

NPR Digital Services Design Specs

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To maintain the look and feel of your station’s web site, NPR Digital Services creates a **Station-branded Navigational Header (“masthead”)** that incorporates your web site’s existing navigational links, logos, icons, fonts, colors and footer. The masthead, footer and styles are included within each of your modules including **Public Platform**.

Stations using **Public Platform** will also choose a page template, home page design, secondary page design, set styles, and more.

Module Design: Header and Footer

Stations can provide a design and files, or we can take care of this.

Sample A: Most sizes are approximate.



Using your Current Masthead and Wrapper

If you are happy with your current web site design:

- **Send NPR Digital Services** all the files needed for your current Masthead / Footer (images, html, css).
- **Links:** Make sure all links are **absolute**, not relative.
- Minimum of 640 pixels wide.
- We'll build your modules using these files. This process typically takes approximately one week.

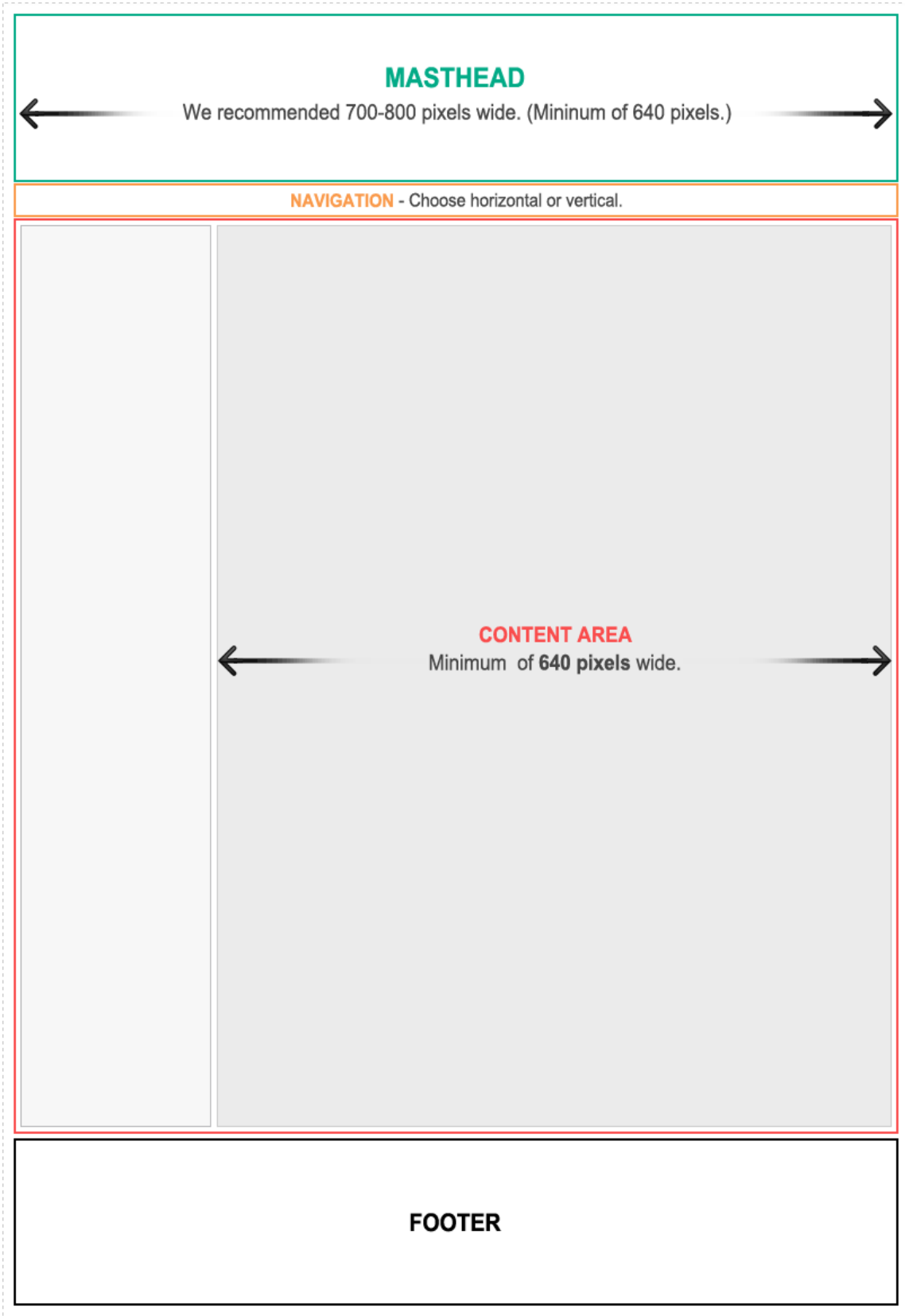
Do it Yourself

If you are redesigning your site, you may create your own Masthead / Footer using these design specs. If you are working with an outside design firm – great! Our design staff is available for design suggestions, questions and tips for making things easy. If you are working with an outside design firm, **please share our design specs with them**. We are happy to answer more detailed design questions and review mock ups for compatibility.

What We Need:

After your new site design is completely final and approved, please **deliver the final images, css information, and html code** to us (contact us with questions) and we'll build your Masthead / Footers for your modules. We need:

- **Send us** all the files needed for your current Masthead / Footer (images, html, css).
- **Links:** Make sure all links are **absolute**, not relative. You may also include **absolute** image paths as if you prefer.
- **A visual:** A link to your testing server, a pdf, or PhotoShop mockup so we can see what it looks like.
- Any notes that might be helpful. Remember, we work on lots of sites each day, not just yours.
- Building and integration generally takes 2- 5 business days.

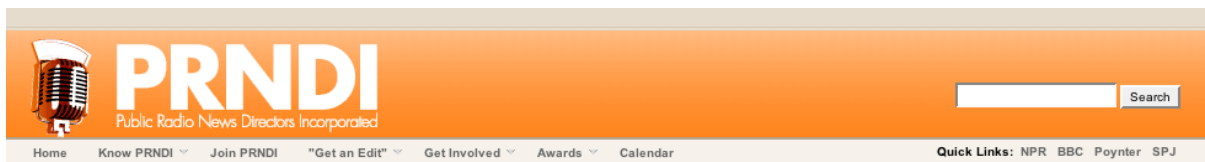


Public Platform: Home Page and More

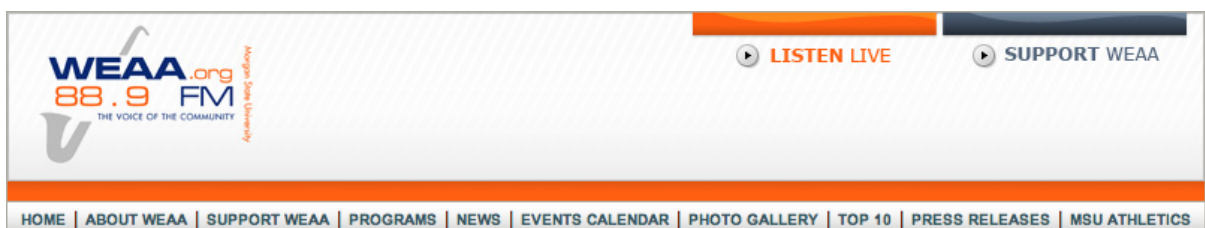
Platform Masthead, Navigation, and Footer:

- **Nav Bar Names for NPR Digital Services Modules:** Public NewsRoom®, Public Arts®, Public Events®, etc. are the default names for our content modules; you may rename them as appropriate. For example, Public Events can be called Events, Events Calendar or Community Events.
- **Platform: Automatically Generated Site Navigation:** General, site-wide navigation links can be automatically generated and easily updated using Public Platform. Choose **horizontal** or **vertical**. See Samples C & D.
- **Custom Graphical Navigational Links:** If you have a graphical design that you like, you may use it instead of the text based auto-generated navigation. When designing custom navigation, please keep in mind the general, site-wide navigation links that must be included in your station's Masthead / Footer (example: About Us, Contact Us, etc.) with the addition of links to the NPR Digital Services modules.
 - **NOTE:** Module sub-navigation (i.e., links to the US section of NewsRoom, Classical section of Public Arts) is **NOT** part of the masthead.
- **Width:** We recommend 700-800 pixels wide. Minimum of 640 pixels wide.
- **Quick Pledge and Pulse Mastheads:** Note that modified mastheads without navigational links are used within **Quick Pledge (520x100 wide)** and Pulse. You may also create mastheads yourself and email them to us.
- **Fixed vs. Variable width:** The overall masthead width can be fixed or variable. To have an overall variable width (meaning they'll stretch to fit the size of the browser window) masthead, please let us know ahead of time.
- **Footer:** A standard footer element will be created.

Sample B: Without promotional banners, with custom navigation



Sample C: With the Horizontal Auto-generated Navigation



Left Vertical Navigation

In most cases, we can include left column vertical navigational elements within the NPR Digital Services modules. Please keep in mind that the width of this column will be **added to** the width of the NPR Digital Services modules (minimum 640 pixels), increasing overall page width accordingly.

For examples, see:

<http://www.publicbroadcasting.net/wwfm/guide.guidemain>

<http://www.publicbroadcasting.net/wfiu/guide.guidemain>

Sample D: With the Vertical Auto-generated Navigation



Sample E: With Left Vertical Navigational Elements



Public Platform Page Design Specs:

Platform Templates:

Choose from one of 4 templates for your overall page layout. Column widths backgrounds, and fonts can also be customized via CSS. Home page and second level pages can have different designs.

NOTE: It's important to stick with the grid system.

To test: Can you draw a 2, 3 or 4 grid over your home page and second level page design?

Pages and Styles:

- **Public Platform Page Template:** Choose from one of 4 templates for your overall local page layout. Column widths and other styles can be adjusted for you via CSS. Note that content must adhere to the grid system.
- **Home Page:** The home page can use a different page template.
- **Width of content area:** The NPR Digital Services modules have a **minimum width of 640 pixels**. Most of the modules (excluding NPR Digital Services Composer) are variable width and stretch automatically to fill larger widths.
 - **NOTE:** Module sub-navigation (i.e., links to the US section of NewsRoom, Classical section of Public Arts) is **NOT** part of the masthead and **IS** included in the 640 minimum.
- **Alignment:** Decide whether you prefer centered or left-justified.

Platform Template Choices:

single column
content-only layout



Blank Template



2-column layout



Template 1



3-column layout



Template 2



4-column layout



Template 3



3-column layout, top
content element
spanning first two
columns



Template 4



Stylesheets (CSS)

Stylesheets determine the look of your site. If you are comfortable working with CSS, you can alter your Public Platform stylesheet yourself by clicking 'Edit Stylesheet'. (Recommended for advanced users only.)

We also use style sheets in all your modules, please contact us for information about what styles can be adapted.

If you'd like a bit more customization, but don't know how, contact us.

Examples of overall styles we can set for you:

- Page and column widths
- Page and column background colors
- Fonts colors, and sizes

Additional Masthead and Module Customization

Additional module customization beyond what is mentioned above is possible. Depending on the level of customization desired, this work may fall into the **fee-for-service** category. This is evaluated on a case-by-case basis.

For examples of stations that have customized their modules above and beyond what is typical, see wuum.org and wgbh.org.

NPR Digital Services Module URLs

- **Public NewsRoom:** <http://www.publicbroadcasting.net/xxxx/news.newsmain>
- **Public Arts:** <http://www.publicbroadcasting.net/xxxx/arts.artsmain>
- **Public Events Calendar:** <http://events.publicbroadcasting.net/xxxx/events.eventsmain>

- **Quick Pledge:** <http://secure.publicbroadcasting.net/xxxx/pledge.pledgemain> (**NOTE:** no 's' after http)
- **NPR Digital Services Composer:**
Program Guide: <http://www.publicbroadcasting.net/xxxx/guide.guidemain>
Playlists:
<http://www.publicbroadcasting.net/xxxx/guide.guidemain?action=searchPlaylist&playlistID=0>
- **JukeBox:** <http://www.publicbroadcasting.net/xxxx/jukebox>
- **Streaming Page:** <http://www.publicbroadcasting.net/xxxx/ppr/index.shtml>

Updating your Masthead or Footer

If you need to make small changes to your NPR Digital Services masthead, please email the new information to help@publicinteractive.com. Most small changes (updating a link, etc.) can be made within two business days.

If you are redesigning your website entirely, please see page 1.

Examples of Clients Using Public Platform

The following sites were built using Public Platform:

The screenshot shows the WAMC Northeast Public Radio website. At the top, there is a logo for WAMC with the call sign W299AG and frequency 107.7 FM, located in Newburgh, NY. Navigation links include HOME, NEWS & INFORMATION, EVENTS CALENDAR, PROGRAMMING, STATION INFO, SUPPORT, UNDERWRITING, and SITEMAP. A search bar is also present.

The main content area is divided into several sections:

- What's New?**: Contains links to a WAMC Program Guide, an online program guide for May (PDF), a blog launch announcement, an education director award, and a panel discussion on "Is America".
- Election 2008**: Features a map titled "NPR and NewsHour 2008 Election Map" showing 2008 Presidential Primaries and Caucuses across the United States.
- Regional Election Links**: Lists various regional news sources such as Times Herald-Record, The Berkshire Eagle, The Daily Freeman, The Republican, The Poughkeepsie Journal, The Saratogian, Times Union, The Schenectady Gazette, and Hartford Courant.
- WAMC News**: Includes a headline about a "New Effort To Prevent Foreclosures In WMass" and a link to a state grant funding a regional foreclosure prevention center.
- WAMC**: Lists "Now on Air" and "Up Next" programs, such as "WAMC Northeast Report with Brian Shields" and "All Things Considered".
- WAMC HD2**: Lists "Now on Air" and "Up Next" programs, such as "Talk of the Nation" and "The World".
- WEATHER**: Includes a link to "Mike Landin's WAMC Regional Forecast" and a "Get Forecast" button.

Approximately 65 stations use Public Platform, here are a few additional Public Platform sites:

KCUR <http://www.kcur.org>

LA Public Media <http://www.lafwd.org>

WAMC <http://www.wamc.org>

WNCW <http://www.wncw.org>

NPR Digital Services <http://www.publicinteractive.com>

Examples of Clients Not Using Public Platform

NETRadio Nebraska: <http://netnebraska.org/radio/>

Universal Site Navigation includes links to NPR Digital Services Modules:

- News -> Public NewsRoom
- Classical Music -> Public Arts
- Culture Connect -> Public Events Calendar
- Listen -> Live stream

Automated headline feeds:

- Public NewsRoom, Public Arts, Public Events Calendar, Weather

The screenshot shows the NPRN Home Page with a navigation menu including NEWS, PROGRAMS, ARTS & HUMANITIES, EVENTS, ABOUT NPRN, SUPPORT NPRN, and NETV. The main content area is divided into several sections:

- NOW ON AIR:** Afternoon Concert with Lora Black, 1:00PM - 4:00PM.
- CURRENT WEATHER:** A list of weather conditions for various locations including Norfolk, Omaha, Lincoln, Grand Island/Hastings, North Platte, McCook, Oqallala, Scottsbluff/Gering, Chadron, and Valentine.
- TOP NEWS STORIES:**
 - Secretary of State Powell Quits Bush Cabinet:** Secretary of State Colin Powell, widely respected in a world often wary of America's superpower diplomacy, resigned on Monday.
 - Moderate Republicans Bemoan Party's Hard Right Turn:** A win doesn't mean that all is well in the Republican Party. Though their candidate came out ahead on Nov. 2, some moderate Republicans are as despondent as Democrats.
 - Trouble Spots Dot Iraqi Landscape:** The fighting started in Mosul two days after U.S. tanks entered Fallujah.
- ARTS HIGHLIGHTS:**
 - NEBRASKA CONCERTS:** Thanksgiving.
 - Race and Dance:** Dance icon Bill T. Jones confounds expectations about race and the power of stereotypes in two new dance pieces. (Accompanied by a photo of a dancer).
- EVENTS:**
 - Art & Museum Exhibits:** APPETITE FOR ART: Director's Choice, November 16, 2004.
 - Theater & Dance:** All GRACE, November 18, 2004 - November 23, 2004.
- SHOW-YOUR SUPPORT:** E-NEWSLETTER sign-up and STATE NEWSLETTER.
- Nebraska News:** One-Handed Woodwinds Fundraiser and Demo Exec Says National Strategy Flawed.
- NATIONAL:** U.S. Bishops Pick New Chief in Wake of Sex Scandal.
- INTERNATIONAL:** World: Zargawi Tape Calls on Iraq Rebels to Mobilize.

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