

# From Web to Print

WordPress as the Center of Your Higher Ed  
Print Publication Workflow

**Ben Greeley**

Director of Engineering, 10up

WPCampus 2019



# About Me

- **Director of Engineering at 10up**

- Distributed global agency specializing in enterprise WordPress solutions
- We make the web better by finely **crafting websites** & tools for content creators.



- **I've Worked Nearly a Decade in Higher Education**

- Web Manager/Web Developer at Colby College in Maine
- Web Developer at University of Maine



# Higher Education Print Publications

- Alumni Magazines
- Course Catalogues
- Admissions Brochures/Magazines
- Annual Reports



*Publications frequently have both web (WordPress) and print versions*

# Common Web/Print Workflows

Editorial Work Often Starts In



Word

/



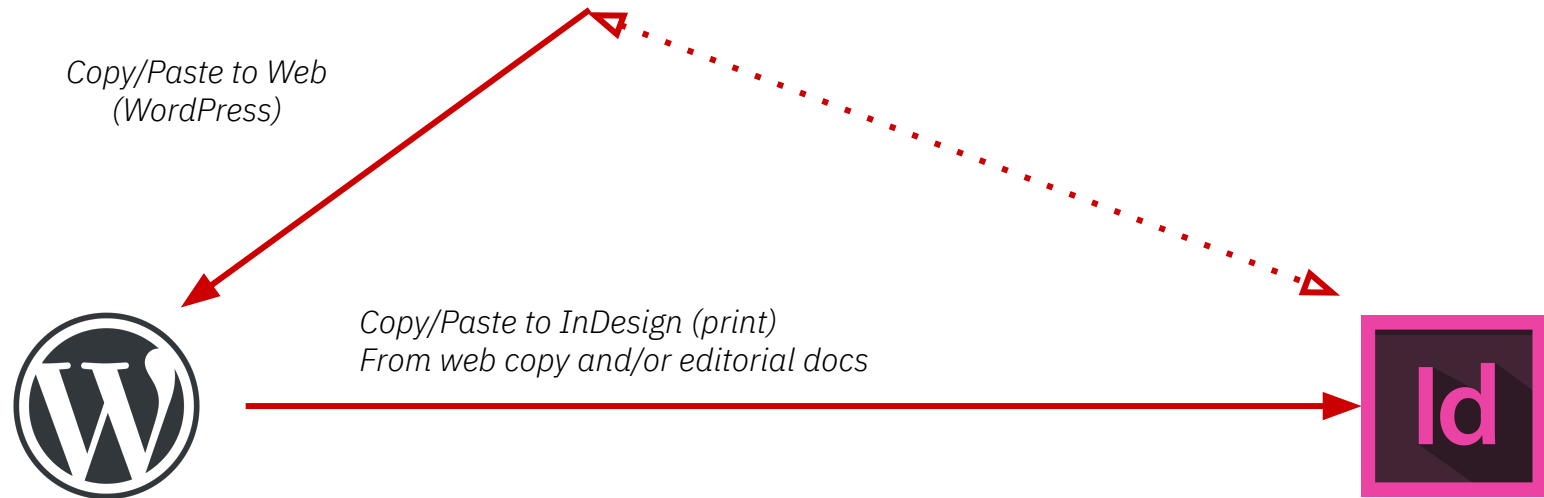
Google Docs

/



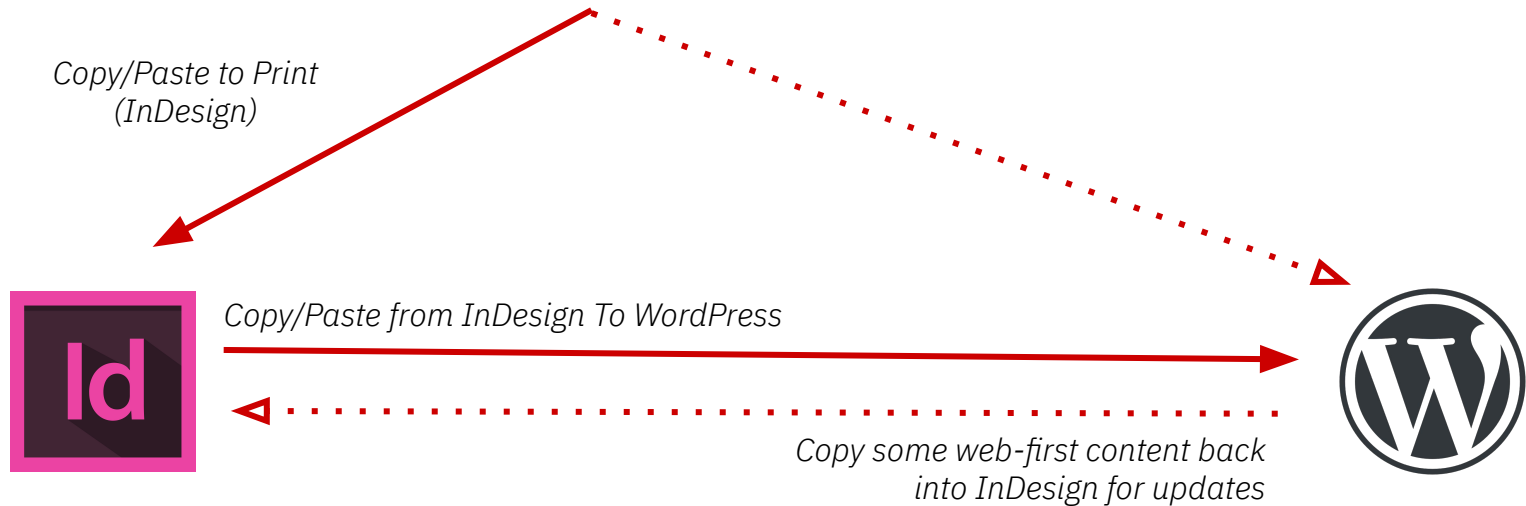
# Common Web/Print Workflows

*Web-First:*  Word /  Google Docs / 



# Common Web/Print Workflows

*Print-First:*  Word /  Google Docs / 



# Maine Today Media

- **Largest publisher in Maine**
  - 1.2 million unique visitors/month
  - 4 daily newspapers
  - 10+ weekly/monthly regional newspapers
- **WordPress multisite network**
  - pressherald.com
  - centralmaine.com
  - sunjournal.com

Friday, June 6, 2019  
pressherald.com

2020 C  
**Trump**  
backin  
citizen  
questi

Despite his loss  
president asks  
'path forward'  
action or by an

By TARA BAH  
and JOHN V  
The Washing

WASHINGTON  
administration on  
up its effort to pla  
question on the 20  
the president said  
an executive orde  
the impasse and a  
ment lawyers told  
they were still loo  
way forward.

The Supreme Co  
the administration  
the question "cont  
the government co  
ward without a so  
On Friday, Preside  
key official mentio  
sible reasons for a  
ry in statements  
weeklong swirl of  
and that could mi  
istration's legal ca  
difficult.

Government lay  
a filing Friday th  
and Commerce  
had been "instruc  
whether there is a

## READING, WRITING AND A ROOF OVER THEIR HEAD

# SCHOOLS, RESIDENTS OPEN DOORS TO ASYLUM SEEKERS



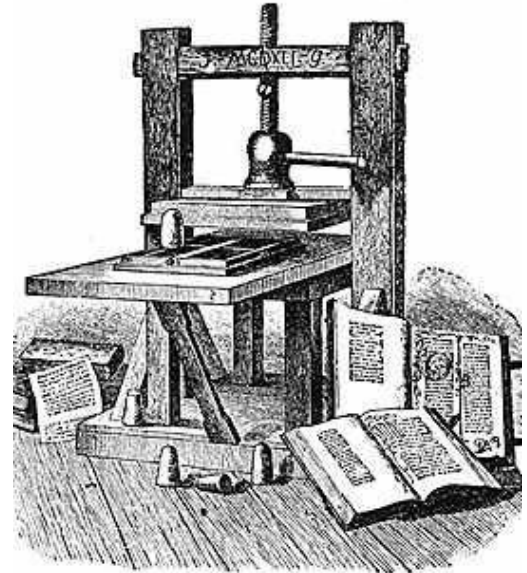
Photos by Brianna Soukup/Staff Photographer

Emily Hall Greeley helps Stela Solani Ndombasi Mvemba with an English-language assessment Wednesday in Portland. Some asylum seekers new to Portland speak Lingala, a Bantu language used in the Democratic Republic of the Congo.

## District enrolling wave of new students

# MTM “Web to Print” Project Goals

- **Replace legacy print system** (expensive)
- Create **central location for web/print content editing**
- Improve **content sharing** between print/web properties
- **Streamline workflows** between all properties





# Content Syndication

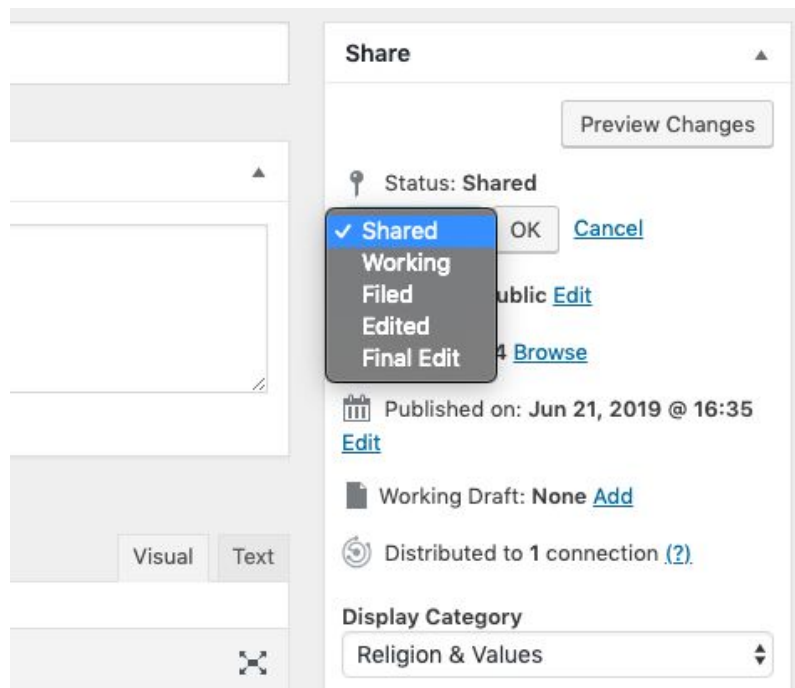
- Created new site on multisite network
- Starting place for *all* web and print content
  - Editorial workflow/collaboration tools in WP
- Syndicate (push) web content to websites using **Distributor plugin**
  - Each site customizes web content as needed
- Serve print content to InDesign



Distributor

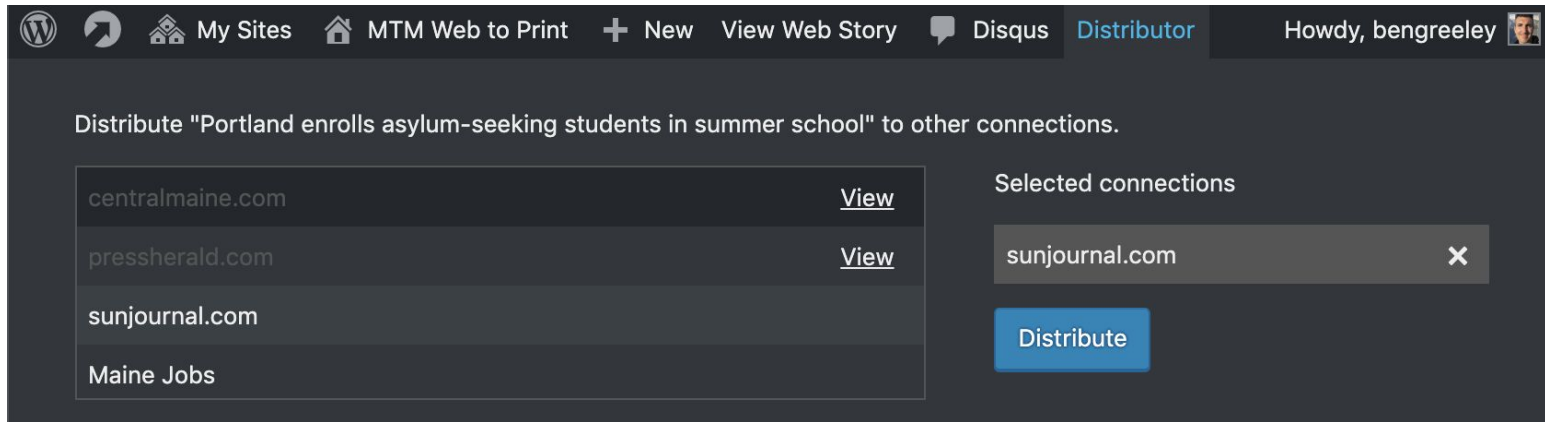
# Custom Roles

- Custom roles: Editor/reporter/designer
- Revamped legacy custom workflows in WP
  - Leveraged **Edit Flow plugin**
- Custom statuses
- E-mail notifications



# Content Types – Web Story

- A WordPress post with enhanced collaboration tools:
  - Inline editorial comments
  - Working drafts of published content
  - Custom statuses and notifications
- Distribute (push) story to multiple web properties:



The screenshot shows the WordPress 'Distributor' interface. The top navigation bar includes the WordPress logo, a home icon, 'My Sites', 'MTM Web to Print', '+ New', 'View Web Story', 'Disqus', 'Distributor', and a user profile 'Howdy, bengreeley'. The main content area displays the text 'Distribute "Portland enrolls asylum-seeking students in summer school" to other connections.' Below this is a list of web properties: 'centralmaine.com' (with a 'View' link), 'pressherald.com' (with a 'View' link), 'sunjournal.com', and 'Maine Jobs'. To the right, under 'Selected connections', 'sunjournal.com' is listed with a close icon. A blue 'Distribute' button is located at the bottom right of the interface.



# Content Types – “Package”

## Collection of Web, Print Posts and Content

My Sites MTM Web to Print + New View Posts Disqus Howdy, bengreeley

**ph.summerschool.07** News 07/06/2019 Portland enrolls asylum-seeking students in summer school [Share](#) [Print](#) ● Shared Web PPH

**06**

[Edit](#) | [Trash](#) | [Add Story+](#)

[Less Details](#) ^  
| [Follow](#)


**Budget Details**

More than 75 children and teens who are among the recent influx of asylum seekers will be enrolling in Portland Public School's summer school programs in the next few weeks. We will (hopefully) talk to a family that is going through the district's intake and assessment process for a story about how the school district is responding to the asylum seekers and what the long-term implications are.

**Package Category** Images  
News No

**Submitter** Graphics  
Rachel Ohm No

**Images and Graphics**



**Receivers**

Rachel Ohm  
Dieter Bradbury  
Michele McDonald  
Greg Rec

[Add Story+](#) [Edit Package](#)

# WordPress to Print (InDesign)

- Designers shouldn't need to go into WordPress for content
- InDesign plugin created to search for completed print stories **within InDesign**
- Filter WP print stories by publication, date, category, section (cover, A2, etc)



# WordPress to Print (InDesign)

## Custom **WordPress REST API endpoint** for InDesign

- Print story information in JSON format
- IDML (InDesign) XML markup w/ custom InDesign styles for print properties

```
{
  "id": 2725788,
  "title": {
    "raw": "ICE halts force-feeding of immigrant detainees in Texas",
    "rendered": "ICE halts force-feeding of immigrant detainees in Texas"
  },
  "status": "design",
  "indesign": {
    "title": "<pstyle:HED.Headline>ICE halts force-feeding of immigrant detainees in Texas",
    "subhead": "<pstyle:HED.subhead>The U.S. government says it has suddenly stopped force-feeding a group of men on a hunger strike inside an El Paso immigration detention center.",
    "byline": "<pstyle:BY.Byline1>By MARTHA MENDOZA and GARANCE BURKE",
    "sourceline": "<pstyle:TXT.source-line>Associated Press",
    "content": "<pstyle:TXT.Text>The U.S. government has suddenly stopped force-feeding a group of men on a hunger strike inside an El Paso immigration detention center, U.S. Immigration and Customs Enforcement said. The dramatic reversal came Thursday as public pressure was mounting on ICE to halt the practice, which involves feeding detainees through nasal tubes against their will. Last week, the United Nations human rights office said the force-feeding of Indian hunger strikers at the facility could violate the U.N. Convention Against Torture. On Wednesday, a U.S. district judge said the government had to stop force-feeding two of the detained Indian immigrants, but warned
```

# WordPress to Print (InDesign)





# InDesign to WordPress

- Print designers sometimes need to request editorial changes
  - Overflow/length issues
  - More up-to-date content needed to update website
- REST API endpoint for edits from InDesign plugin to WP
- Creates new revision of print story w/ suggested edits
- E-mail notification to story editor for further edits



# InDesign to WordPress



# Results for Maine Today Media

1. Since December 2018 Maine Today Media has printed all daily newspapers **from WordPress**
2. WordPress is central location for editorial process of all web and print content
3. Standardized Workflow



# Higher Education Print Workflows



WordPress *can* serve as the center of your web/print workflow!



College publications can be streamlined to have one central source



Create efficiencies for communications offices trying to do many things

# Resources for Centralizing Workflows

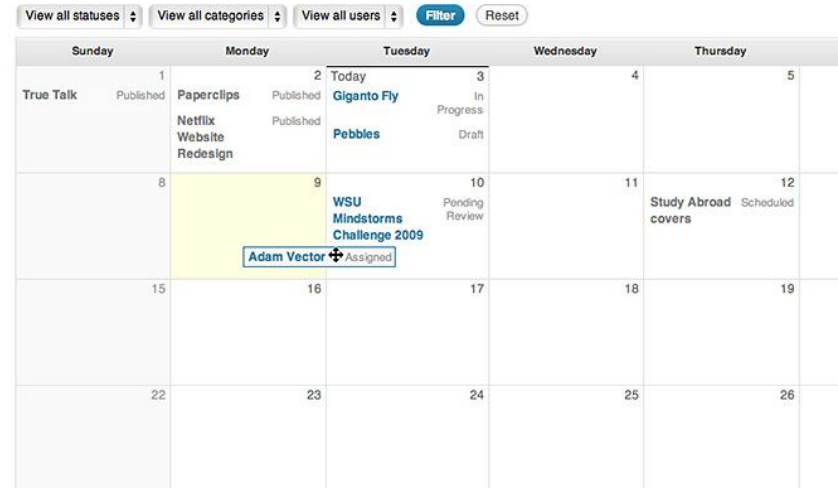
*Existing (free) open source tools can help start centralizing your workflow*

## **Edit Flow** Plugin by Automattic

<https://editflow.org>

- Editorial calendar
- Custom statuses
- Notifications

**Note:** *Some incompatibility with Gutenberg*



The screenshot displays the Edit Flow plugin interface, which is an editorial calendar. At the top, there are navigation controls: "View all statuses" (dropdown), "View all categories" (dropdown), "View all users" (dropdown), a "Filter" button, and a "Reset" button. Below these is a grid representing the calendar. The grid has columns for days of the week (Sunday, Monday, Tuesday, Wednesday, Thursday) and rows for dates. The content is as follows:

Sunday	Monday	Tuesday	Wednesday	Thursday
1 True Talk Published	2 Paperclips Published Netflix Website Redesign	3 Today Giganto Fly In Progress Pebbles Draft	4	5
8	9 WSU Mindstorms Challenge 2009 Adam Vector Assigned	10 Pending Review	11	12 Study Abroad covers Scheduled
15	16	17	18	19
22	23	24	25	26

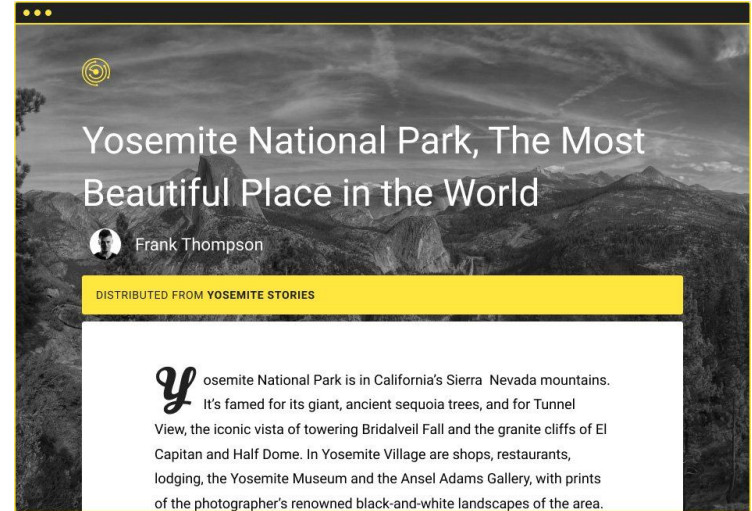
# Resources for Centralizing Workflows

*Existing (free) open source tools can help start centralizing your workflow*

**Distributor** by 10up

<https://distributorplugin.com>

- Share content from one WP site to others
- Works with multisite or to external sites
- Makes central site for content edits possible



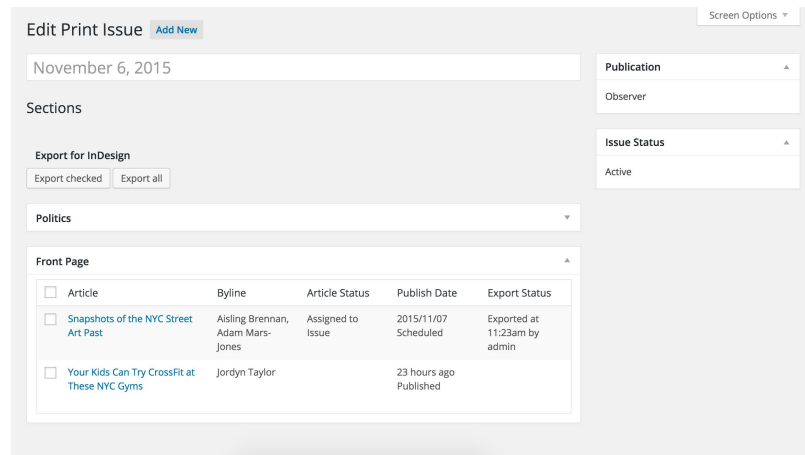
# Resources for Centralizing Workflows

*Existing (free) open source tools can help start centralizing your workflow*

## **Eight Day Week** Plugin (10up)

<https://github.com/10up/eight-day-week>

- Tools to manage print workflow in WordPress
- XML Export to InDesign (manual)
- Print issues containing articles and sections
- New version forthcoming



The screenshot shows the 'Edit Print Issue' interface in WordPress. At the top, there is a date field set to 'November 6, 2015' and a 'Screen Options' dropdown. Below this, there are sections for 'Sections' (currently showing 'Observer') and 'Issue Status' (currently showing 'Active'). The 'Export for InDesign' section has two buttons: 'Export checked' and 'Export all'. A 'Politics' dropdown menu is visible. The 'Front Page' section contains a table of articles and sections.

<input type="checkbox"/>	Article	Byline	Article Status	Publish Date	Export Status
<input type="checkbox"/>	<a href="#">Snapshots of the NYC Street Art Past</a>	Aisling Brennan, Adam Mars-Jones	Assigned to Issue	2015/11/07 Scheduled	Exported at 11:23am by admin
<input type="checkbox"/>	<a href="#">Your Kids Can Try CrossFit at These NYC Gyms</a>	Jordyn Taylor		23 hours ago Published	

# Thank You! Questions?

E-mail: [ben.greeley@10up.com](mailto:ben.greeley@10up.com)

Twitter: [@bengreeley](https://twitter.com/bengreeley)

<https://2019.wpcampus.org/feedback/wordpress-as-the-center-of-your-higher-ed-print-publication-workflow/>

