

Website Redesign for



GREENBELT
News Review
An Independent Newspaper

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Additional Online Resources at:

<http://student-iat.ubalt.edu/students/pepper/630ia/final/index.htm>

1. Introduction

Our proposed redesign of the *Greenbelt News Review (GNR)* website developed from a partnership between Mary Lou Williamson, the editor of *GNR*, and the students of IDIA 630 Information Architecture (IA). IA is one of the core courses of the Interaction Design and Information Architecture program at University of Baltimore. This course focuses on evaluating the structural design of a website, while keeping in mind the goals of not just the client, but also the target audience.

In this case, the client is *GNR*, a community newspaper with a long history and a tight bond with its community. Its goal is to develop a Web presence that remains true to its mission as a “family newspaper” (see Figure 1). The target audience is an active community of people who are passionate about Greenbelt and rely on *GNR* to educate and enlighten them.

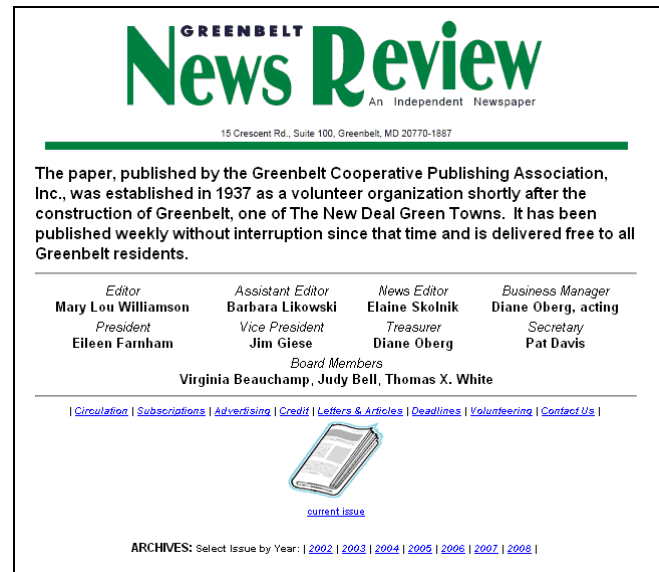


Figure 1. Current *GNR* website

Our proposed redesign is presented in five sections:

1. Introduction
2. Phase 1: Launch of the Online Edition of *GNR*
3. Phase 2: New Media Transformation of *GNR*
4. Conclusion
5. Appendix

In Section 1. we discuss the demographics of Greenbelt and present user personas and scenarios.

In Sections 2. and 3. recommendations are set out in two stages. Phase 1. is a conversion of the existing *GNR* product to an online format. Phase 2 is a further transformation of *GNR* that involves taking full advantage of publishing on the Web. The focus areas of these sections are navigation design, interaction design and information design.

While each section may have its own conclusions, summary conclusions are published in Section 4.

In Section 5. we offer a comparison and contrast of three representative online news sources in the form of a competitive analysis. We also present a content inventory, which is an

examination of the current state of *GNR*. These two papers were part of our research for this project.

Strategic Goals and Assumptions

As conveyed by Mrs. Williamson, the decision makers at *GNR* are the board members. From what we understand, it is paramount to the board to never lose editorial control of the printed or online versions of *GNR*. Our main goal of this redesign is to offer solutions that can actually be implemented by the *GNR* staff with some additional assistance from Web savvy volunteers.

Admittedly, there may be some challenges along the way. To help minimize any road blocks in the implementation process of Phases 1. and 2., we recommend that the *GNR* board members evaluate their business goals and direction.

Scope of Phase 1:

- Leave existing workflow for printed paper intact.
- Only change it insofar as the need to have the online version come out simultaneously with the paper version.
- Implement CMS for purpose of storing and presenting an electronic version of the paper which is faithful to the organization and spirit of the paper version.
- Use ads from printed paper and cycle them in the most harmonious way.

Scope of Phase 2.

- Work towards reversing the workflow of the paper to flow from website to printed paper.
- Allow ads and content to be developed for online only – then publish the paper edition from appropriate content.
- Make online CMS the development environment and authoring environment for content itself.
- Study advertisers and readers.
- Seek ways to gather information about readers.
- Tie ad rate vigorously to CPM and explore, expand, and exploit interrelationships with advertisers to sell access to your readers to them.

1.1 User Personas and Scenerios

User Personas

Each resident of Greenbelt is a potential reader of *GNR*. In order to better understand this target audience, we researched the demographics of Greenbelt. Using complimentary data from Claritas, the creator of PRIZM, we were able to examine Greenbelt's population and the behaviors and habits of individuals and households (see Figure 2).

We assimilated this data to create three user personas, or people who embody the characteristics of groups of Greenbelt residents.

The three personas we created are:

- Business minded reader
- Community centered reader
- Family focused reader

The user personas can be used to anticipate the goals, behaviors and preferences of people who will use the *GNR* website (see Figure 3).

LifeStyler Attribute Title	Count	Users/100 HHs	Count	% Total	Users/100 HHs	Index
MRI Household Count (H)	9,722		822	8.46		
Age 18-24	979	10.07	24	2.44	2.91	29
Age 25-34	1,847	19.00	181	9.82	22.06	116
Age 35-44	1,631	16.78	190	11.67	23.15	138
Age 45-54	2,392	24.60	417	17.45	50.79	206
Age 55-64	1,415	14.55	4	0.28	0.48	3
Age 65-74	709	7.29	0	0.00	0.00	0
Age 75+	755	7.77	4	0.53	0.48	6
Education - HS Graduate	2,732	28.10	100	3.65	12.12	43
Education - Some College	2,715	27.93	169	6.24	20.61	74
Education - Some HS	929	9.56	10	1.07	1.21	13
Education Bachelor's Degree	2,298	23.63	335	14.57	40.73	172
Education Post Graduate Degree	1,051	10.81	207	19.73	25.21	233
Employment - Full Time	6,292	64.72	770	12.24	93.70	145
Employment - Part Time	771	7.93	29	3.75	3.52	44
Employment - Unemployed	2,658	27.34	23	0.86	2.79	10
HH Comp: 1 Adult, Children <18	530	5.45	0	0.00	0.00	0
HH Comp: 1 Adult, No Children <18	3,143	32.33	137	4.34	16.61	51
HH Comp: Married Couple Only	2,478	25.49	340	13.71	41.33	162
HH Comp: Married Couple, Children 18+	652	6.71	150	23.07	18.30	273
HH Comp: Married Couple, Children <18	616	6.34	1	0.16	0.12	2
HH Comp: Married Couple, Children <18 and 18+	115	1.18	0	0.00	0.00	0
HH Comp: Married Couple, Other Adults	107	1.10	20	18.63	2.42	220
HH Comp: No Married Couple, Other Adults	2,092	21.52	174	8.33	21.21	98
HH First Language English	9,068	93.28	796	8.78	96.85	104
HH First Language Other	232	2.39	24	10.29	2.91	122

Figure 2. Sample data from PRIZM




Business Minded	Community Centered	Family Focused
 <p>Name: Ann Smyth Age: 45 Race: Caucasian</p> <p>Ann and her husband are long-time residents of Greenbelt and own a single-family home. They have three cats, but no children.</p> <p>Ann and her husband own and manage a coffee shop in Greenbelt. Last year Ann earned over \$200,000. She has a master's degree and an MBA.</p> <p>Ann is very comfortable with technology and prefers to do things online whenever possible. She makes more purchases online now than she does at brick and mortar stores. And she even pays all her bills online.</p> <p>Ann reads <i>GNR</i> to stay informed of what is going on in local government that could impact her business.</p>	 <p>Name: James Jackson Age: 22 Race: African-American</p> <p>James completed nursing school last year and makes \$40,000 annually as a nurse practitioner. Just six months ago he started a lease for a small apartment, which is part of a co-op in Greenbelt.</p> <p>James takes pride in his community and tries to get involved anyway he can. This includes volunteering for his neighborhood watch group and even initiating a neighborhood cleanup day.</p> <p>James is a digital native, which means he has grown up with computers and is very comfortable using them. He owns a laptop and has high-speed internet connection, so whenever he is at home, he is online. His cell phone also has internet access.</p> <p>James reads <i>GNR</i> for upcoming community events. He also reads the Police Blotter and checks out the circular for the local grocery store.</p>	 <p>Name: Mary Garcia Age: 24 Race: Hispanic</p> <p>Mary rents an apartment in Greenbelt that she shares with her 6-year-old daughter.</p> <p>Currently Mary works part-time in retail and volunteers part-time at her daughter's school. She earns under \$30,000 annually and is careful about how she spends her money.</p> <p>She has a home computer, but her daughter is much for tech savvy than she is. Because their internet connection is slow, Mary rarely makes online purchases.</p> <p>Mary reads <i>GNR</i> to stay up-to-date on local activities geared towards children. She also reads <i>GNR</i> to stay informed of the latest developments in area schools.</p>

Figure 3. User personas

User Scenarios

To highlight the capabilities of the proposed *GNR* website, we have developed one task or user scenario for each of the user personas.

Scenario 1

Ann, the business minded reader, has heard a rumor about a strip of land being rezoned as commercial. She is concerned about the rezoning having a negative impact on her business.

Ann wants to find out:

- Day and time of the next Greenbelt City Council meeting
- Agenda for the next meeting
- Location of the meeting

Ann goes to the *GNR* website and navigates to the City Information section. She sees that the next Greenbelt City Council meeting is Monday at 8 p.m. and that the proposed agenda includes a discussion of local rezoning. The location of the meeting is the Municipal Building. Since Ann is not familiar with this building, she clicks on the name of it, which takes her to a Google map that shows its location. Ann prints out the map with driving directions and makes plans to attend the meeting.

Scenario 2

The community centered reader, James, is planning another neighborhood cleanup, but this time he wants to expand it to include all of Greenbelt.

James wants to:

- Advertise the neighborhood cleanup
- Offer an easy way for people to sign up to volunteer
- Get some press coverage of the event

James goes to the *GNR* website and clicks on the link for Advertising. He sees a list of ad rates and decides he can afford a small ad. He fills out an online form to request the ad. While creating the ad, he selects the option to include his e-mail address, which will allow prospective volunteers to easily contact him by clicking on the ad. After completing the form, James uses Pay Pal to pay for the ad. Before leaving the *GNR* website, he notices a link called Submit a Story Idea. He clicks the link and is taken to an online form that he can fill out to request that a *GNR* reporter attend his cleanup and write a column about it.

Scenario 3

Mary, the family focused reader, heard that during American Education Week, *GNR* will feature columns about local teachers. She feels her daughter's current teacher, Mrs. Jones, is definitely worthy of this honor.

Mary wants to:

- Recommend that her daughter's teacher, be featured in *GNR*

Mary goes to the *GNR* website and sees a banner ad promoting the upcoming American Education Week section of *GNR*. When she clicks on the banner, she is taken to a page that features headshots of and short stories about a dozen teachers in the Greenbelt area. She clicks on a link labeled Recommend a Teacher and is taken to an online form. Mary enters a glowing review of Mrs. Jones. She even uses the form to upload an electronic image she has of the teacher with her daughter. When she finishes submitting the form, she sees that the information and photo are immediately visible on the page of stories about teachers.

2. Web Version of *GNR* (Phase 1.)

Phase 1. of the implementation is to make a Web version of the paper which is faithful to the current organization of the paper and leaves its existing workflow intact, while adding a conversion process for the paper's content in the production cycle to publish to the website following the publication of the printed paper.

2.1 Navigation Design Phase 1.

Navigation is considered the most crucial element in making a website accessible and usable. Users expect navigation to provide a pathway for them to move through a site and access all of its content.

Navigation Bar

It is important to keep in mind that users will not always enter your site through the home page. That is why it is essential to offer a simple and persistent navigation bar, or collection of links, in the same location on all pages of the site. We recommend placing the navigation bar along the left side of each page, since this is a standard convention that Web users are familiar with.

During Phase 1., we recommend that the organization of content on the *GNR* website be based on the current organization of the print version of *GNR*. We performed a content inventory of several editions of *GNR* (see Appendix 2) and found that the content of the paper fits into the categories listed in Figure 4.

<p>Home*</p> <p>News</p> <p>Community Events</p> <p>Letters to the Editor</p> <p>Comic</p> <p>Police Blotter</p> <p>On Screen</p> <p>Obituaries</p> <p>City Information</p> <p>Classifieds</p> <p>Special Classifieds [e.g., Love Notes]</p> <p><i>GNR</i> Administrative</p> <p>Corrections</p> <p><i>*Even though "Home" is not a category in the printed paper, it is included as a way to link back to the home page.</i></p>
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Figure 4. Navigation for Phase 1.

Offering a navigation bar that contains links based on the above categories will make the *GNR* site easy to navigate for both users who are familiar with the printed paper and also those whose first exposure to *GNR* is with the online version. To supplement the navigation bar, we recommend the development of a site map.

Site Map

A site map is a table of contents for a website. It is a page that provides users with a list of main categories available on the site and links to those sections. A site map also improves search engine optimization. This means that when a person uses a search engine like Google or Yahoo! to find items that are Greenbelt-related, the *GNR* website will be more likely to appear among the top search results if it has a site map. In order for users to effortlessly access the site map, it should be included among the links in the navigation bar of this phase (see Figure 5).

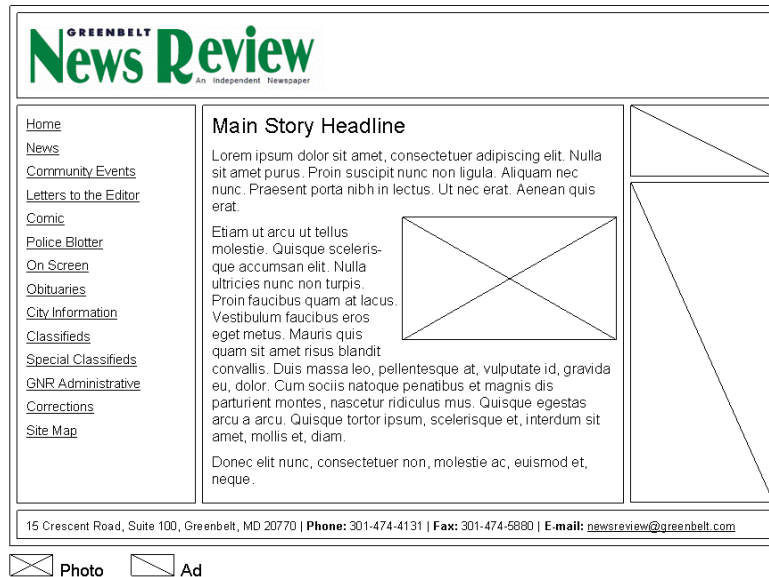


Figure 5. Wireframe of a news story in Phase 1.

2.2 Interaction Design Phase 1.

Interaction design is when the programmer makes an action happen in response to a user's interaction. Under Phase 1, interaction design is recommended to consist primarily of cycling ads and HTML forms.

Cycling Ads

The purpose of cycling ads is to display a series of ads that link to various sites. Cycling ads can be done through the use of JavaScript. Netscape produced JavaScript, a scripting language most often used for client side Web development. JavaScript can make Web pages more animated and dynamic in terms of graphics and navigation. While users are reading content on the page JavaScript can rotate the advertising.

Forms

HTML forms are used to gather user input via controls. Controls include text fields, text area fields, radio buttons, checkboxes, dropdown menus and buttons. A Control Label associates a label to a form control (see Figure 6). When the user completes the form they select the "Submit" button. Their information is then sent for processing, which can be done by Web

servers or mail servers for example. If the user wants to clear the information in their form and start over they may select the “Reset” button.

The forms we recommend are:

- Subscribe
- Submit an Ad
- Problems
- Submit a Story Idea

	Control Label	Control
Subscribe		
	First Name:	Text Field
	Last Name:	Text Field
	Address:	Text Field
	City:	Text Field
	State:	Text Field
	Zip Code:	Text Field
	Reset	Button
	Submit	Button
Submit an Ad		
	First Name:	Text Field
	Last Name:	Text Field
	E-mail:	Text Field
	Reset	Button
	Submit	Button
Problems		
	First Name:	Text Field
	Last Name:	Text Field
	E-mail:	Text Field
	Problem:	Text Area
	Reset	Button
	Submit	Button
Submit Story Idea		
	First Name	Text Field
	Last Name	Text Field
	E-mail:	Text Field
	Story Idea:	Text Area
	Reset	Button
	Submit	Button

Figure 6. Control Labels and Controls for Phase 1. forms

2.3 Information Design Phase 1.

Information design is the holistic design of the content as it is used by the user. A great deal of the information design of the website has already been established by the navigation design and the interaction design sections. Together, they establish what actions the users can do on the site, and how they will navigate it. In Phase 1. the two points to focus for
May 12th, 2008

information design are CMS implementation and the launch of a new *GNR* publishing paradigm.

CMS

The CMS implementation in Phase 1. is intended to be as simple as possible, focusing on serving story and ad content. However, it is of great importance that the CMS make use of human readable URLs. A human readable URL can be mailed to another person, or it can become cached in a user's internet history and appear in the address control of the browser as the user types "www.greenbelt..." The all-too-common alternative is to simplify the CMS implementation and use non-readable URLs that are more convenient for the programmer, but not the user. This has been done by each of the competitors explored by the competitive analysis (see Appendix 1), and remedying this is an obvious way to stand out against them (see Figure 7).

Competitor	URL
Columbia Flyer	http://news.mywebpal.com/news_tool_v2.cfm?show=localnews&pnpID=658&NewsID=897126&CategoryID=1825&on=1
The Capital	http://www.hometownannapolis.com/cgi-bin/read/2008/05_04-59/GOV
The Urbanite	http://www.urbanitebaltimore.com/sub.cfm?sectionID=4&articleID=930&IssueID=60

Figure 7. Examples of non-human readable URLs

None of these are shining examples, but The Capital's strategy is incrementally better than the other two, because it at least communicates something of some value to readers (year and month).

To demonstrate the alternative, imagine that you see one of the following URLs, for the same exact stories, encoded in an e-mail sent from a friend, or in the browser's history (see Figure 8).

Competitor	URL
Columbia Flyer	http://news.patuxent.com/Hundreds-mourn-man-slain-in-Wilde-Lake
The Capital	http://www.hometownannapolis.com/Gas-tax-holiday-not-in-states-future
The Urbanite	http://www.urbanitebaltimore.com/Sowers-killing-defines-race-and-crime-discourse

Figure 8. Examples of human readable URLs

New Publishing Paradigm

The second issue also concerns how *GNR* communicates its brand through the media it participates in. With the launch of the online version, *GNR*'s brand should reflect a complementary set of media, one print and one online. Its new identity as *multi-media* publisher needs to be prominently established both in print and online. Many organizations at a similar moment choose a new name (for example MSNBC). For *GNR*, a more reasonable alternative would be to consider reworking its logo to promote the idea of its new focus.

At this stage there is no certain change in the type of content that is developed by the *GNR*. However, the strategy should be to eventually align *GNR*'s editorial strategy with its position in the media space around it, and in harmony with the needs of its users. To this end, the

focus should coalesce around existing local organizations and neighborhoods. Through this approach the content and mission of the *GNR* will become "tuned" to local groups like schools and places of worship, as well as physical organizational units like neighborhoods and other sub-communities.

The point of this idea is to attempt to deliver products that play to *GNR*'s strengths. One example is sports. At the national and regional level, the *GNR* has much competition. However, as this example scales down to the high-school level, and indeed the grade-school level, it becomes clearer that sports at this level could be a niche specialty that no other media provider could touch. The motivations of sports fans are probably the single greatest engine of productivity for all media.

Promotions

We recommend offering a *website only* revolving promotional program that pays local businesses to donate a small amount of their product in return for the use of their brand. The exact mechanisms of how it is done are up to you, but the goal would be to entice users to return to the website over and over to see if they have won something. This is a technique that radio stations often use.

This may seem that you are buying something from your advertisers and giving it to your readers. However, the advantage is that it will prove the use of the website to the advertisers, and establish a benchmark for it for you as well. This will co-mingle their brand with yours and will raise the stakes of the success of the website for everybody.

Another advantage is that you will create a community of users who routinely try to game the system and will visit the website over and over again. A condition of winning the contest will be participation in a brief survey, allowing you to collect up-to-date voluntarily submitted information about the user. This user information will prove invaluable for *GNR*.

3. New Media Version of the *GNR* (Phase 2.)

By Phase 2 of the implementation, the Web version of the paper will have been up and running for some time. During this phase, *GNR*'s focus will gradually shift from a community newspaper with a website to a community publishing resource with an online newspaper and a printed paper.

3.1 Navigation Design Phase 2.

As the website evolves into Phase 2, it is recommended that the navigation develop further. The Web is a different and more dynamic medium than printed paper and to stay competitive with other online news sources, *GNR* must go beyond simply mimicking the print version online. Suggestions for this phase are informed again by our content inventory (see Appendix 2) and also an evaluation of the needs of *GNR* readers who are represented by the user personas (see Section 1.2).

Navigation Bars

The navigation should still include a left navigation bar, but in this phase we recommend introducing another navigation bar that runs along the top of all pages. The top navigation will include the main categories listed in Figure 9.

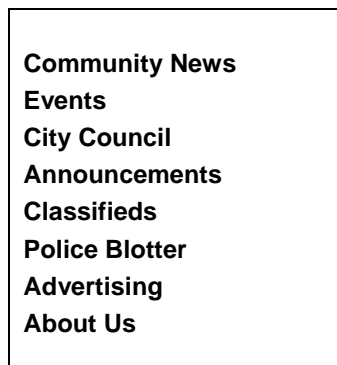


Figure 9. Main navigation categories for Phase 2.

Each of these categories will have subcategories that will appear in the left navigation when you are on a page within that section. The main categories and the subcategories that fall under each are in Figure 10.

Community News	City Council	Police Blotter
Belle Point	Board Members	Advertising
Boxwood Village	Committees	Ad Rates
Charlestowne North	Contact Info	Submit an Ad [form]
Charlestowne Village	Next Meeting	About Us
Greenbelt East	Recent Proceedings	Contact Us
Greenbelt Homes	Announcements	History
Lakeside	Births	Problems [form]
Lakeside North	Engagements/ Weddings	Subscribe [form]
Lakewood	Honors	Volunteer
Springhill Lake	Obituaries	
Woodland Hills	Submit an Announcement	
Letters to the Editor	[form]	
Submit a Story Idea [form]	Classifieds	
Events	Employment	
Calendar	Lost	
Reviews	Merchandise	
Submit an Event [form]	Movie Listings	
	Public Notices	
	Services	
	Real Estate	
	Wanted	
	Yard Sales/Auctions	
	Classified Rates	
	Submit a Classified [form]	

Figure 10. Navigation for Phase 2.

With this new approach to the *GNR* navigation, no left navigation will appear on the home page, only the top navigation (see Figure 11). On all subsequent pages, the left navigation will change on each page to reflect the section the user is in, but the top navigation will stay the same (see Figure 12).

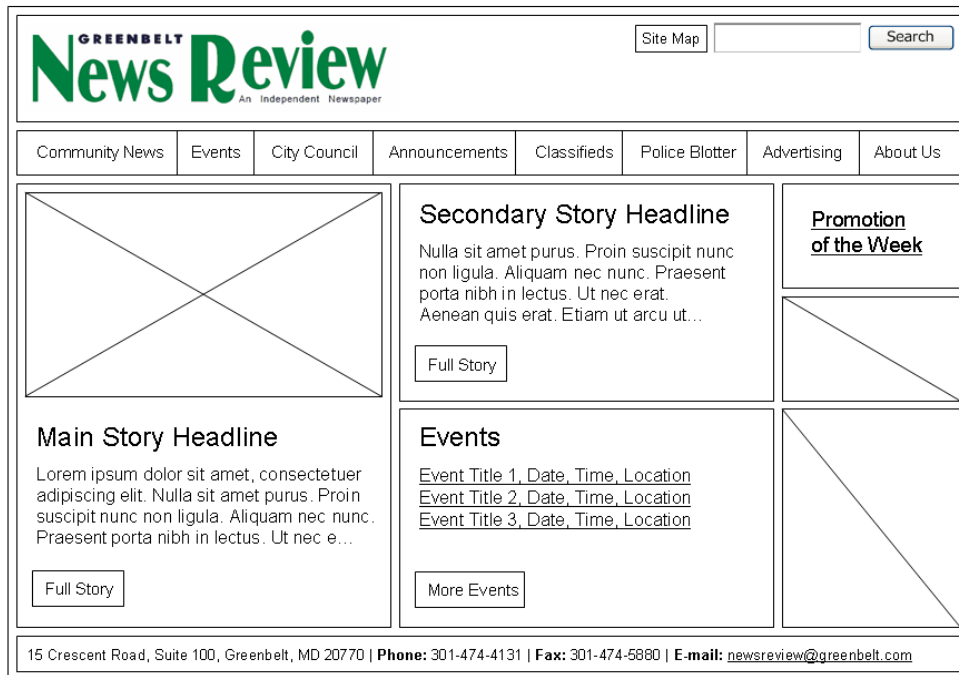


Figure 11. Wireframe of home page for Phase 2.

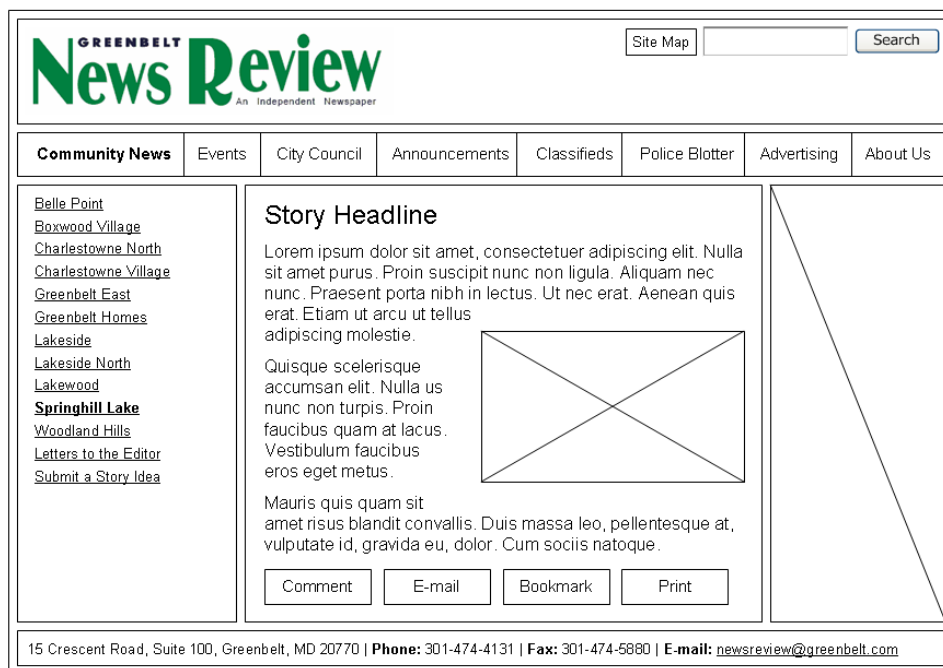


Figure 12. Wireframe for a news story in Phase 2.

Note that instead of offering a “Home” link in either the top or left navigation bars, it is recommended that the *GNR* logo in the top left corner of each page be a link to the home page. Also, “Site Map” has been moved out of the navigation bars and placed as a separate link in the top right corner of each page.

In addition to making adjustments to the navigation bars in Phase 2, the website navigation will be greatly enhanced by also implementing a search engine.

Search Engine

A search engine is a Web tool that allows a user to perform queries or searches by entering keywords into a search box. The search engine then provides results in the form of a list of Web pages that best match the request. There are publicly available search engines like Google and Yahoo!, which operate on a system of algorithms and search the entire internet. Some companies also offer search engines that search just a limited scope of pages, like one website. One free example is the Google API Search Engine Script which is HTML code that can be added to the code that makes up pages of the *GNR* website. By implementing a search engine like this, users will be able to quickly search for keywords to find articles and other forms of information.

We recommend placing the search engine box, the point of entry for performing a search, in the top right corner of every page of the site. This location is a standard place for search engine boxes.

3.2 Interaction Design Phase 2.

E-mail Push

It is recommended that Phase 2 incorporate e-mail push, which is an automated marketing feature. For *GNR*, e-mails that contain a Web version of the home page of the newspaper can be sent to a mailing list. Although the e-mail is truly an HTML page which is embedded in the e-mail itself, clicking on the links will take the user to the website.

This has the advantage of making users aware of the new edition of the online paper, rather than having to remember to return to the site every week. This also deftly avoids many of the pitfalls of e-mail marketing with attachments, because these are often treated as spam by many ISPs and e-mail programs, and also are a burden to the burgeoning population of phone and PDA e-mail-enabled devices.

RSS

Another recommended feature is Really Simple Syndication or RSS. RSS is a way for users to keep up with Web content in an automated manner by viewing the information through special programs called RSS readers. RSS opens up many possible uses for *GNR* content, many of which need not be intended or imagined by the publisher. With RSS, *GNR* content

can travel far and wide, and it lends itself well to aggregation strategies, which will drive site activity and site performance, all on their own.

Event Calendar

Featuring an event calendar is also recommended for this phase. The event calendar allows a second way to interface with the content that is already present in other areas of the site. In this format, it will be organized by time rather than category. It is recommended that the calendar include clickable topic headings that link to more information about the event (see Figure 13).

Forms

Enhancements of the online forms are recommended for Phase 2. The enhancements are for the Subscribe and Submit an Ad forms.

Subscribe should consist of a two-step process:

- Step 1: Deliver to
- Step 2: Enter Payment Information

Submit an Ad should consist of a three-step process:

- Step 1: Enter Contact Information and Ad Content
- Step 2: Select Ad Type
- Step 3: Enter Payment Information

It is recommended that there be forms for both online and print advertisement. Our wireframe provides an example of the Submit an Ad form (see Figure 13).

GREENBELT News Review An Independent Newspaper							
Community News	Events	City Council	Announcements	Classifieds	Police Blotter	Advertising	About Us
May							
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
				Event Title 1	Event Title 2	Event Title 3	
	Event Title 5			1	2	3	
4		5	6	7	Event Title 2	Event Title 7	
	Event Title 6			8	9	10	
11	Event Title 8	Event Title 9	13	14	15	Event Title 10	
18	19	20	21	Event Title 11	Event Title 12	24	
25	26	27	28	29	30	31	

15 Crescent Road, Suite 100, Greenbelt, MD 20770 | Phone: 301-474-4131 | Fax: 301-474-5880 | E-mail: newsreview@greenbelt.com

Figure 13. Wireframe for an event calendar

	Control Label	Control
Subscribe		
Step 1: Deliver To	First Name:	Text Field
	Last Name:	Text Field
	Address:	Text Field
	City:	Text Field
	State:	Text Field
	Zip Code:	Text Field
	Next	Button
Step 2: Enter Payment Information	Choose Card:	Drop-down menu
	Cardholder's Name:	Text Field
	Card Number:	Text Field
	Exp. Date: (month)	Drop-down menu
	(year)	Drop-down menu
	CVV2 Code:	Text Field
	Card Issuer Telephone:	Text Field
	Previous	Button
Submit	Button	
Submit an Ad		
Step 1: Contact Information and Ad Content	First Name:	Text Field
	Last Name:	Text Field
	E-mail:	Text Field
	Ad Content:	Text Area
	Next	Button
Step 2: Select Ad Type	BOX 1 (300x250)	Image Button
	BOX 2 (150x170)	Image Button
	BOX 3 (150x75)	Image Button
	BANNER (728x90)	Image Button
	SKYSCRAPER (160x600)	Image Button
Step 3: Enter Print Information	Choose Card:	Drop-down menu
	Cardholder's Name:	Text Field
	Card Number:	Text Field
	Exp. Date: (month)	Drop-down menu
	(year)	Drop-down menu
	CVV2 Code:	Text Field
	Card Issuer Telephone:	Text Field
	Previous	Button
Submit	Button	

Figure 13. Control Labels and Controls for Phase 1. forms

3.3 Information Design Phase 2.

As was the case in information design for Phase 1., Phase 2. of information design follows the pattern set by the navigation design and interaction design. In Phase 2., the main CMS enhancements focus on community and the social aspects of communication, and with the advantages of evolved new media publishing strategies.

In the content inventory (see Appendix 2) we found that more than 25% percent of content items in *GNR* are events. This calculation took into account both paid and editorial content. This makes plenty of sense, but it does reveal a strain between the idea of a newspaper versus the idea of an event log or listing of community events.

While the printed paper is organized by space, the online edition is free to develop a second navigational logic based on *time*. The development and promotion of a calendar based navigational interface should imply an enhanced and growing role for the *GNR* in organizing and documenting events. This is a proven major motivation for readers and advertisers. We feel that this information is one of the great magnets that draw readers to the paper over and over. Investments in new website features focusing on the event calendar will elevate the *GNR's* role as the premier vehicle for trafficking in this information to previously unattained heights.

Another set of community-related features which we have developed is that of steering editorial content about school events and schools in general. The scenarios describe a user who wants to help build content about a special edition focusing on schools.

We also particularly see high-school and even grade school sporting event as an opportunity to intermingle the needs of the users with the needs of the advertisers. Here we recommend a similar promotional model as the one described previously. However, the product that will be exchanged will be access to the media space itself, instead of donated items.

The community of readers is constantly creating content documenting sporting events and the accomplishments of student athletes. We recommend that *GNR* invest some of its precious development resources into strategies which build prominent synergies between schools, families, photos, sports, and the *GNR* brand. The holy-grail of this type of technical development would be something that showed the calendar of sporting events for local teams, photos and accomplishments of student athletes, scores, etc. Naturally, that content wouldn't be complete without advertisements for local restaurants, sporting goods supply stores, sports medicine facilities, and local colleges. Likewise, sporting events themselves often supply advertising opportunities. The *GNR* might want to explore a co-branding model if schools were willing.

Other investments in new media publishing are also at hand and should be considered. As with any strategic investment, they should be carefully evaluated in terms of the three stakeholder populations: reader/user, advertiser, and editorial.

Features that involve sending a link to someone are good, but those with develop further content on your website are even better. Threaded discussions about stories and events on your Web server offer this possibility. However, many online newspapers have taken this route, only to find that online discussions need to be moderated. As with many such situations, this can be a good thing or a bad thing.

The important thing to remember about any situation where you are tempted to grant a user the ability to author content, but at the same time are concerned about security issues and oversight, is that that this creates an exigency for why users must maintain an active profile and submit information they might not otherwise share. Information about users is gold. It is at the heart of *GNR*'s ability to convert readers' interest in the site into advertising revenue.

One of the grand themes from Phase 1. to Phase 2. is that more and more editorial and ad content is coming from the website and proceeding toward publication. This constitutes a growing potential for a reversal of the workflow in the CMS/website over time.

This means that eventually the publishing process for the paper edition will be drawn from the server applications. This has several innate advantages. The first and most important is latency. Online content is everywhere and accessible by every producer as well as every consumer. This even means that editorial changes can be made after publication – and in another sense that any story can be continuously published forever.

The Baltimore Sun makes use of this strategy, updating stories under the previously published link, rather than maintaining many iterations of an evolving story online (though they are of course present in the paper record). Naturally this means that the revenue stream associated with news content and in fact any content can continue for ever as well.

Templates hosting content can and should continue to serve current ads and contribute to CPM calculations. Many pages have been written about ideas that have exploded within the community of online users, and have garnered their authors and owners with instant fame. It's hard to do on purpose, but if the *GNR* had published the story which sent it to the supreme court on the web, that story would still be generating revenue today, and many more people would know about it.

Another automated marketing feature implemented in Phase 2. is e-mail push. For *GNR*, E-mails will be sent to a mailing list and will contain a Web version of the home page of the newspaper. Although the e-mail is truly an HTML page which is embedded in the e-mail itself, the links and photos will all appear to actually be the paper as users see it, and clicking on any link will draw the user into the website.

This has the advantage of making users aware of the new edition of the online paper (rather than having to remember to return to the site every week). This also deftly avoids many of the pitfalls of e-mail marketing with attachments, because these are often treated as spam by many ISPs and e-mail programs, and also are a burden to the burgeoning population of phone and PDA e-mail-enabled devices.

One final Web 2.0 feature is RSS (Really Simple Syndication). RSS is a technology for publishing content in a way that makes it available to other websites and other kinds of clients beyond Web browsers. One particularly interesting example is "news tickers" which can appear on alarm clocks, monitors, PDAs, etc. A trivial investment in RSS will open up

the *GNR's* content to publication channels far and wide. This lends itself well to aggregation strategies which will drive site activity and site performance all on their own.




4. Conclusion

Phase 1. implementation is designed to introduce a Web version of the paper and establish its place in the existing paper publishing workflow. Following the successful implementation the users will begin to consider the website to be part of the *GNR* media publishing enterprise. *GNR* will begin to focus on farming user information and will sharpen its content to focus on areas where they are likely to dominate the media space. The areas of Greenbelt community events, Greenbelt businesses, and schools, and especially high-school and younger sporting events will be targeted because of their unique promise to create synergies for advertisers and users.

Phase 2. implementation is intended to convert the workflow and organization to be web-forward and as timeless as possible. Eventually the organization will conduct the content development processes inside the website's applications. This means that content can be created by an endless cohort of interested parties, including advertisers and users. The goal here is to guide the relationship between the user and the advertiser, and to do so with as little intervention and oversight as possible.

Ultimately, this set of suggested website enhancements and publishing strategies are intended to support *GNR's* critical role to Greenbelt. *GNR* has a long history, and with a revisioning that is consistent with its values and those of its stakeholders and readers, it will add many pages to that story in the future.

Competitive Analysis of Three Local Online News Sources

	The Capital/ HometownAnnapolis.com	The Columbia Flier	The Urbanite
Publisher	Capital-Gazette Newspapers	Times Mirror Company/ Patuxent Publishing Corp.	Tracy Durkin, Publisher
Homepage screenshot	 <p>The screenshot shows the homepage of HometownAnnapolis.com. It features a blue header with the site's name and logo. Below the header, there are several news articles with images and headlines, such as 'Liaisons help police reach out to Hispanics'. The layout is dense with text and images, and includes various navigation links and advertisements.</p>	 <p>The screenshot shows the homepage of The Columbia Flier. It has a blue header with the site's name and logo. The main content area is filled with news articles, including a prominent one about 'Howard County Guide'. The layout is organized with clear sections for local news and community events.</p>	 <p>The screenshot shows the homepage of The Urbanite. It features a white background with a prominent image of a person's face. The site's name 'urbanite' is displayed in a yellow box. There are several news articles and a search bar visible on the page.</p>
URL	http://www.hometownannapolis.com	http://news.mywebpal.com/index.cfm?pnpid=658	http://www.urbanitebaltimore.com/

Introduction

The websites of three local news sources were chosen to highlight the state of the Baltimore/Washington online newspaper market for the purpose of a strategic development of a new online presence for *Greenbelt News Review*.

These three are the Annapolis edition of the Capital-Gazette, called "*HometownAnnapolis.com*", Patuxent Publishing's *The Columbia Flier*, and Baltimore's *Urbanite*. Twenty-seven points of comparison have been organized into four categories: Organization, Advertising, Interactivity, Accessibility.

The Capital was chosen in part because of its proximity to Greenbelt. *The Columbia Flier* was chosen in part because of its relative size to the *Greenbelt News Review*'s current circulation and potential online audience, as well as its proximity. *The Urbanite* was chosen because of its community focus and strength in online design.

It must be noted that each of these three news sources has a larger circulation than *Greenbelt News Review*, however, the goal of the competitive analysis is to show differences in how organizations with similar sizes, locations, and missions use the Web to serve similar audiences.

Section 1. Organization

	<i>The Capital</i>	<i>Columbia Flier</i>	<i>Urbanite</i>
Primary/Secondary Navigation	Primary navigation on the left and secondary navigation across the top of every page.	Primary navigation on the left of every page.	Primary navigation across the top of all pages and secondary navigation on the left of all pages, except the home page.
Navigation Architecture	Naming of links is straightforward. Some link names appear multiple times within the navigation and some differently named links go to the same page. Specialized links appear on certain pages.	Naming of links is straightforward. Misspellings and other inconsistencies apparent in naming of links.	Naming of links for primary navigation is straightforward. Naming of links for secondary navigation is less intuitive. Specialized links appear on certain pages.
Color	Color does not effectively add to the organization of the site. The content is mostly black text on a white background.	Color does not effectively add to the organization of the site. The content is mostly black text on a white background.	Color successfully breaks up sections of the page. The content is mostly black text on a white background.
Site Map	Yes.	No.	No.

Analysis of the organization of these sites is based on the existence of primary and secondary navigation, the architecture of the navigation, the use of color throughout the site and the presence of a site map.

The *Columbia Flier* has the most successful solution for navigation. Its primary navigation is on the left side of each page that includes 15 items that when rolled over display additional options. *The Capital* has over 80 links in its primary navigation on the left side of each page. Certain categories need to be clicked on to open and reveal more options, but this is not intuitive. The secondary navigation across the top of all pages includes six links, which are possibly the most viewed categories. Both of these publications have a straightforward naming convention for links (e.g., News). The *Urbanite* has primary navigation across the top of each page and the ten links have intuitive names (e.g., Things to Do). On the left side of each page, except the home page, is secondary navigation that changes to reflect the section the user is in. Link names in the secondary navigation are less instinctive.

The Capital is the only site to have a site map. It is easy to find because it is the last link in the primary navigation. However, its effectiveness comes into question because of its lack of main categories that are present in the primary and secondary navigation.

Of the three sites, color is used most effectively on the *Urbanite*. Color successfully breaks up sections of the page and provides a frame that calls attention to the content. Color is used minimally and with little success on *The Capital* and *Columbia Flier* sites.

As can be learned from *The Capital*, a site map is not a substitute for a good navigation strategy. Instead, it is advised that the *Greenbelt News Review* go with a simple and persistent primary navigation as seen on the *Columbia Flier*. Combined with the straightforward naming of links, the *Greenbelt News Review* would be easy to navigate, without the added development of a site map. In addition, the *Greenbelt News Review* should consider following in the footsteps of the *Urbanite* and use color to help organize the site and highlight the content.

Section 2. Advertisements

	<i>The Capital</i>	<i>Columbia Flier</i>	<i>Urbanite</i>
Placement/Quantity/Cycling	3 locations: 1 header banner ad (optionally), 1 featured ad inline with content, multiple ads stacked in right margin. Page reloads cycle.	2 locations: 1 body banner ad and multiple ads stacked in right margin. Page reloads cycle and reorder.	Two columns of ads appear on all pages, except the home page, and occupy the same amount of space as the content of the site.
Clickability	All ads are clickable.	All ads are clickable.	All ads are clickable.
Obtrusive/Unpleasant	On some stories a banner ad appears in the header above the title of the website, possibly for no reason. Ads seem appropriate to website's brand, and most are local.	Most ads seem to be unrelated to the content or branding of the site (or accurately reflect the unbranded/weakly-branded character of the site).	Ad placement outside of the content area, as well as uniform size, and clean design that complements the branding of the site help to make the ads feel like a positive part of the content.
Computer-generated/Placed	Google ads seem to be placed by keyword, featuring "Annapolis MD Homes" for example, and appear together in a group.	Google ads seem to be placed by keyword, featuring "Columbia Apartments" for example, and appear together in a group.	The same ads appear on each page in the same order.
Rates/Rate Structure	Rate structure split between paper and online. Online ad pricing completely tuned to online medium, and explain key concepts well to advertisers. Priced by ranged pixel dimensions by month: 150 x 75px x 1Mo. = \$400; 150 x 600px x 12Mo. = \$7560	The Columbia Flier doesn't seem to price ads specifically to the website. The print open ad rates (no repetition) range from \$167 for 1 column x 1.75 inches to \$2,861 for 5 columns x 11.5 inches (basically whole page).	Rates only appear for the print version of the paper. Print ad prices range from \$230 to \$7,715.
Advertiser-paper Relationship	Featured prominently in advertiser-specific published information. (See below).	Featured prominently in advertiser-specific published information. (See below).	Featured prominently in advertiser-specific published information. (See below).
Circulation	Website claims 24,000 site visitors per day, separating circulation stats for the online and traditional papers for the benefit of online advertisers.	39,469	150,000

It is sometimes said that the primary business relationship for a newspaper is its relationship with advertisers rather than with readers. The points of comparison featured here are designed to give insight into that relationship.

Ads appear in different locations across the three news sources. *The Capital* seems to be the most mature layout, with ads placed within the content to make them more likely to be seen by the audience. The most effective ad placement (and presumably most expensive) is the feature ad which puts the ad inline with content near the top of every story. This is an option that only *The Capital* makes use of.

The issue of appropriateness of ads and the degree to which they "feel right" in their placement and relationship with content is an important one to focus on for any news source. *The Urbanite* seems uncomfortable with their ads because they awkwardly hide them on the right hand side of the page in two persistent, static columns. By comparison, *The Capital* foregrounds their ads in a variety of ways including dynamic placement and cycling. They also seem to have the most unique ads of any of the three news sources. And, by keeping them off the home page, and by strategically placing them "below-the-fold", they manage to integrate Google Ads into their content without cheapening their brand with the computer-generated/computer-placed ads that Google serves.

The ad rate structure, rates, and marketing materials tell a clear story about how the three news sources view their relationship with advertisers. The *Columbia Flier* deserves mention for its copious marketing materials that effectively share useful facts about their readership to advertisers. However, *The Capital* stands out as the only news source of the three that has separate rates for online ads. They also do the best job communicating with would-be advertisers about the nature of the medium, using pixels to describe ad sizes and creating web graphics that illustrate the shape and appearance of an online ad.

Our advice for the advertising category leans toward the approach taken by *The Capital*. Clearly, their dominance is a landslide effect: they have the greatest online readership, the most unique ads, the best online business model, the best integration of ads into their content, and perhaps most-importantly they are proud of their advertiser relationship. Their readers likely expect and perhaps even want ad content with their online news content.

Section 3. Interactivity

	<i>The Capital</i>	<i>Columbia Flier</i>	<i>Urbanite</i>
Comment on Story	Allows user to comment on stories but not on other user's comments.	No.	No commenting on the same page as the story; however, at end of story is a link to comment on it in the "Chat" section, an online forum.
Print Button	Yes.	No.	Yes, but not on all pages.
Forward/Share	Users can follow link to share stories on Facebook.	Yes, but only in "Opinion" section.	Yes, "Send to a friend" email form.
Email Marketing	No email push version.	No email push version.	Yes, opt-in "email list" forwards branded content to email biweekly.
Slide show	Multimedia section has picture slide shows of the different topics.	No.	Feature articles include photo slide shows built in Flash and are activated by user.
Forum	Yes.	No.	In "Chat" interactive forum users can post new comments or respond to comments from others. Comments must be related to moderated categories.
Google Bookmark	Yes.	No.	No.
Blogs	Provides staff and community blogs; however, there is no opportunity to create or comment on blogs.	No.	No.
Letters to Editor	Yes.	Yes.	No.
Feedback	Yes.	No.	No.
Form Automation	Yes.	Yes.	Yes.
Search	Yes.	Searches a deep archive of stories, title and story contents for keyword. Search returns implicitly ranked search results that are based on count of key word.	Powered by Google. Default is to search the <i>Urbanite</i> , but after initial search, user has option to search the Web. Current and past columns are searched by title and story content for keyword.

Although interactivity is a widely discussed topic, there is little consensus about what interactivity really means, what it has to offer to readers or how publishers can best use it in online communications. The initial interactive features on the Web were online forums, email integration, and forms development. Overtime, online communication has evolved, most recently into tiny channels of communication with ubiquitous chat (now called "text messaging"). Online forums which were once the gold-standard of interactivity have fallen out of favor because they tended to thrive only in an environment of constant administration (moderation) or within disciplined communities with limited access by the public.

The comparison of these three news sources reveals a myriad of business decisions, strategies, and nuanced technical capacities. *The Capital* seems to make the most of the latest generation of Web communication services that provide content managers the opportunity to leverage their position by adding value through integration with other services. The *Columbia Flier* may in fact be trying to do the same thing by linking to interactive features with other business partners, but since they require registration and lead off-site they cannot really be described as features of their product or brand.

The *Urbanite* is probably the most effective at its integration of interactive content and features, including foregrounded slide shows, and a large scale effort at a forum for their readers available on every page (but which is confusingly titled "Chat").

Regrettably, none of the three sites appear to gain any significant advantage through their investments in interactive media. The take-away here is that interactivity is an expensive proposition to develop, and ultimately has to match an appetite by the readers to benefit the publisher.

Section 4. Accessibility

	<i>The Capital</i>	<i>Columbia Flier</i>	<i>Urbanite</i>
Do You Need to Register?	Users required to register to view archived articles, post comments, send feedback, or post on online forum.	Users required to register to gain access to Weather Center, National Headlines, Today's News (email push), Printable Coupons, MyMoviePal, MyMusicPal, MyBookPal, MyGoalPal, Contests, Updates on Site Changes and Enhancements.	Users must register to post to the forum ("Chat") or make purchases in the Boutique.
Archives	Yes, in primary navigation.	Yes, through "Search" on every page, and in "News: Archived News Stories".	Yes, "Past Issues" at very bottom of every page.
Accessibility (Disability)	JavaScript menus are a bad choice for accessibility.	JavaScript menus are a bad choice for accessibility.	Reliance on Flash makes this the least accessible site; limited or no usability for screen readers.
Computer/Automated Search Optimization	JavaScript menus are a bad choice for search engine optimization.	JavaScript menus are a bad choice for search engine optimization. However, Google search results return results to site's content, including unbroken links to archive stories. RSS link at the bottom of every story.	Reliance on Flash makes this the least accessible site to search engines.

User registration is the first step to the development of customized ad content and offers publishers valuable information on how to sell readers to their advertisers. For this reason, online newspapers have persisted in the struggle to entice readers to reveal their identity to them, despite the fact that this "two-way mirror" effect of internet media is probably the single greatest difference between paper and online publishing. Each of the three sites has embarked on a quest to register their users, and it is likely that all three of them study their users' data for insights into strategic decisions of various kinds.

The question of how to encourage user registration is a challenge that each of these news sources has faced and answered differently. The approaches used by The Urbanite and Capital is more subdued and seems to be based on offering native content
May 12th, 2008

which often makes sense to require identifying the user (for example, posting in a forum, or making a purchase). The *Columbia Flier* has taken a more aggressive approach toward registration, and seems to be trying to develop content whose sole purpose is to get the user to register (Weather Center, National Headlines, Contests, and Updates on Site Changes and Enhancements).

The evaluation of a website's accessibility is important for two reasons. The first is obviously that features of a website design that needlessly limit who can use it are bad, as well as being a civil rights issue. But additionally, web publishers have learned that good accessibility for disabled users almost always coincides with superior usability for all users.

Unfortunately, all three of these news sources have numerous accessibility problems. The *Urbanite* suffers the greatest problems, due to their dependence on Flash throughout their site. The choice of a home page primary navigation in Flash is one where style is definitely gained at the expense of accessibility and usability. Luckily, HTML navigation picks up in secondary pages, although it is hard to imagine a blind user navigating to them. The use of small text and links which do not stand out from content in the *Urbanite* make accessibility difficult for older and vision impaired users of the site. Additionally, not all text within the *Urbanite* can be increased in size.

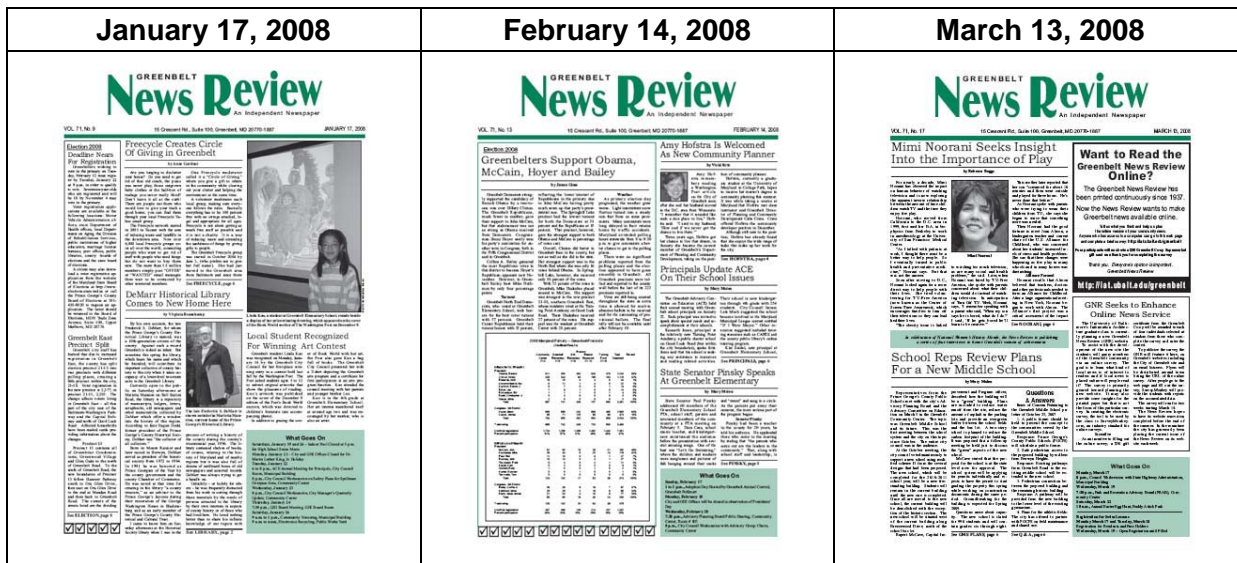
The use of JavaScript driven menus with *The Capital* and *Columbia Flier* is not a good choice from an accessibility or search engine optimization standpoint. And, increasing text size renders the *Columbia Flier's* navigation unreadable. The use of ALT tags on images is inconsistent among *The Capital* and *Columbia Flier*. Not all images include a tag. All images on the *Urbanite*, including the global navigation links, publication logo and photo slide shows, lack the use of ALT tags altogether. This inconsistency and lack of tags makes it impossible for screen readers to convey these items to the user reading the site with assistive technology. Finally, the use of Cascading Style Sheets (CSS) for printing and alternative media (like cell phones, PDAs, etc.) is weak or non-existent among all these sites.

A site's accessibility to other computers is also important to its success. Today, most users find the content they seek on the internet using search engines, and others use RSS syndicated news feeds. Of the three sites, the *Urbanite's* reliance on Flash and other multimedia makes it the weakest news source on this point of comparison. The accessibility of *The Capital* and *Columbia Flier* is diminished by each newspaper's use of JavaScript menus.

Content Inventory of GREENBELT News Review An Independent Newspaper

Introduction

As part of the process to form a strategic plan for developing a new online presence for Greenbelt News Review (GNR), a detailed content inventory and analysis was performed of existing paper editions of the newspaper. The content inventory will be used primarily for Phase 1 of the strategic implementation plan, in which the content, structure and spirit of the existing printed paper will be rendered online.



The three editions of the paper which were analyzed were the January 17, 2008, February 14, 2008, and March 13, 2008 editions. Based on the sample, the paper averages 13 pages in length, and content tends to be laid out in a pattern based on 5 columns. On a typical page some amount of the content appears spanning 2 or more columns. Of the 39 pages sampled, only 1 page consisted of 5 columns of uninterrupted text. If one disregards paid content, pictures, and administrative content, this number goes all the way up to 21 pages, so the basic rule is that news content (unpaid content), except for pictures, tends to be presented in the 5-column format and paid content and graphic elements make up almost all of the multi-column content.

Content Type	Category
News Type Content	1st Page News 2nd Page News 4th Page News 5th Page News 6th Page News 7th Page News 8th Page News 10th Page News 11th Page News 12th Page News 14th Page News 16th Page News Community Events Letters to the Editor Comic Police Blotter On Screen
Paid Content	City Information Classifieds Love Notes Obituaries Ad Ad-Medical Ad-Religious
Administrative Content	Admin Correction Continued Blank

Diagram of Content Categories

The paper's content was divided into three parent "content types": News Content, Paid Content and Administrative Content. Within these content types, content items were each assigned one of twenty-eight discrete categories.

This high-level hierarchical categorization provides a powerful suggestion of what should be the prevailing navigational hierarchy for the Phase 1 implementation. Further analysis of the raw content inventory data has revealed many other notable facts which will affect the larger implementation; key findings are summarized in the conclusion sections. The raw content inventory data is also included as an appendix to show a more complete picture of the content inventory and analysis deliverable.

Section 1. News Content

Conventional wisdom defines “News” as anything that is new or related to current events. Since the Greenbelt News Review is a community newspaper, the news content in GNR has a narrow focus that almost exclusively centers on the city of Greenbelt, and eschews much county, state, national or international news.

The News Content type is made up of traditional editorial content created by professional or para-professional writers, and which also includes other non-paid content which serves the mission of the paper such as notices and narratives about upcoming community events, police-issued information about local crime, letters to the editor, notices of the accomplishments and events in the lives of people in the community, an occasional set of movie listings, and locally created comic. In short, the news parent category contains all non-paid content.

Community Events

The Community Events section features one column descriptions of upcoming events that range from about 50 - 300 words. They succinctly cover the who, what, where and when of an event and only occasionally include a graphic. These are similar in length and content to other event listings throughout the paper that are not published in this section.

Community Events

At the Library
Storytimes
A librarian will read age-appropriate stories:
Tuesday, March 18, 10:30 a.m., Cuddletime for newborns to 17 months old with caregivers, limit 15 babies.
Wednesday, March 19, 10:30 and 11 a.m., Toddlertime for ages 18 to 35 months with caregivers, limit 15 children for each group.
Thursday, March 20, 10:30 a.m., Drop-in Storytime for ages 3 to 5, limit 20 children.
Caregivers are asked to pick up a free ticket at the Children's Desk.
Adults
Saturday, March 15, 2 to 4 p.m., Gardening Workshop: Composting and Rain Barrels. Master gardeners will share information and offer sound horticultural advice on spring garden topics.
Wednesday, March 19, 7 p.m.: A librarian will lead a book discussion of Lany McMurry's...

Greenbriar Annual Meetings in March
The Greenbriar Community Association (GCA) has scheduled annual meetings on Tuesday, March 18 at 7 p.m. for Phase III and on Tuesday, March 25 at 7 p.m. for GCA in the Greenbriar Commons Room. Annual meetings for Phase I and II were held on March 4 and 11 respectively. Meetings are held in Greenbriar's Terrace Room and are open to Greenbriar residents.

Golden Age Club
by Bunny Fitzgerald
Congratulations to Florence Holly, who just celebrated her 99th birthday. She is a past president of the Golden Age Club and served on many committees and stayed active in the club for many years. She recently moved to Amapolis to live near her family. She will be with us for the anniversary luncheon on April 16. She's really a special person and...

BCWWG Meets Tuesday, Mar. 18
On Tuesday, March 18, the Beaverdam Creek Watershed Watch Group (BCWWG) will hold its monthly meeting from 7 to 9 p.m. in the media room at Greenbelt Elementary School (66 Ridge Road). There will be a lot to talk about including reports from some who went to several storm water management sessions, a macroinvertebrate identification class, the meeting about the FDA's dumping of fish tank water into the Beaver Dam Creek and a workshop on reaching out to the community. The agenda will also include a discussion of upcoming events such as Earth Hour on March 29, the Potomac Watershed Cleanup Day on April 5, Earth Day on April 26, the next Reel and Meal at the New Deal, the Green Man Festival and Community Supported Agriculture subscriptions.
One BCWWG bylaw is to...

Vigil Marks 5th War Anniversary
Wednesday, March 19 marks the 5th anniversary of the start of the war in Iraq. The Prince George's County Peace and Justice Coalition will hold a candlelight vigil from 7:30 to 8:30 p.m. in front of the Community Center.
Everyone is invited to join to stand in silence or to share thoughts about non-violence in the world today.

Greenbriar Kids' Easter Event
Greenbriar will hold its children's Easter egg event on Saturday, March 22 at 10 a.m.
For more information call Assistant Community Manager Tisha Eley at 301-441-1096.

Reel and Meal At the New Deal
The film "Peaceable Kingdom" will be shown at the New Deal Café on Monday, March 17 at 7 p.m. The Reel and Meal at the New Deal is a monthly film series that explores vital environmental and social issues and is sponsored by several Greenbelt organizations interested in preserving the environment. There is no charge for admission. At 6:30 p.m. an optional vegan buffet meal will be offered by volunteers to help raise funds for the café.
"Peaceable Kingdom" compares the brutality farm animals suffer on their way to becoming food with deeply touching stories of individual farm animals given a new lease on life at a rural sanctuary in upstate New York. Founded by husband and wife Gene and Loris Bauston, Farm Sanctuary began when the young couple discovered a sheep...

Community Events are one of the main foci of the GNR

The prominent focus on event content extends beyond the Community Events section: Overall more than 25% of content items are some sort of an event. For this reason, an online calendar seems like a shrewd Phase 2 enhancement to the online paper. The goal for this feature should be to seek an effective way to present a useful overview of important event details that have historically been scattered throughout the printed paper.

Police Blotter

The Police Blotter varies in size, but is typically two or three columns in width and features information on local crimes from assaults to vandalism. Though the details come from the Greenbelt Police Department, the blurbs are written by GNR writers. It also includes a box at the bottom that encourages readers to report drug tips and unsolved crimes.

Letters to the Editor

Sometimes called Letters and other times called Letters to the Editor, a more appropriate consistent title for this section might be Letters to the Community. On occasion, there is a letter addressed to the editor of GNR in response to a story, but based on the sample, the majority of the letters are notes of thanks to members of the community who have helped make a local event successful.

Our Neighbors

Our Neighbors is a small, one column section that highlights personal events in Greenbelt residents' lives. Readers are encouraged to send "reports of new babies, awards, honors, etc. to share".

On Screen

This does not appear in every edition, so it may be a matter of space. It's a short review of a movie currently playing at the Old Greenbelt Theatre, which advertises its movie times in the GNR. If it turns out that this is paid content, then it should appear more clearly to be so.

Grin Belt

This is a single panel comic which always features squirrels and typically touches on timely events, like the rising price of gasoline.

Police Blotter

Based on information released by the Greenbelt Police Department, <http://www.greenbeltmd.gov/police/index.htm>, link to all items to "Weekly Report" and http://www.greenbeltmd.gov/police/weekly_report.pdf. Dates and times are those when police were first contacted about incidents.

Robberies
January 5, 10:31 a.m., 6100 block Broadwood Court, a man reported that he was walking into an apartment building when a young man approached him. The young man struck him in the face with a handgun and demanded money. After obtaining the man's wallet, the young man fled the scene on foot. He is described as a black male in his late 20s to early 30s, 5'10", 180 pounds with black hair wearing a black hooded sweatshirt or jacket and black pants.

January 6, 7:41 p.m., 6000 block Springhill Drive, a food delivery person reported that he was on foot attempting to make a delivery when he couldn't find the address and returned to his vehicle. As he walked back to his vehicle, he was approached by two young men. One of them displayed a handgun and demanded money. After obtaining money both young men fled the scene on foot. They are described as two black males, both 17 to 20 years of age, 5'9" to 5'11" and weighing 130 to 150 pounds. One had black hair in braids and brown eyes and was wearing a green sweat suit; the other had black hair and was wearing a gray hooded sweat suit.

January 8, 11:24 p.m., 9100 block Edmonston Court, a food delivery person reported that he attempted to make a delivery at an apartment residence but there was no answer at the door. As he exited the apartment building he was accosted by two young men, who punched and kicked him several times while announcing a robbery. After taking the delivery person's wallet, they fled the scene on foot. The victim was treated by ambulance personnel for minor injuries and released on the scene. The suspects are described as two black males 16 to 18 years of age, 150 to 170 pounds with black hair, each wearing a black jacket and black pants.

January 9, 10:37 p.m., 9100 block Edmonston Road, a food delivery person reported that he attempted to make a delivery at an apartment residence but the residents there stated that they did not place an order. The delivery person then used a cell phone to call the number given and a person said that he would be out shortly to get the order. A short time later a man approached him in the apartment building hallway displaying a large knife. The man demanded money and the food and fled the scene on foot. The suspect is described as a black male 20 to 21 years of age, 5'8" with a thin build, wearing a black hat, a black jacket and black pants.

January 9, 9:29 p.m., Belway Plaza, a resident youth was arrested for trespass when he was observed on the mall property after having been previously warned by agents of the property. The youth attempted to flee the area on foot but was apprehended after a short foot chase. He was released to a parent pending action by the juvenile justice system.

Vandalism
January 4, 4:31 p.m., 7700 block Madson Road, it was reported that someone broke out the window of a residence.

January 5, 3:39 p.m., 6200 block Broadwood Drive, it was reported that unknown person(s) sprayed graffiti inside an apartment building.

January 7, 6:14 p.m., 6900 block Springhill Drive, it was reported that someone threw rocks through a bedroom window, shattering it.

January 10, 9:40 a.m., Rosecroft Center, it was reported that unknown person(s) spray-painted graffiti on a trash dumpster.

Harboring
January 9, 8:49 a.m., 9100 block Edmonston Terrace, a break in was reported at a residence that had recently been vacated due to an eviction. A witness saw someone break a bedroom window, climb into the apartment and then exit with what appeared to be personal papers. The suspect is described as a black male, wearing a blue jacket and a black wool cap.

Vehicle Crimes
No vehicles were reported as stolen.

Three vehicles were recovered, one by Greenbelt police with no arrest and two by outside departments with an arrest made in one recovery.

Theft from and attempted theft of vehicles were reported in the following areas: 7800 block Madson Road, 7300 block Hasover Parkway (two incidents), 7500 block Greenway Center Drive, 38 Court Ridge Road, 6100 block Broadwood Drive, 9100 block Edmonston Road and 6200 block Springhill Court.

The Department is offering a reward of up to \$500 for information leading to the arrest and conviction of a suspect in any of the unsolved crimes reported in the blotter. People may anonymously report suspected drug activity by calling the Drug Tip Line at 301-507-6522.

News Content Conclusions

Overall GNR News Content is easy to distinguish from paid content. This distinction is established visually through a presentation of unboxed text, always with a heading, and sometimes with an attributed author. News Content is typically unadorned by graphical embellishments, and tends to be presented at the tops of pages.

Following the normal pattern of print newspaper publishing, the GNR typically breaks big stories, particularly on the first page, and continues them on later pages of the paper. This is a convention that will likely continue in the electronic presentation of the paper, although it is unlikely to ever need to happen more than once (i.e., no story will ever need to be continued more than one time). However, since the home page navigation will be the first stop for much of the online audience, many more stories will tend to be introduced there with a headline and perhaps a few lines, to be continued in full on subordinate pages of content.

This underscores an important difference in the usability and functionality of the traditional paper versus the Phase 1 online paper. In fact, this is a source of risk for Phase 1 of the implementation, which endeavors to change *as little as possible* while developing and implementing a workflow for converting the content to the online medium.

The ultimate goal will likely be to adopt prevailing online news conventions and present categorized sets of links on the home page in Phase 2 and beyond. However, this is not necessarily going to be applied right away, because there is an editorial dimension to writing summaries, and crafting headlines which are fine-tuned for the Web. The decision of whether and how to stay faithful to the traditional paper in this respect is likely to be one of the most important in the whole implementation; it alone may determine the success of Phase 1, especially if it is not immediately followed by Phase 2.

Section 2. Paid Content

Paid Content in the Greenbelt News Review (GNR) is defined as any item that a third party has paid to place in the paper. This includes Classifieds, Ads, City Information, Obituaries and specialized announcements. However, it seems that there are some grey areas which might need to be carefully thought through in order to communicate clearly to the audience whether a various content item is paid or not.

Classifieds

The GNR Classifieds include a wide range of categories, including Help Wanted, Lost, Merchandise, Notices, Rates, Real Estate Sale, Real Estate Rental, Services, Wanted and Yard Sales. These change dramatically from edition to edition, and for that reason, the classified categories gathered in the sample are not exhaustive and would not be sufficient to plan the implementation of online classifieds.

However, online classifieds are very likely to be an area where considerable thought and evolution goes into finding the best way to adapt the print classified content to the online medium.



Advertisements

In the course of this analysis, ads were broken-down in just three categories: general, medical and religious. Ad content is highly unstructured, and beyond the conventions of positioning, framing, and formatting ads to appear different than “News”, there was little consistent similarity between ads in the sample, that held consistent enough to draw further conclusions.

What can be said is that the content inventory strongly supports the premise that GNR currently accepts advertising *only* from local establishments and this limited focus may be one explanation for keeping ad rates below market value. This is possibly to benefit local religious organizations, which make up a significant subset of GNR’s total ads, and other co-operative/non-profit community establishments that may not have invested extensively in marketing.

City Information

This is a four-column ad that is paid for by the City Council and typically takes up the majority of a page. It offers a variety of upcoming meetings and events sponsored by or

closely tied to the City Council. It is an effective way to call attention to municipal information like City Office hours and Greenbelt Animal Shelter adoption days.

Obituaries

Although obituaries are sometimes listed under Our Neighbors, there is a separate Obituaries section that is more detailed. The distinction between these sections is assumed to be that obituaries are paid announcements. If not, then their editorial content should be thought of as part of the News parent category.

Specialized Announcements

Around the holidays, specialized seasonal content can appear in the GNR. For example, the February 14 edition contains Love Notes for Valentine's Day. In addition to providing an additional source of revenue, these also are a great way to engage readers.

Paid Content Conclusions

Overall, GNR Paid Content is easy to distinguish from News Content. The distinction is established visually through a presentation of boxed content, often with a heading, but not one which is easily confused with "News". Paid Content is often adorned by graphical embellishments, and tends to be presented at the sides and bottoms of pages.

One the great remaining questions of the Phase 1 implementation will be how to faithfully convert to electronic, paid content which has historically been sold in part with the physical position in the paper in mind. Since the Web differs from paper in so many ways, this is a place where no single obvious path exists.

Many online publications use a convention of cycling ads to overcome the placement conundrum. This seems like a false substitute, and one which might be wise to pass on. One important reason for GNR is that their advertisers are community members and the content in the paper and the ads which appear on the same pages seem to share a real affinity for and synergy with one another.



The strongest commingling of paid and non-paid content occurs on the classified pages. However, gangs of related ads cluster together in many parts of the paper. For example, in the case of the religious ads, which comprise 43 of the 127 ads reviewed, they tend to appear with related News Content which has a community bent. This means that randomly cycling

ads could end up depriving the ads of the benefits they enjoy appearing together; likewise cycling could result in unsettling combinations of ads and News Content which would not be optimal.

Page 4 GREENBELT NEWS REVIEW Thursday, January 17, 2008

St. Hugh's Celebrates 60th Anniversary of Founding

By Kathleen McFarland

On December 16, St. Hugh of Grenoble parish commemorated the 60th anniversary of its founding with a special mass and dinner. The mass was celebrated by Bishop Martin Hickey of the Archdiocese of Washington. Four members of Sisters of the Holy Cross who had taught at St. Hugh's School were in attendance at the mass and the "Garden Sunday" dinner which followed in the church hall.

Guidance, or "joyful" Sunday, is the third Sunday of Advent, when the rose-colored candles on the Advent wreath is lit to signify that Christmas will soon be here. At the dinner in the decorated hall Bishop Hickey gave a blessing and offered congratulations.

In a short program Father Walter Tappe, pastor of St. Hugh's, gave a brief history of the parish. He told how Father Victor Dowgiallo was sent to Greenbelt to establish the new parish in June 1947. Before that time Greenbelt had been a mission church of Holy Redeemer in Berwyn.

Father Dowgiallo chose the name of the new parish to honor an uncle or mentor (the story varies) named Hugh. There are at least 10 saints named Hugh. "While not on anyone's list of the 100 best-known saints," Father Tappe said, "St. Hugh of Grenoble, France, a bishop who lived in the 12th century, was a good and much-loved man." The church hall is named Grenoble Hall because of this connection.

Father Tappe then invited longtime parishioner Margaret Zainis to the podium. Zainis told of the "wild days" when Greenbelt Catholics attended mass in the town theater. "You just haven't lived until you've gone to mass in a theater," she said, giving an amusing account of marching up the steps and across the stage to receive Holy Communion and then, back at her seat, trying to kneel on a slipping floor.

Later on when mass was held in the newly built school, the troubles continued. There, metal kneeling benches attached to the folding chairs made loud clanking sounds at inappropriate times and, if not aligned correctly, were prone to backing under, sending the praying person onto the floor.

Next, Sister St. Hugh, one of the original group of sisters who came to staff the school, back and forth each day from the convent in the 58 Court of Cosmos Road, since at that time they were not allowed to drive. Sometimes they walked or Father Dowgiallo, who lived in another unit of 58 Court, drove them. Later, a committee of mothers took turns driving the sisters to and from school until finally they were given permission to drive themselves.

She told of the many fundraising efforts - bake sales, fashion shows, pledge drives - which were held, first to get money to build the school in 1949, then the Rectory and, finally, St. Hugh's real church. In 1964 she attended the official dedication of the new church and remembers how proud Father Dowgiallo was of it. Zainis ended with the hope that another celebration will be held for the 65th anniversary - not the 75th - because she wants to be around to attend it.

Several alumni of the school then took the microphone. Kathy Labukas and Peggy Madden Mollen, both of the class of 1964, told amusing tales of their school days. There was the first class to hold their graduation ceremony in the new church. Judy Helled, class of 1954, the very first graduating class, who had visited out at Holy Redeemer school, remarked at how the years had flown by. She said that this year she is looking forward to the 50th reunion of her St. Anne High School class of 1958.

The 100 or so attendees then finished their delicious dinner, prepared and served by Gloria Winfrey and her crew of teenagers and leaders of the Sodality, and sang Christmas carols accompanied by accordionist Phil Ventura. Father Tappe thanked the committee of Cindy Perry, Beth Osborne, Mari Galvin and all who had helped to make the day so memorable.

NAMI Support Group Meets
The New Carrollton Area Support Group of the National Alliance for the Mentally Ill (NAMI) will meet on Monday, January 21 from 10 am. to noon at the Harbo Building, 8511 Legion Road in New Carrollton. This is a supportive work group which prepares mailings and performs other volunteer tasks while sharing mental health experiences and each other's challenges and solutions. All are welcome. Call Marge Owens at 301-345-1572 for more details.

Greenbelt Community Church
UNITED CHURCH OF CHRIST
Hilside & Crescent Roads
Phone: 301-474-6171
www.greenbeltcommunitychurch.org
David Hamlin, Pastor
"A church of the open mind, the warm heart, the aspiring soul, and the social vision."

Greenbelt Baptist Church
181 Greenbelt Road
Greenbelt, MD 20770 - (301) 474-4212
www.greenbeltbaptist.org
Sunday 9:45 am Sunday School
Sunday 11:00 am Worship Service
Wednesday 7:00 pm Prayer Meeting/Bible Study
ALL are Welcome!
"Gather People Come with Children to Family Through Living Service"

St. George's Episcopal/Anglican Church
1000 Greenbelt Road
201-483-0200 | www.stgeorges.org | www.anglican.org
Sundays: 8:00 am Simple, quiet Mass
9:00 am Christian education for all ages
10:00 am Sung Mass with organ and folk music, A&C interwoven
1:30 pm Signed Mass (last Sunday of each month only)
Wednesdays: 7:00 pm Simple, quiet Mass

Mishkan Torah Congregation
10 Ridge Road, Greenbelt, MD 20770
Rabbi Jonathan Cohen Cantor Phil Greenfield
Friday evening services 8:00 PM
except first Friday of the month, when children's service begins at 7:30 PM
Saturday morning services - 9:30 AM
Children's Education, Adult Education, Social Action, etc.
For further information call 301-474-4223 www.mishkanatorah.org
Conservative and Reconstructionist

Catholic Community of Greenbelt
MASS
Sundays 10 A.M.
Municipal Building

Baha'i Faith
"It is incumbent upon them who are in authority to exercise moderation in all things. Whosoever passes beyond the limits of moderation will cease to exert a beneficial influence."
— Baha'Ullah
Greenbelt Baha'i Community
702, Box 245
Greenbelt, MD 20770
301-345-2918 301-228-3369
www.bahai.org/bahai

Holy Cross Lutheran Church
6905 Greenbelt Road • 301-345-6111
Sundays 8:15 am Worship Service
9:15 am Sunday School/Bible Study
10:30 am Worship Service
Fax: 301-229-0904 • E-mail: myholycross@verizon.net

ST. HUGH OF GRENABLE CATHOLIC CHURCH
135 Crescent Road, Greenbelt, MD 20770
301-474-4322
Mass Schedule:
Sunday 8:00, 9:30, 11:00 a.m.
Saturday 9:00 a.m., 5:00 p.m.
Daily Mass: 7:15 a.m.
Sacrament of Penance: Saturday 3:45-4:45 p.m.
Pastor: Rev. Walter J. Tappe
Pastoral Associate: Rev. R. Scott Hurd

Learn About Islam
GIVE THANKS
Every breath that we breathe is a blessing from God and we learn from the Prophet Solomon peace be upon him to recognize these blessings each day. The Holy Quran tells us how he never forgot to be thankful to God. He is quoted to have said, "This is by the grace of my Lord, to let me (whenever I am grateful or ungrateful) And if only I am grateful, it is to gain for his own soul, but if only I am ungrateful, truly my Lord is free of all needs, supreme in honor."
— The Holy Quran, 27:40
Count your blessings every day. For more information about gratitude from an Islamic perspective, call 202-852-9448 or email info@saaridislam.org or visit www.saaridislam.org.

Hope Fellowship
Bible Study & Worship
9:30 "Good Morning!" Coffee and Snacks
10:00 a.m. Bible Study 11:00 a.m. Worship
Greenbelt Youth Center 99 Centerway
(Behind the Community Center)
Jan. 20 - How God Helps Christians and God's Attitude Toward Israel
Pastor Lou Redd
301-474-4499 410-340-8242 (cell)
...living life together

Synergies between ads and content

This issue is also made more significant because the proportion of News Content to Ad Content is so close to 50/50. This is a significant clue that the plan for the online version has to reflect the importance of these community ads to the mission of the community paper.

Section 3. Administrative Content

Several items in each edition fall under the category of Administrative Content. The boilerplate which credits the publisher of the paper always appears on the bottom right hand corner of the second page. This convention mirrors the Library of Congress information in books, and is a norm in periodical publication. In online newspaper editions it is not nearly as consistent, so some research should go in to evaluating what GNR's needs are for this piece of content.

The Administrative Content type will also contain any editorial corrections to previous editions. Blank pages which apparently serve as space holders for full page advertisements were also identified as administrative. The exact purpose of the placeholders is uncertain, and while in all probability these inserts are not going to end up as content online, it would probably be a good idea to visit this topic with GNR to see if this is actually an opportunity for additional paid content in the online edition. The occasional purely decorative graphic also was categorized as administrative content.

Administrative Content Conclusions

GNR Administrative Content takes on multiple forms and appears in a variety of places within the paper. There appears to be flexibility in where these items appear within each edition. The only item that is consistent is the boilerplate. Online, it will be important to continue to place recurring items like the boilerplate in a consistent location.

With the exception of the publisher's boilerplate, most of the administrative items will likely disappear. One interesting issue is that of corrections, and whether they can be made directly to the story, or if there is a business need to list them separately. This points to a powerful difference between print and online media. Print is much slower to change, and there is much more of an expectation that it is *authoritative* in the sense that what appears, appears as it was written. By comparison, web media is widely considered works-in-progress; it is considered *less authoritative*, but there is a much greater emphasis on the idea of minimal-latency content.

Content Inventory Conclusions

Of the insights that were gained from the content inventory process, there was probably none of greater importance than confronting the dueling importance of News Content vs. Paid Content. This goes beyond trite comparisons between them to a real appreciation of the role paid content has as a vital part of the content of the paper. Clearly, a lot of thought has to go into preserving the synergies and affinities between ads and between ads and news.

One of the interesting discoveries around this issue was seeking useful measurements of unpaid vs. paid content. Due to the high number of individual classified ads and ads overall, ads vastly outnumber unpaid content items in the inventory data. A truer picture of the balance between them could only be gained by assigning column inches to each item and comparing them on that basis.

Nevertheless this isn't the end of the issue. Finding ways to publish these numerous paid content items within a navigational hierarchy that is based largely on paid content is going to be an interesting challenge. Furthermore, the abundance of paid content items really points to the reality that placing ads (and everything that implies) must actually be one of the most laborious parts of the newspaper publishing process. Likewise the workflow to make a web version of the paper will also have to focus on ad placement – well beyond industry norms of cycling ads.

Content Type	Category	Count of Content Items
News Type Content	1st Page News	15
	2nd Page News	4
	4th Page News	9
	5th Page News	3
	6th Page News	6
	7th Page News	3
	8th Page News	5
	10th Page News	7
	11th Page News	1
	12th Page News	16
	14th Page News	4
	16th Page News	2
	Community Events	32
	Letters to the Editor	9
	Comic	3
Police Blotter	40	
On Screen	1	
Paid Content	City Information	24
	Classifieds	66
	Love Notes	26
	Obituaries	1
	Ad	115
	Ad-Medical	12
	Ad-Religious	43
Administrative Content	Admin	12
	Correction	1
	Continued	5
	Blank	3

In conclusion, the phased conversion of paper to electronic has really begun now that the content inventory has been completed. This deliverable and its complementary dataset will continue to generate fruitful insights and act as an important measure of the content that will be transformed into a Web version.