec with its two lines of navigation:



It's less obvious on the Prosecutor's site. The menu bar here is split in two with the Prosecuting Attorney seal being the divider:



Because Q-Content bases its navigation off the folder structure, to generate the “split” for these two site's there are *TWO* “SITE” folders for both Parks + Rec and the Prosecutor.

### SITE – PROSECUTOR

Contains all the content to the left of the seal:

- About Us
- Contact Us
- News
- Prosecuting A Case

### SITE – PROSECUTOR 2

- Community Engagement
- Victim & Family Resources

### SITE – PARKS + REC

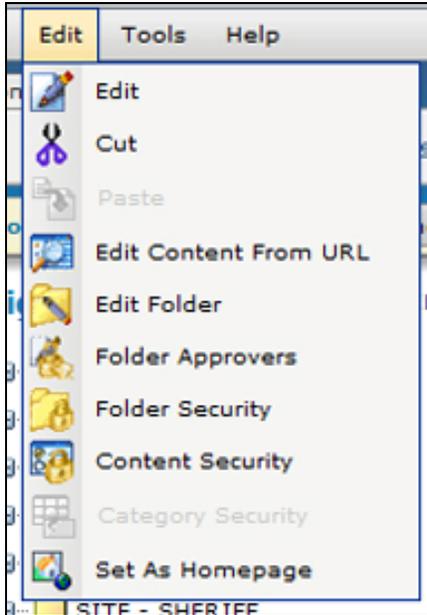
Contains all the content on the top navigation bar: YOUR PARKS, YOUR LAKES, etc.

### SITE – PARKS + REC 2

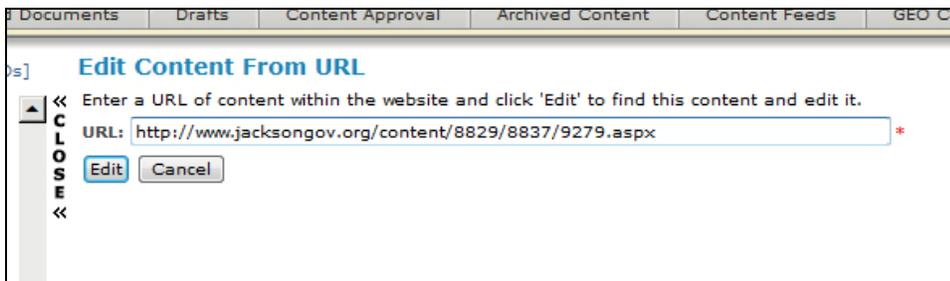
Contains all the content on the lower navigation bar: Home, About Us, Parks Safety, etc.

What if you need to edit a page, but don't know in which folder to locate it?

Q-Content includes a shortcut that allows you to go directly to the page you want to edit – via the “Edit” menu option:



Scroll down to “Edit Content From URL.”



Paste in the URL of the page that needs to be edit, then click the “EDIT” button.

# Q-Editor

When editing previous content or creating new content (page 18), you'll be accessing the Q-Content editor page.

Let's break it down.



## Dynamic Content

This is where you'll apply your template(s) to your page. There are more than 100 templates being used in jacksongov.org. Note the ones to use for your content here:

---

---

---

---

## Content Name & Content Title

Think of these as the headline for your web page. I generally use the same text for both.

## Meta Description & Meta Keywords

**Description:** Search engines such as Google will seek this out, so it is crucial to include this. (I wish it were a required field.) To improve our search engine performance, I would, for example, proceed all prosecutor descriptions with “Jackson County Prosecutor:” and then add on the Content Title. That way “Jackson County Prosecutor” is being listed on dozens, eventually hundreds of web pages for the search engines to then seek out.

**Keywords:** They are just that. Again for the Prosecutor’s website, I might list words like justice, law, crime, the names of people specifically mentioned on the web page, etc.



### **Link Tools**

These are you Link (left) and Unlink (right) tools. The unlink tool features the broken chain symbol.

>>> CREATING A LINK – Page 15



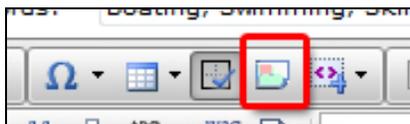
### **Photo-Insert Tool**

>>> INSERTING A PHOTO – Page 30



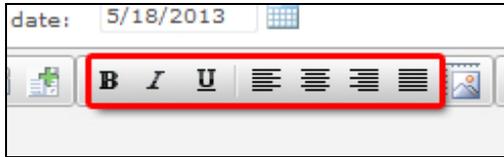
### **Symbols Tool**

Use to insert symbols such as trademark <sup>TM</sup>and copyright ©.



### **Content-Template Tool**

This is a poorly named tool, for you don't use it to apply a page template to the web page you are creating. (You do that in the "Dynamic Content" section.) Inaccurate name, aside, this is a very important shortcut tool for inserting photo boxes, formatting pages and other items. MUCH MORE about this on page 25.



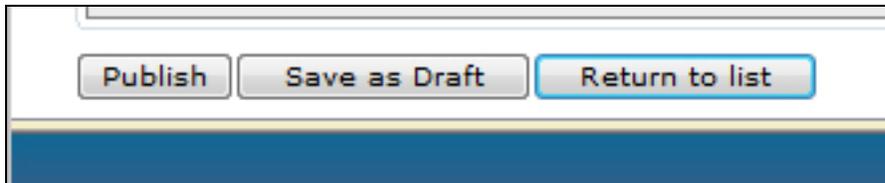
### **Word Tools**

I call these the “Word Tools” because they function very similarly to the corresponding tools in Microsoft Word. Use them sparingly. Bold-facing and italicizing text are OK. Never use the underline tool – NEVER-EVER! Underlined text signals on a website that the text is a link. (If I could, I would delete this underline option from this tool-set.)



### **Inset/Bullet Tools**

You can use these to create bullet lists and to inset text. The inset function can be tricky, so use it infrequently. Works very much like Microsoft Word.



### **Publish – Save As Draft – Return To List Buttons**

These are located at the very bottom of the editor window:

**Publish** – This will “publish” the page to the LIVE site with the changes you’ve made.

**Save As Draft** – This will keep the current content live on the site and place a copy with the changes you’ve made in the draft folder. You can then look at the page in the draft folder, preview it (in the template) and then decide to publish. (More about drafts on page 22.)

**Return To List** – If you press this, all changes you’ve made to a page will be wiped out. I generally only use this button when I’ve inadvertently opened the wrong page.

**Hitting Ctrl-S will not save your changes as you work.**

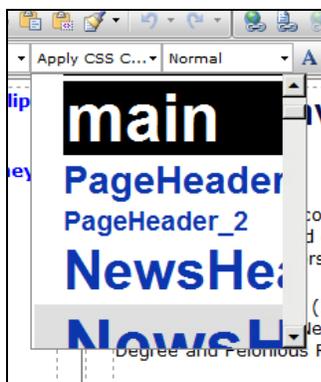
## Working With Our Style Sheets



Avoid manually formatting text via selecting fonts, font sizes, colors, etc.

Each of our websites has a cascading style sheet (CSS) – one for the main site, Sheriff’s site, Prosecutor’s site, etc. But the Q-Content editor only allows us to use one master style sheet in the editor. To work around this restriction, we’ve incorporated all the styles for each site into this single style sheet.

To apply a style, you highlight the text and then go to the Apply CSS menu (above).



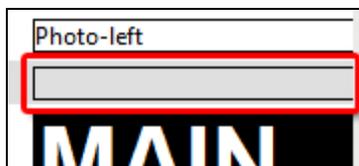
To separate out the different styles used on our different sites, I’ve interested headers into the CSS.

- MAIN
- COMBAT
- SHERIFF
- PARKS
- PROSECUTOR
- MISCELLANOUS

If you are working on the COMBAT website, for example, only use the styles listed between COMBAT and SHERIFF – and that feature a COBMAT\_ tag.

**Some styles are available to use on all sites, and they are listed above the MAIN header. They include:**

- **Clear Class:** This isn't actually a style, but a tool for clearing the styles already applied to a block of highlighted text.
- **Copy\_600:** Allows text to only be 600 pixels wide. It's a rarely used style and used primarily to prevent text from being spread across the entire width of a monitor when using an "open" template without set boundaries.
- **Single\_line\_p:** **Don't use. It's a buggy style. I'm still trying to work out the bugs.**
- **Photocutline:** For use in photo captions.
- **Photo-right:** To be used with photos when flushing them to right. It automatically formats the photo – placing a border around it, flushing the image to the right and wrapping text around the image. (To only be used with photos that don't need a cutline.)
- **Photo-left:** Does everything that Photo-right does, except flushes the photo to the left. (To only be used with photos that don't need a cutline.)
- **There's one other photo style (just a clear box) that appears directly above the MAIN header and just below the "Photo-left" style. Use for placing a frame around an image.**



**See page 30 for more about inserting a photograph.**

### Special Note About Using Styles

Look closely at the areas of the website you'll be editing. You'll be able to see how styles have been applied to the site – and how you should then apply them in Q-Content.

**DO NOT** cut/paste from a Word document directly into Q-Content. You can write articles/other content in Word, but it is crucial not to cut/paste from Word into Q-Content. Doing so will result in unnecessary "junk" code being imported into your Q-Content pages – junk code Q-Content will often fail to scrub out.

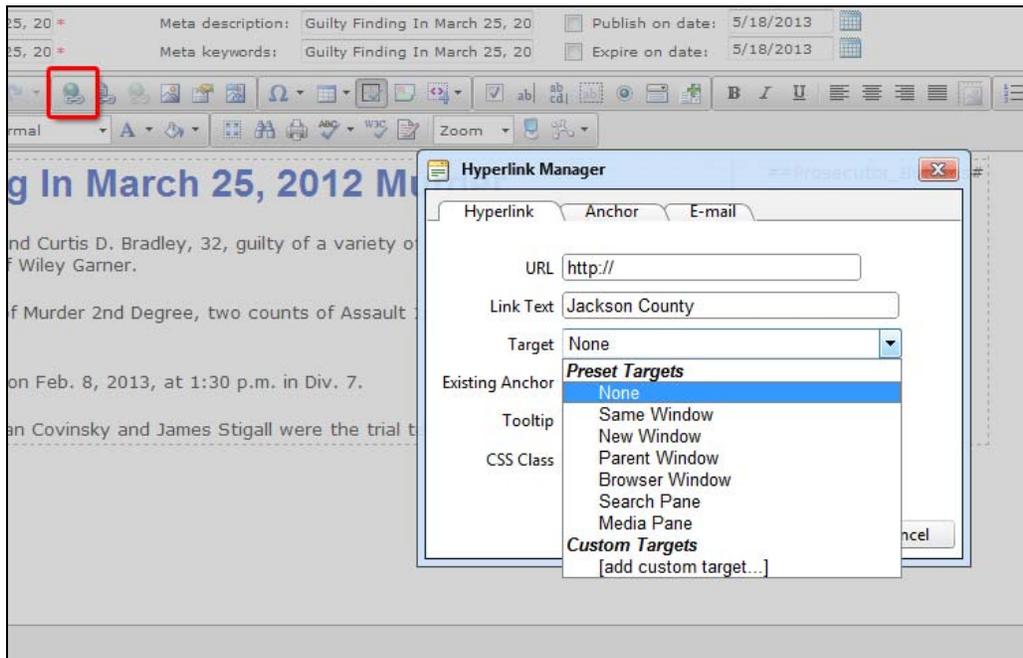
Instead, paste your content into Notepad (found under "Accessories" in your list of programs), then from Notepad copy and paste into Q-Content. This strips out all of the Word code.

# Inserting A Link

1) In the page editor, highlight the text or image/graphic that will serve as the link.

The **Kansas City Police Department** is a partner of the Prosecutor's Office.

2) Click on the link tool (left), which opens this window:

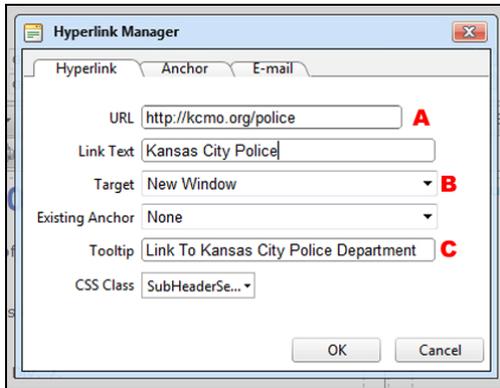


3) Insert the URL for the link

4) Select a “Target” based on these criteria:

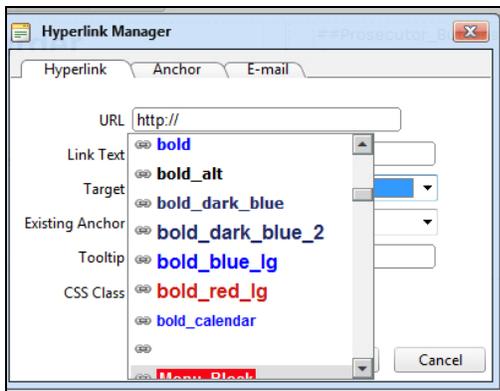
- If the link is going to a page within your website – e.g. from Parks + Rec beaches to Parks + Rec lakes – click on “Same Window.”
- If the link goes to another site – e.g. from the Sheriff’s site to the Missouri Highway Patrol – click on “New Window.” You don’t want to close the Sheriff’s site to open up someone else’s site.

## 5) Include a Tooltip:



After inserting the URL for the link **A** and selecting a target **B** (a new window, in this case because the link goes outside of jacksngov.org), you then need to write a “Tooltip” **C**. This tip is read by visual readers to help the visually impaired know that the highlighted text/graphic is a link.

## 6) Apply style to the link:



You want to apply a link style from the CSS Class sub-menu to your link. Link styles include the chain-link symbol. I generally use the bold style for a link within a paragraph:

"It's that simple," said Jackson County Prosecutor **Jean Peters Baker**. "If you suspect a child is being abused and you act by calling that hotline, you could save a life."



Jackson County Prosecutor Jean Peters Baker points out that a person should report suspected abuse and then let the proper authorities conduct an investigation to determine if actual abuse is happening.

Tragically, on an average day in America, five children die due to abuse or neglect. No other nation in the industrialized world has a worst abuse-related death rate, according to the **U.S. Department of Health & Human Services**.

If someone had just called a hotline, so many children would still be alive today. That sad truth was emphasized throughout a news conference held Monday, April 15 at the Jackson County Courthouse. County officials joined with **Operation Breakthrough**

I use the “red” link style for the “> MORE” links at the end of news briefs – like those on the home page of [jacksongov.org/prosecutor](http://jacksongov.org/prosecutor) and the “News” page of [jacksongov.org](http://jacksongov.org):

**Former Kansas City Councilwoman Joins County Executive Staff As A Senior Advisor**

JANUARY 29, 2013 -- Cathy Jolly has a long record of public service, including working as an Assistant Jackson County Prosecutor, Missouri State Representative and Kansas City Councilwoman. Currently, she serves on the Center School District Board of Education.



And now she is returning to the Jackson County courthouse as a Senior Advisor to County Executive [Mike Sanders](#).

"Cathy's talent, experience and knowledge are a great addition to Jackson County government," said Sanders. "Throughout her career, she has been a tireless advocate for the citizens of Kansas City and Jackson County, and I have no doubt that she will continue to do so in this new role."

[> MORE](#)

**Note:** Because red is a pre-dominant color already being used on the COMBAT website for headlines, I've created a “COMBAT\_More” link style for this purpose. It's gray and prevents us from overdoing the red on the COMBAT site.

**More Than 140 Attend COMBAT Conference**

SEPTEMBER 30, 2010 -- The COMBAT-sponsored conference -- "Improving Community Responses to the Risks We See Everyday" -- attracted more than 140 attendees September 24, including representatives of several agencies that have COMBAT-funded **prevention** and **treatment** programs. Individuals from throughout Kansas and from Nebraska were also among those in attendance, seeking insight as to how to prevent drug abuse in their communities.



[> MORE](#)

The other most commonly used link style is “blank\_blue,” which I'll use in listings:

**2013**

[2013 Adopted Budget: By Fund](#)  
[2013 Adopted Budget: Departmental Breakdown](#)

**2012**

[2012 Adopted Budget: By Fund](#)  
[2012 Adopted Budget: Departmental Breakdown](#)

As this image shows, when you mouse over most link styles, the text changes – in the case of “blank\_blue” to underlined red text.

When you do not apply a style to a link, the default style will be blue underlined text:

[Watch County Executive Mike Sander's Interview on KCTV-5 Regarding COMBAT's Anti-Violence Campaign.](#)

I generally don't like the default option because a lot of underlined text can be difficult to read.

# Adding New Content (3-Col. Template)

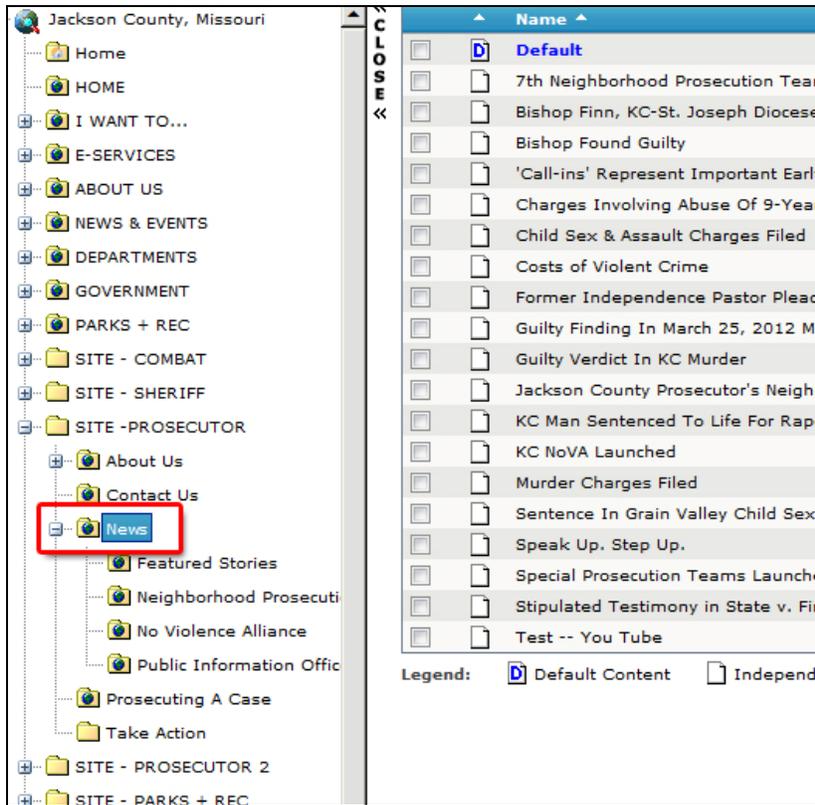
First of all, by a 3-Col. template, I am referring to templates that create a basic 3-column web page:

The template automatically creates the three columns – 1, 2 & 3. In Q-Content you'll be editing the second column space 2.

Templates can only be edited and created outside of the Q-Content editor.

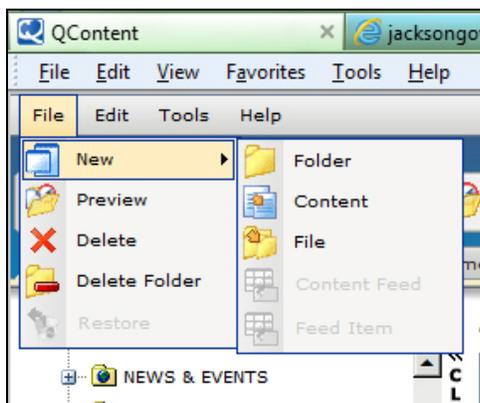
## Step-By-Step Directors For Adding New Content (3-Col. Template)

1) Select the folder you want to work in. For example, the “News” folder on the [jacksongov.org/prosecutor](http://jacksongov.org/prosecutor) website:



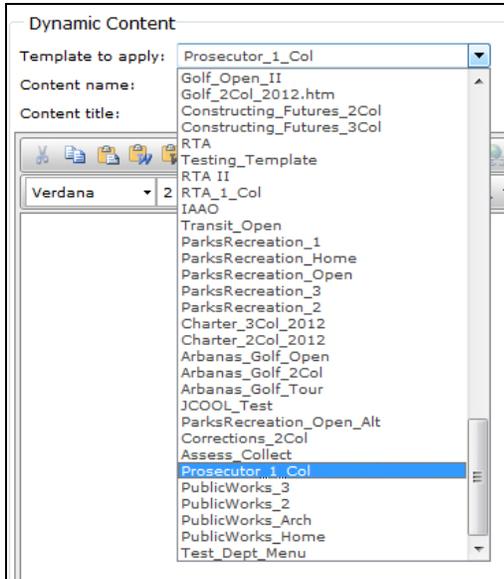
To the right you can see all the content associated with that file, including the “Default” page that appears whenever a visitor to [jacksongov.org/prosecutor](http://jacksongov.org/prosecutor) clicks on “News” in the navigation. Below “Default” are listed all the articles (Independent Content pages) in the news folder – in this case the news articles posted onto the website.

2) You want to post a new story. Go to the File menu and select “New,” then “Content.” Be sure you are using the Q-Content “File” menu and not the “File” menu for Internet Explorer.



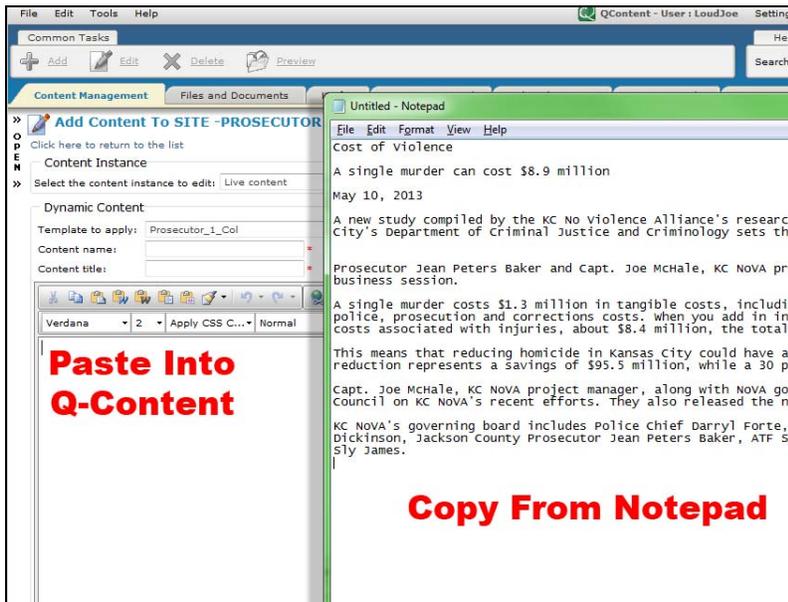
3) You'll be starting with an entirely blank page and will need to fill in each field of the Dynamic Content section (page 10):

3a – Select your template. Templates are listed in the order in which they were created, not alphabetically. Refer to the list you made on page 10.



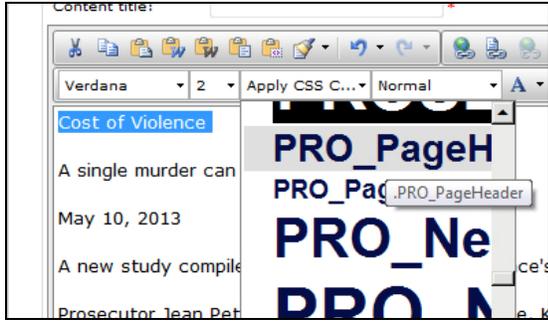
3b – Fill in the fields for Content Name, Content Title, Meta Description and Meta Keywords. DO NOT skip the two “Meta” fields. (page 10)

4) Copy & Paste Text



Again, do not copy/paste from Word. Use Notepad.

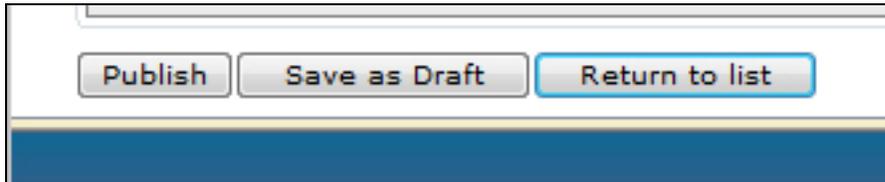
## 5) Stylize Text



Highlight the text you want to style and then under “Apply css...” scroll down to the style you want to apply. (See page 13)

6) If needed, insert photo(s). (see page 30)

7) When you are completed you can...



**Publish** the page to go LIVE with it or **Save As Draft** to save the web page under the Drafts tab.

If you click on the **Return To List** button, you will wipe out the work you’ve done and will be unable to retrieve it. (There is no secondary warning box – “Are you sure you want to do this?” – when you press **Return To List**. You are just instantly bounced out of the editor and back to the Content Management tab.)

## Special Note Regarding Photographs / Tables

1) Photos and Tables to be used on a three-column page can be no more than 595 pixels wide if centered.

2) No more than 400 pixels wide if they are to be flushed to the left or right with text then wrapped around them.

### EXCEPTIONS:

The Prosecutor’s site does not use three-column templates. Therefore, these size restrictions do not apply.

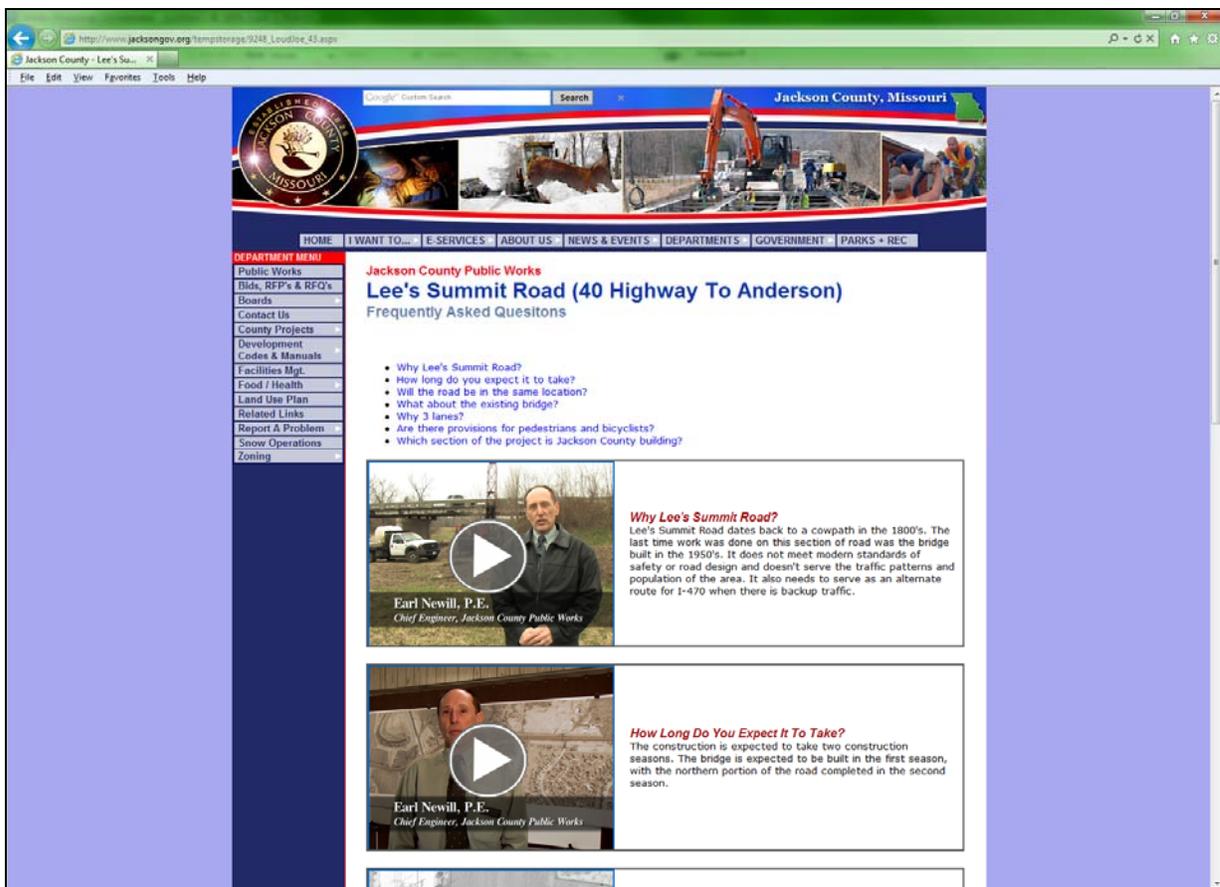
The Parks + Rec. three-column pages are slightly narrower. Therefore, the size limitation is 560 pixels.

# Working With The Drafts Tab



The Drafts tab lists all the “drafts” you have saved – and those drafts will continue to be listed here until the page they are associated with is “published,” eliminating the draft with a new live version of the page.

Pressing the “Preview” link at the far right will enable you to view the draft in a live-site rendering, as it would appear on the site if it were “published.”



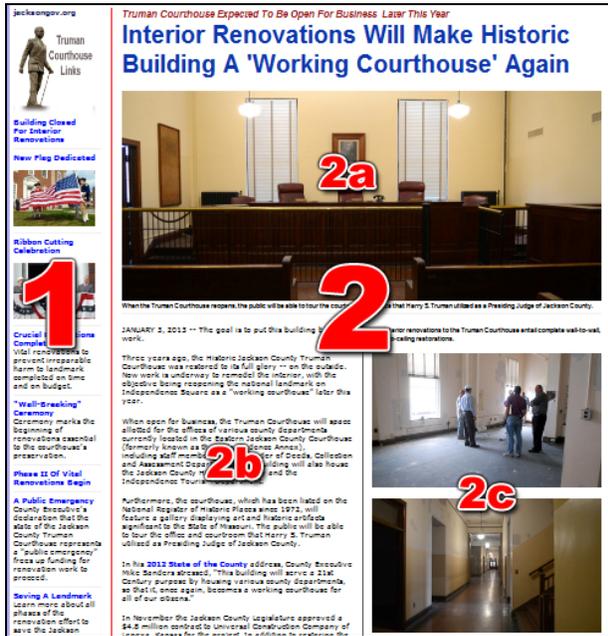
This allows you review the draft before publishing it and allowing the public to access the web page. For example, you would want to eliminate the gap here between the “Frequently Asked Questions” sub-header and the bulleted list of links.

When you “Preview” a draft, you can copy the “preview” URL from the page and share it with others for review.



# Adding New Content (2-Col. Web Pages)

Two-column web pages:



These templates automatically create just two columns – 1 & 2. In Q-Content you’ll be editing all the second column space 2. These templates allow for elaborate designs, larger graphics, etc.

This represents what I would call a “stacked” 2-column page with:

**2a** – This “stacked” feature being the photograph at the top of the page:

- Limited width of 785 pixels
- No more than 750 pixels wide (Parks + Rec)

**2b** left and **2c** right columns:

You want to split the second column in two because you do not want to have a big block of text running clear across the screen at 785 pixels wide. Text lines more than 660 pixels wide are generally considered too wide to be easily read. One or two lines of text – no more than three or four – that are 785 pixels wide are OK, but when you start getting into blocks of five lines or more are just too much.

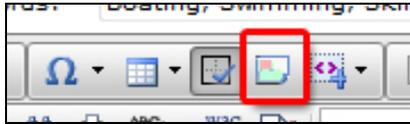
There’s several ways to split the second column in two:

- You can have text and photo columns like what is shown above.
- You can have the main article in one column and a sidebar story in the other.
- You can have the main article in one column and “Related Links” in the other.

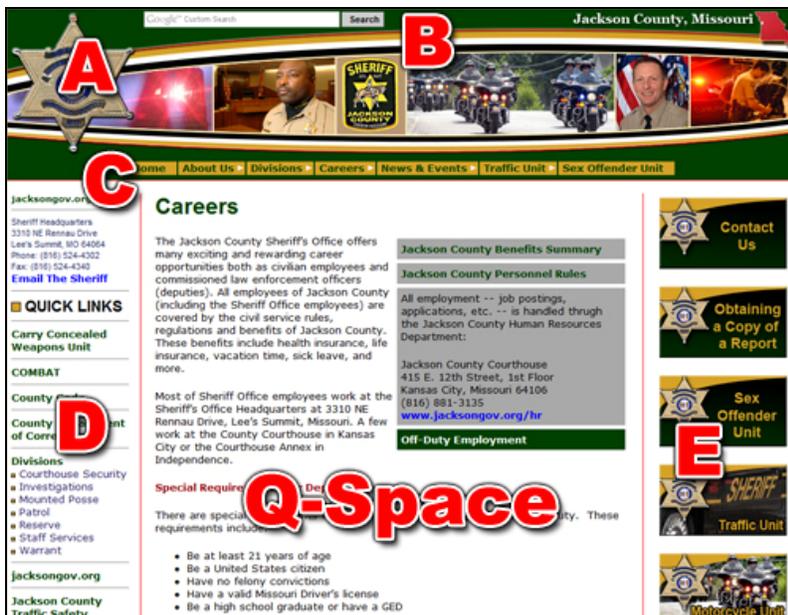
## How To Quickly Format A 2-Column Page

Formatting a 2-column page can be daunting if done manually, involving table-building, HTML code-writing, etc.

Fortunately, there is an easier way: The inaccurately named **Content-Template Tool**.



Don't confuse this with applying a template in the Dynamic Content window (page 10). The template you apply in Dynamic Content is a page template like this:

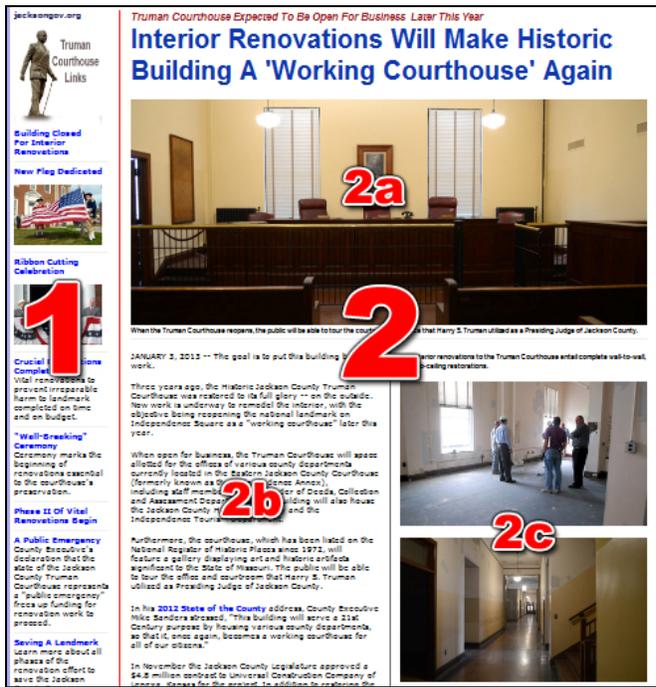


The template features the basic structures of the web page:

- A – The header
- B – The location of the search box
- C – Location of the navigation
- D – Content to be included in left-hand column
- E – Content to be included in the right-hand column (with the right-hand column eliminated in 2-Col. pages.)

**Q-Space** – This is the space you are editing in the Q-Content editor to fit within the confines of the page template.

And in two-column templates you've got a lot more space to work with:



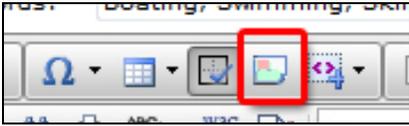
And the **Content-Template Tool** is how you can quickly format your Q-Space – all of the 2 space above – in a 2-Col. template.

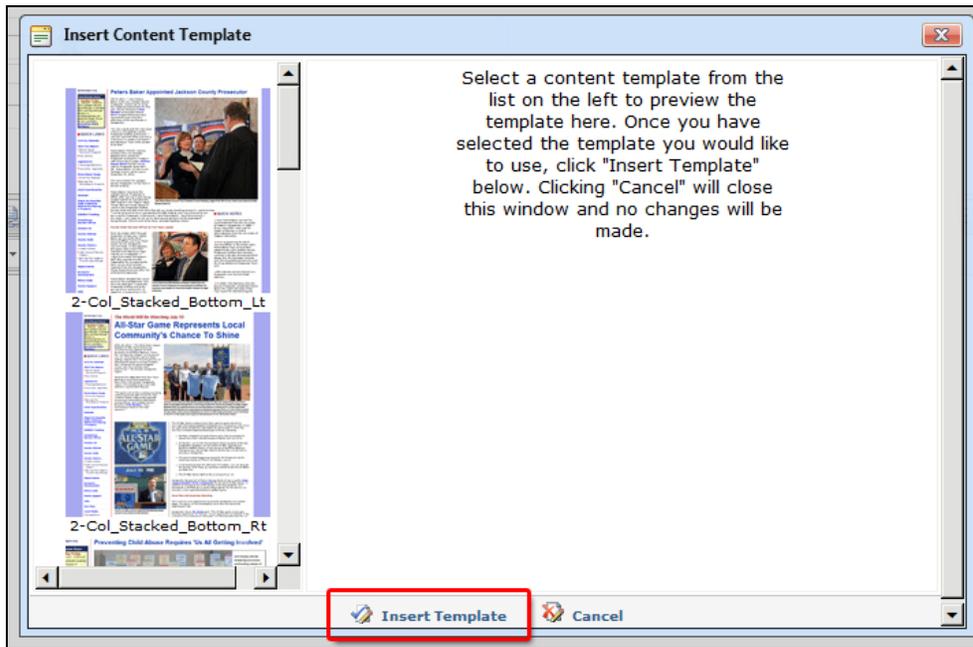


### Let's Take This One Step At A Time

- 1) Just as you did with a 3-Col. page, select the correct folder in the navigation and then use the “File” menu to select New > Content. (page 19)
- 2) Fill-in the Dynamic Content fields. (page 10)
  - Be sure you select a 2-Col template.
- 3) Now you can turn your attention to formatting the page via the Content-Template Tool.

Here's how it works:

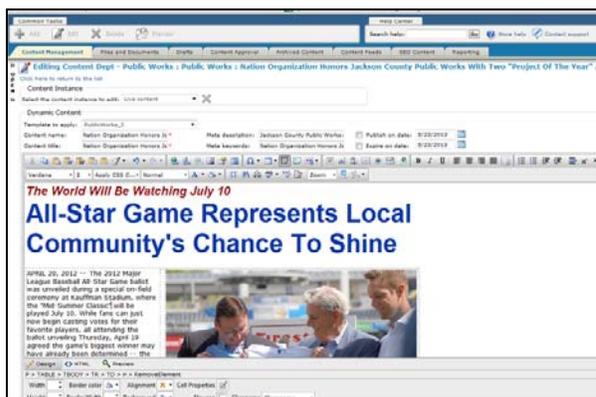
- When you click on the tool -  - this window will appear:



You can select any of several pre-formatted “Content Templates” to use as the basis for creating your new page. Select the template you want to use and then press: “Insert Template”

The Insert Content Template window includes thumbnail images giving you some indication of what each format looks like when applied.

- The format – “Content Template” – you select will automatically being inserted into the Q-Content editor:



At this point, it’s a matter of just inserting your headline, text and photos in the placeholders provided by the “Content Template” with some resizing of table and column widths possibly needing to be done (page 21).

**SPECIAL NOTE:** These “Content Templates” are generally set up for the main website, but can be applied for jacksongov.org/sheriff and jacksongov.org/combat. Headline and other text styles will simply need to be changed.

Special “Content Templates” specifically designed for the Prosecutor’s site have a “Pro\_” prefix and those for Parks + Rec have a “PR\_” prefix.

## Quick Tips When Reformatting A Content Template

### 1) Headlines:

Don’t highlight the entire headline and then type in your new headline. Highlighting the entire headline will sometimes cause the headline to lose its CSS style formatting. Therefore, try to highlight all the letters except the first and last in the headline. It can sometimes be tricky to highlight all but those two letters. The main thing is to just make sure the first and last letters aren’t highlighted:



Now you can type in your new headline:

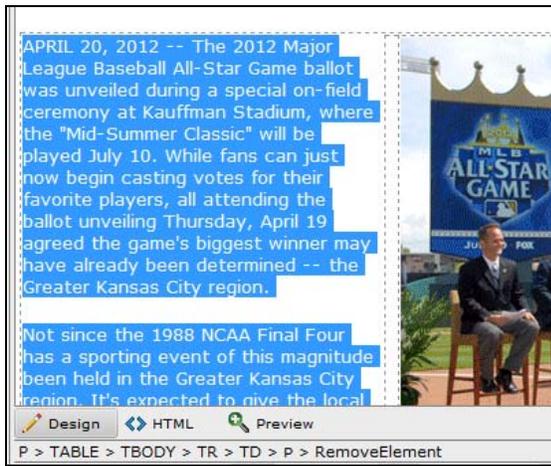


Then use your backspace and delete keys to remove the old first/last letters.



## 2) Text:

Regarding standard text blocks, you can highlight all the text in them and then cut/paste over the highlighted text directly from Notepad (page 20):



Then you can go about stylizing the text (page 21) and inserting links (page 15).

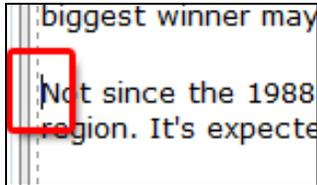
## 3) Photos

>>> See page 30

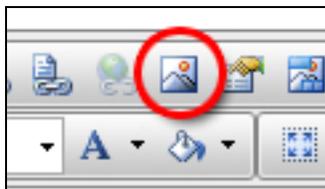
4) Save as a draft (page 21), review and publish (pages 22-23).

# Uploading/Inserting Photos

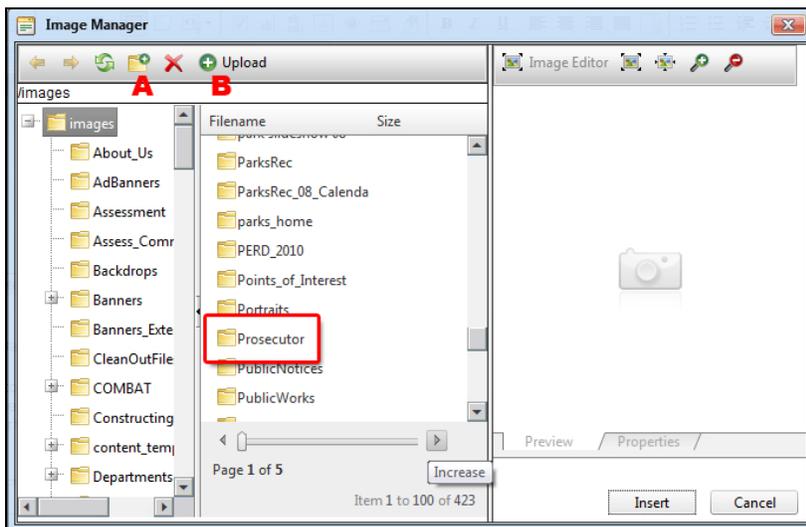
To insert a photo, you need to first place your cursor at the point in the article where you want the photo. With the exception of photos that will be centered, **this insertion point has to be at the start of a paragraph**:



Once you've inserted your cursor, press the image tool:



This Image Manager Box Will Open:

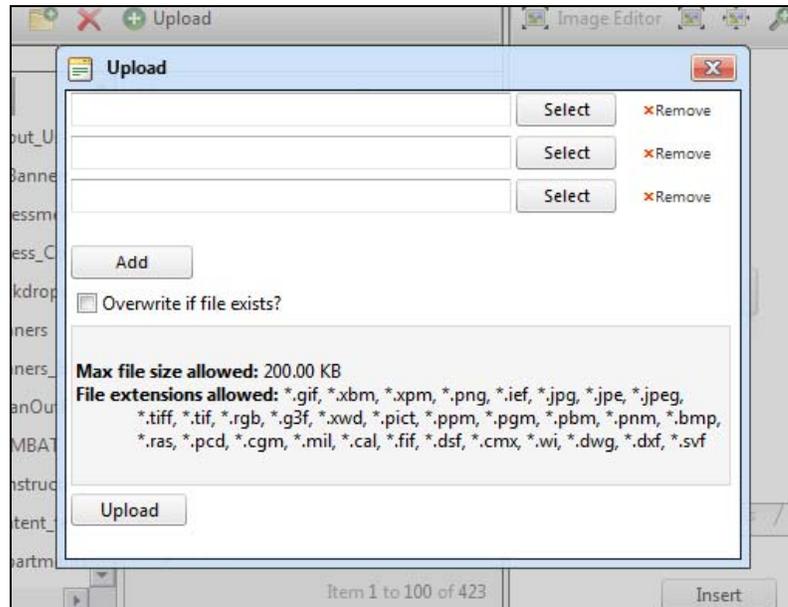


For the purpose of this manual, we are going to describe how to load a photo for the Prosecutor's site.

1) In the images folder, you are going to scrolled down to the **Prosecutor** sub-folder.

- You can create a new sub-folder via this button (A). Be sure you are creating the new sub-folder in the folder related to your site: Prosecutor, Sheriff, COMBAT, etc.
- To load a new photo into your folder or sub-folder press the Upload button (B).

2) When you click “Upload” this window opens. You can load up to three images at a time. While Q-Content allows for a multitude of file formats, you want to stick with jpeg or gif formatted images. Most will be jpegs.



- BEFORE UPLOADING PHOTOS: Your images need to be formatted prior to being uploaded.

>>> Resolution: 72dpi

>>> When saving your photos, do not use spaces. Instead use underscores:

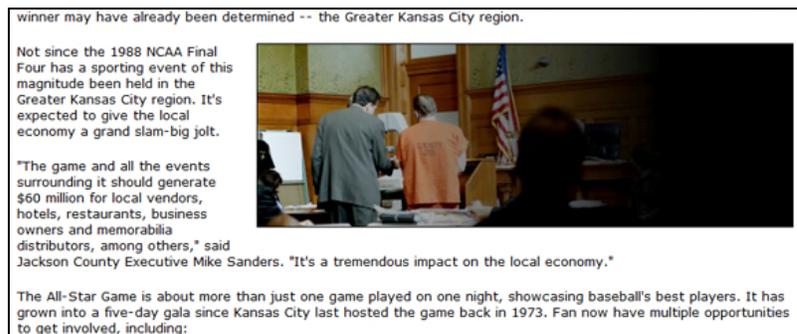
**prosecutor\_speaking.jpg NOT prosecutor speaking.jpg**

The spacing can cause problems when the web server is attempting to locate that image file and insert it into the document.

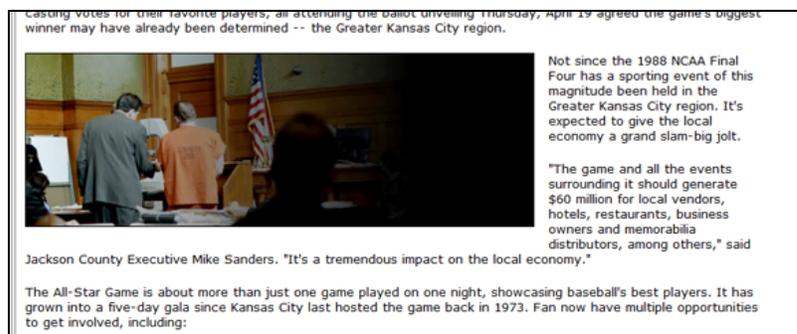
3) When the photo is inserted, you need to then format it. For images that do not require a caption, this is as simple as applying a CSS style:



- **Photo-right:** Will “flush” the photo to the right, place a border around the image and automatically wrap text around the photo:

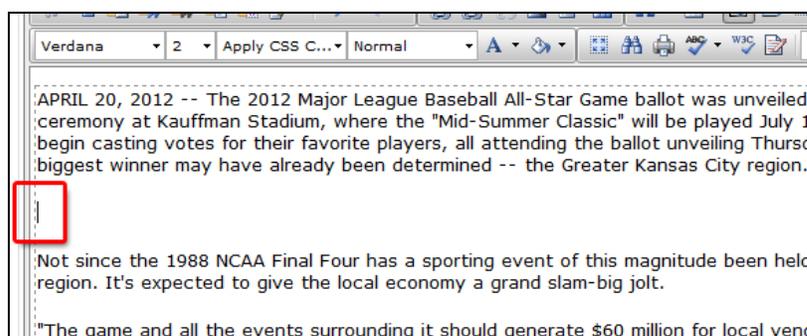


- **Photo-left:** Will “flush” the image to the left, place a border around the image and automatically wrap the text:



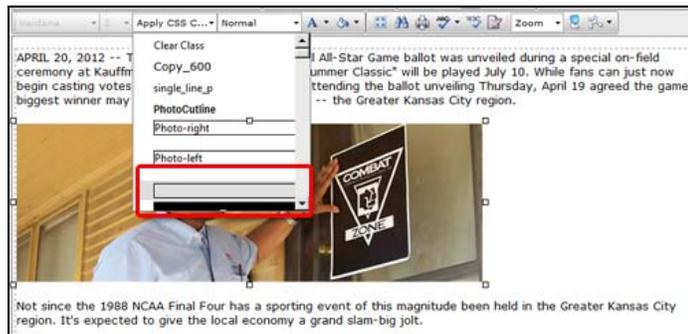
### To Center A Photo...

- Put an extra return in between two paragraphs where you want the photo to appear:

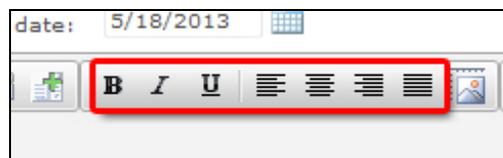


- Now follow the same steps for inserting/uploading a photograph (pages 30-31).

- When the photo is inserted. Click on it and use the “Photo-Frame” style – boxed in the image below – and your image will be given a border. (page 14)



To center the photo, just click on it and then click on the center alignment option here:



## Inserting Photographs w/Cutlines

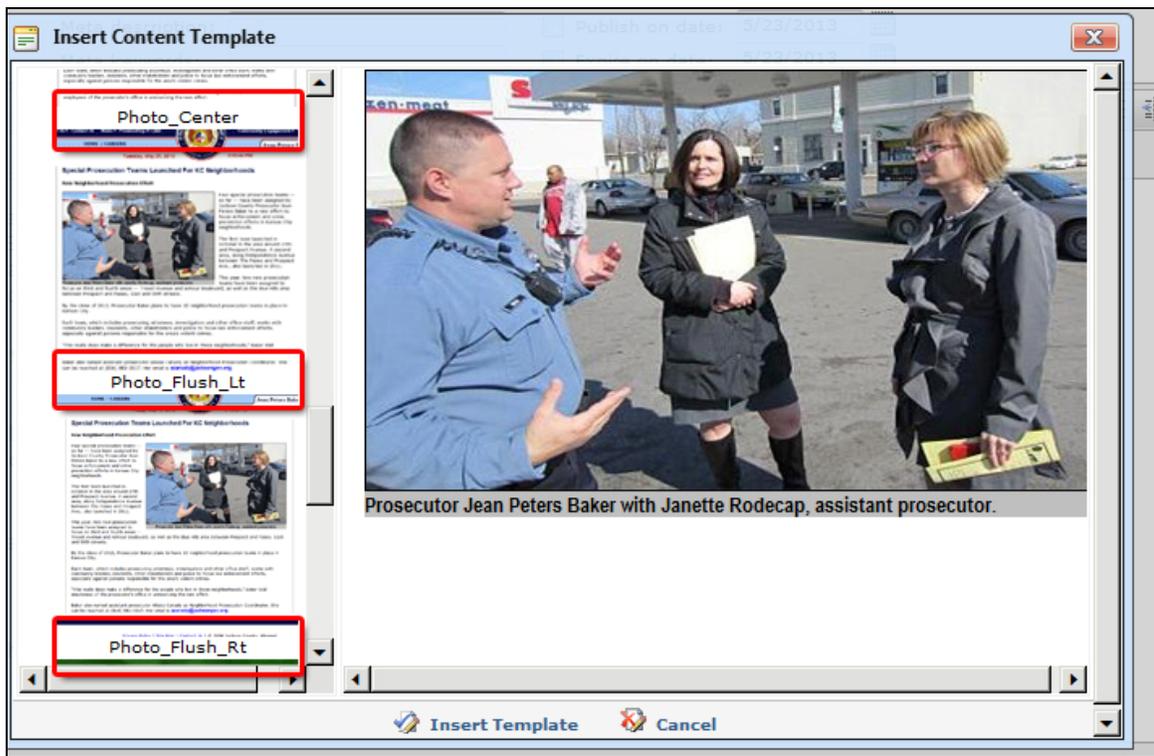
Many photos can not simply be inserted on our website(s) with a cutline to provide some explanation.

To insert photos that need to be accompanied by a cutline, use the good-old Content Template tool:



1) Just as you would with any photo, first place your cursor at the point in the article where you want the photo. With the exception of photos that will be centered, **this insertion point has to be at the start of a paragraph.** Then you can click on the Content Template tool.

I have formatted photo boxes for flushed-right, flushed-left and centered. Use the Content Template tool to insert these pre-formatted photo boxes:



These are hopefully self-explanatory and can be used on *ALL* our websites: main site, Sheriff, Prosecutor, Parks + Rec, COMBAT, etc.

For the purpose of this manual, we'll assume you want to "flush" a photo to the right:

- 1) "Insert Template" the "Photo\_Flush\_Rt" Content Template, which will automatically insert this photo-box:

Not since the 1988 NCAA Final Four has a sporting event of this magnitude been held in the Greater Kansas City region. It's expected to give the local economy a grand slam-big jolt.

"The game and all the events surrounding it should generate \$60 million for local vendors, hotels, restaurants, business owners and memorabilia distributors, among others," said Jackson County Executive Mike Sanders. "It's a tremendous impact on the local economy."

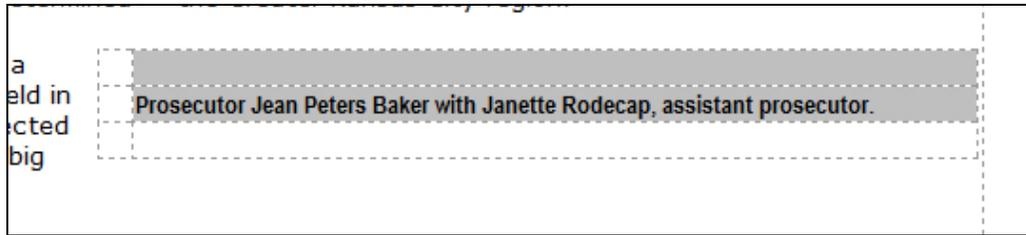
The All-Star Game is about more than just one game played on one night, showcasing baseball's best players. It has grown into a five-day gala since Kansas City last hosted the game back in 1973. Fan now have multiple opportunities to get involved,



Prosecutor Jean Peters Baker with Janette Rodecap, assistant prosecutor.

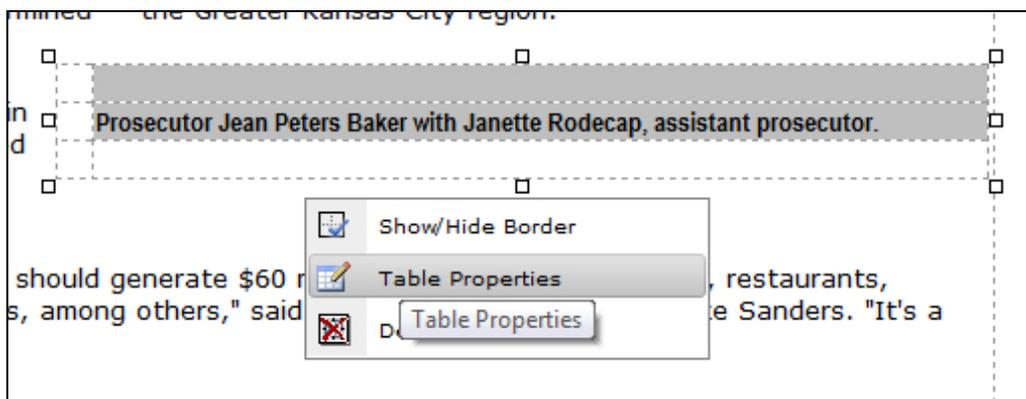
Of course, the photo and outline automatically posted here are just placeholders for the photo you'll be inserting and the cutline you'll be writing.

2) Click on the placeholder image and press delete:

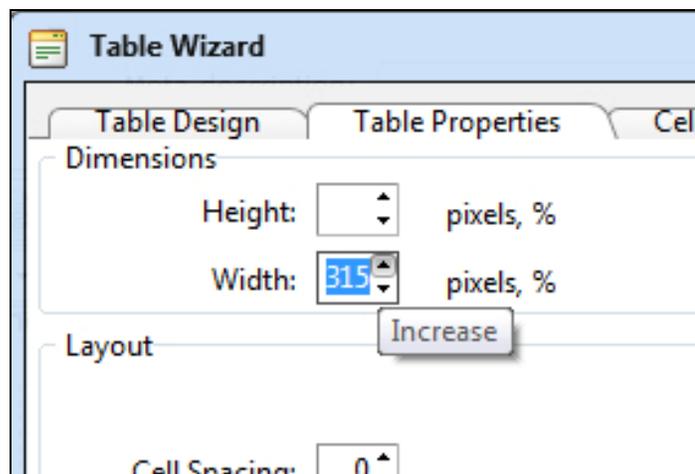


This will clear the space in the table for inserting your photo. But first...

3) **Resize the table** to fit your photograph by right-clicking on the table and selecting the "Table Properties" option:



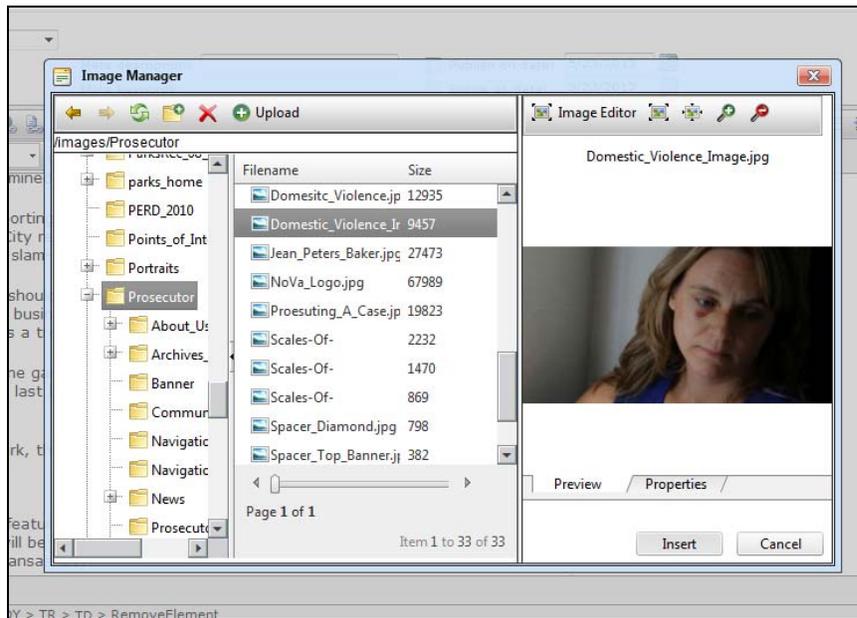
Selecting "Table Properties" will open this "Table Wizard" window:



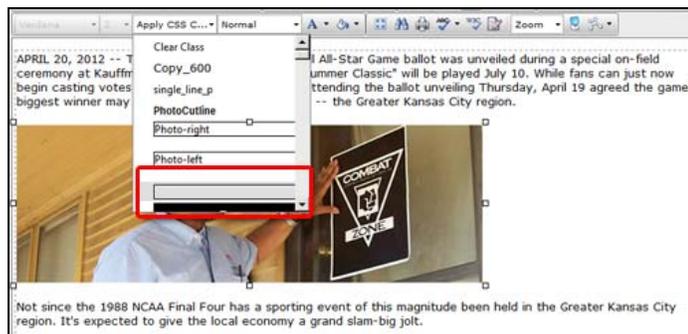
In the width window, you want to change the number to whatever size your photo is + **15 pixels**. For example, if your photo is 300 pixels wide, you want to change the Table Design width to 315 pixels. The extra 15 pixels is crucial for test wrapping purposes.

**Exception:** If you are centering the photo DO NOT add the extra 15 pixels.

4) Insert your photo, making sure your cursor is in the upper right row of the photo-box/table:



When your photo is inserted, you want to then click on the image and apply the “Photo-frame” style to place a frame around the image (page 33):



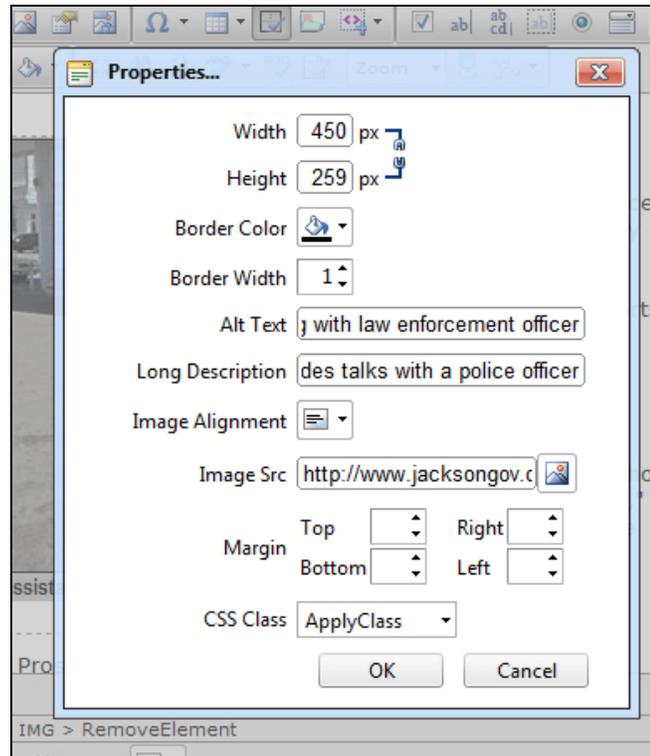
5) Then you can highlight the outline text and write over it with your new cutline:



## One More Step Regarding All Photographs

Once you've placed a photo and/or formatted it, there's one more important step to take.

Right-click on your images to open the photo "Properties" window.



If you use the applied styles (CSS) or the Content Templates, you should have no reason to adjust Border Color, Border Width or Image Alignment.

However, you must include the...

**Alt Text:** Can be a brief tag to accompany the photo ("Prosecutor Jean Peters Baker")

**Long Description:** A more detailed description of the image for use with visual readers.  
("Prosecutor Jean Peters Baker talks with a Kansas City police officer.")

These are both essential for the visual readers used by the visually impaired. These individuals can't see the images, but their readers can read the descriptions to them – and providing these descriptions is crucial to having a website that complies with ADA guidelines.

# Creating Links To Independent Content

When you add new independence content to your website – e.g. a news article to the main site, Prosecutor’s site, Sheriff’s site or COMBAT site – remember that just because you have published that content and gone live with it, that independent content remains *dependent* (page 19) on having links it posted elsewhere on your website.

The COMBAT, Sheiff, Prosecutor, Parks + Rec and main site all have what I call news index pages accessible via clicking on the “News” or “News & Events” button in their navigation – or in the case of Parks + Rec the “News” sub-menu option under “About Us.”

Those pages are all essentially set up the same as the one on the main page:

### 'You Could Save A Life'

*Reporting Child Abuse To The Proper Authorities Prevents Tragedies*



APRIL 16, 2013 -- Pick up a phone. Dial the hotline number. Report suspected child abuse. And you can do it anonymously.

"It's that simple," said Jackson County Prosecutor **Jean Peters Baker**. "If you suspect a child is being abused and you act by calling that hotline, you could save a life."

Tragically, on an average day in America, five children die due to abuse or neglect. No other nation in the industrialized world has a worst abuse-related death rate, according to the **U.S. Department of Health & Human Services**.

[> MORE](#)

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### New Emergency Center Could Make Life-Saving Difference

MARCH 25, 2013 -- In the wake of a disaster, the new Independence/Eastern Jackson County Emergency Operations Center (EOC) will, Independence Mayor **Don Reimal** declared, "save many lives." Jackson County Executive **Mike Sanders** joined the mayor, United States Congressman **Emanuel Cleaver** (Missouri 5th District), as well as other local, state and federal officials for a March 22 ribbon-cutting ceremony at the EOC, housed inside Independence Fire Station No. 1.



In addition to weather radar equipment and links to information directly from the National Weather Service, the 5,000 square foot facility features a state-of-the-art radio system that would be utilized to coordinate responses to a regional disaster.

[> MORE](#)

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### County Crews Clear The Way

MARCH 1, 2013 -- Heavy snowfall shut down much of the Greater Kansas City region February 21 and 22. Before that snow could melt much, a second front dumped an additional foot in some parts of Jackson County on Tuesday, February 26.



These are as the name indicates simple briefs – teasers, if you will – that include just enough information to give the reader a taste and hopefully entice them to click the “> MORE” link (page 17).

But you also usually want to post links to new content on your home page. This can be done by placing the content in a news slideshow (if you have a workable graphic):

Home About Us Divisions Careers News & Events Traffic Unit Sex Offender Unit

Sheriff Mike Sharp

### Welcome

I would like to welcome you to the Jackson County Sheriff's Office website. As your Sheriff, I am both honored and privileged to serve all the citizens of Jackson County.

The goal of this website is to inform all County residents about the Sheriff's Office and the

### A Cry For Help Answered

Jackson County Sheriff Mike Sharp honors Sergeant Doug Caster, three other county employees and a private citizen for their actions in saving the life of a man whose boat capsized on Lake Jacomo. Two county Office of Communications employees heard the man's cries for help. Caster and a Park Ranger pulled him from the water.

**Jackson County Employee of the Year**  
Deputy honored for striving to assure sex offenders register.

**Cry For Help Answered**  
Four county employees and a private citizen help save man's life.

**Stopping Child Abuse Takes All Of Us**  
All who suspect abuse are urged to contact the proper authorities.

You will need to contact me for creating/adding to a slideshow. (page 42)

OR...

All of our sites' home pages have spaces allot for including news briefs:

**Take Action**

- Report A Crime
- Step Up. Speak Up.
- Report Child Abuse
- TIPS Hotlines
- Contact Us

**Sentence In Grain Valley Child Sex Case**

**KC NoVA**

**DON'T LOOK THE OTHER WAY CONBAT 881-3662**

**KC Man Sentenced To Life For Rape Of 84-Year-Old Woman**  
Tony L Putman, 19, was sentenced today by a Jackson County judge to life in prison for the rape of an 84-year-old woman in July 2012, Jackson County Prosecutor Jean Peters Baker announced today. Putman was also sentenced to an additional 10 years in prison to run consecutive to the life sentence. The extra 10 years was for Robbery 2nd Degree and two counts of Kidnapping. [> MORE](#)

**Charges Involving 9-Year-Old Girl**  
A Kansas City, Mo., couple has been charged in connection with child abuse involving a 9-year-old girl who was restrained in their basement, Jackson County Prosecutor Jean Peters Baker announced today.

Lacey A. Chaney, 27 (11/16/1985), and Timothy A. Phillips, 29 (dob 5/14/1983), each face Abuse of Neglect of A child, Endangering the Welfare of a Child 1st Degree and Felonious Resraint. [> MORE](#)

KC NoVA (Kan Violence Allian community an officials toget violence. [> MO](#))

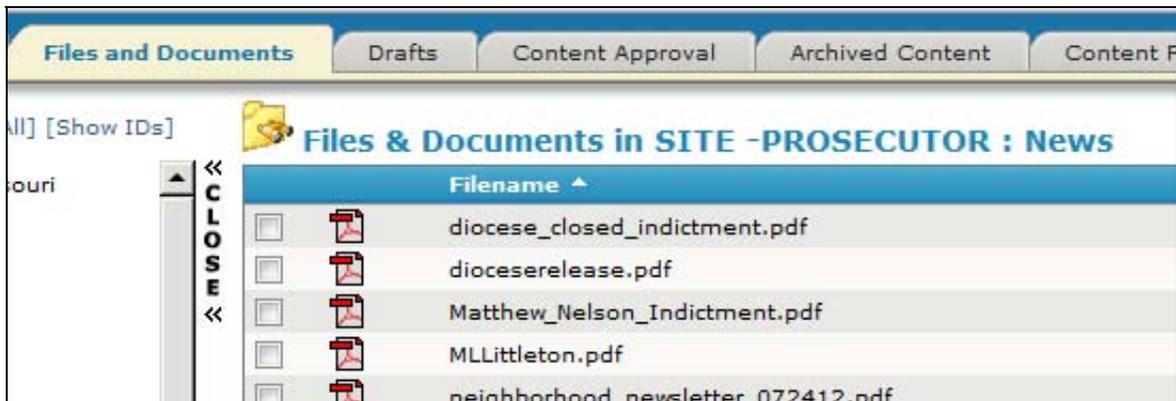
STEP UP DO LO COMBA

I am creating Content-Template Tool templates (page 25) to provide pre-formatted news briefs for each of our websites.

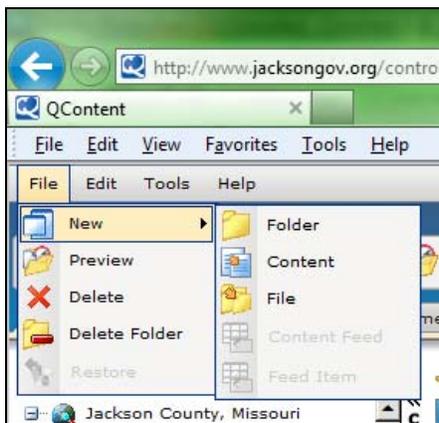
# Files and Documents

To load a PDF or other document (Word, Excel, etc.) onto your site...

- 1) Follow the same steps you take when editing/adding content, scrolling through the navigation to locate and open the right folder (page 7).
- 2) Once you've located and opened the right folder, go to the "Fields and Document" tab:



- 3) Go back to the File menu and select New > File:



- 3) Load Files

WHEN SAVING FILES (PDF's, Word Documents, etc.) – Do not use spaces. Instead use underscores:

John\_doe\_complaint.pdf NOT john doe complaint.pdf



**File to Upload:** Select the file from you computer.

**File Title:** You have to give it a headline just like you would a Content Title

Description and keywords work exactly like the meta description/key words (pages 10).

Click Add to upload another file. (You can load up to six files at one time.)

When you have selected the last file, click “Upload” to upload the files.

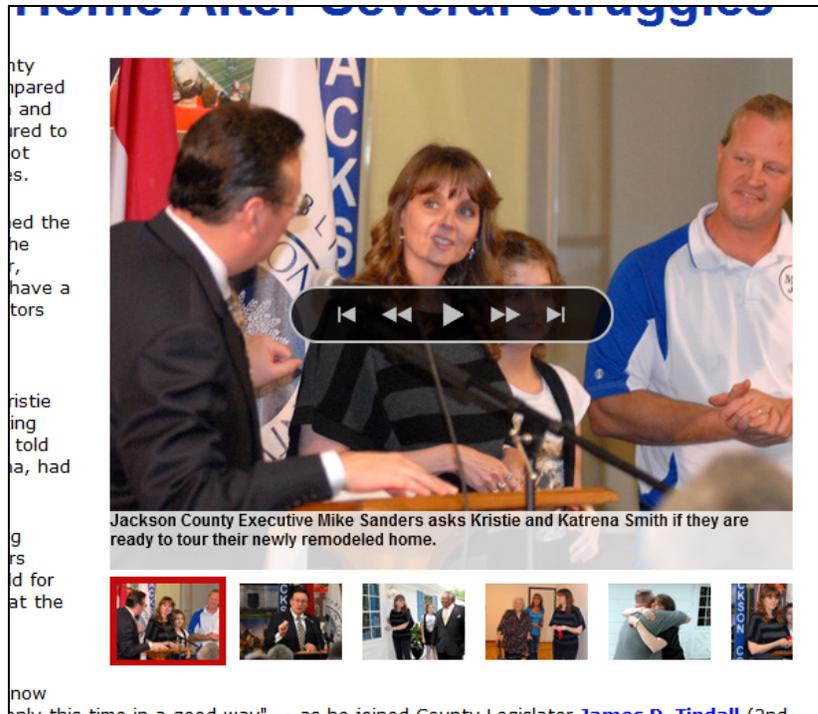
When the files are uploaded, you can click “Copy Hyperlink” to get the necessary information for creating a link to that PDF (e.g. /filestorage/8829/8837/diocese\_closed\_indictment.pdf)

Filename	Last modified	Modified by	Size	Copy Hyperlink
CostsofViolentCrime.pdf	5/10/2013 3:39:08 PM	MansurMike	1763.3 KB	Copy Hyperlink
diocese_closed_indictment.pdf	3/20/2013 2:58:53 PM	LoudJoe	83.9 KB	Copy Hyperlink
dioceserelease.pdf	3/20/2013 2:58:53 PM	LoudJoe	43.3 KB	Copy Hyperlink
LACHaney.pdf	5/15/2013 2:10:50 PM	LoudJoe	3154.9 KB	Copy Hyperlink
Matthew_Nelson_Indictment.pdf	4/25/2013 4:27:48 PM	LoudJoe	201.6 KB	Copy Hyperlink
MLLittleton.pdf	5/2/2013 11:54:29 AM	LoudJoe	4059.6 KB	Copy Hyperlink
neighborhood_newsletter_072412.pdf	3/20/2013 2:10:31 PM	LoudJoe	1887.5 KB	Copy Hyperlink
Newsletter_2013.pdf	4/4/2013 2:30:02 PM	LoudJoe	1967.1 KB	Copy Hyperlink
RLWashingtonpc.pdf	5/2/2013 11:54:29 AM	LoudJoe	1008.6 KB	Copy Hyperlink
stipulation_of_testimony.pdf	3/20/2013 2:01:53 PM	LoudJoe	330.4 KB	Copy Hyperlink
TAPhillips.pdf	5/15/2013 2:10:50 PM	LoudJoe	3160.2 KB	Copy Hyperlink

Links to a PDF are created like any other link (page 15) – with the target being a “New Window.”

# Special Notes

1) If you want to use a photo slideshow, contact me. This entails writing HTML code and inserting DIV's.



2) The same goes for inserting a video on your site:



3) Finally, notify me – [jloudon@jacksongov.org](mailto:jloudon@jacksongov.org) – whenever you intend to post a page on the website. I can review your drafts to assure they are properly formatted and ready for “publishing” – a.k.a. going live for public consumption.