Foundation™
Content Management Systems

FOUNDATION SYSTEM FEATURES

This document presents the spectrum of core features universal to all Foundation clients, as of early 2010. The system is always being enhanced, so the breadth of features exceeds this list. Any particular site may also include a few custom enhancements particular to the client's goals.

ARTICLES AND BLOG CONTENT

- Browsable categorizing:
  - » Bi-level assignment for articles (you define). ex: Music/Reviews, Music/Interviews, etc.
  - » Topic-driven categorizing for blog posts (you define). ex: Environment, Local Politics, Transportation, etc.
  - » Multiple searchability options (see "Search, Archives, Browsability").
- Cross-link automation to your related Polls, Locations, Events, Stories, Films
- Tagging for all content (loose-entry, or choose-from-existing).
- Popularity rankings
- Images, slideshows, video, audio — Place in-line within story wherever desired.
- Teaser-image customizable. Macro and other inline or default placement options as well.
- Multi-page option per story, or universal setting to break by word-count.
- User-options include:
  - » Print friendly
  - » Share via (facebook, twitter, etc.) social bookmarking
  - » Email friend
  - » Add to custom list (best restaurants, Funny columns, etc.)
- Article admin tools include:
  - » Batch-importing convenience from post-production InDesign or Quark exported files (tagged text). Automates image and category assignment, data-field-population, custom style conversions, and more.
  - » Schedule release per issue, and/or per article
  - » Review scheduled or offline content
  - » Reviewing your category sequencing and import-mapping names
- Standard components per story page include:
  - » More by this author, in this category or Topic, etc.
  - » People who like this also like...
  - » Most popular/most read/most emailed in this section/category

Homepage: csindy.com

- Standard components per Section landing page include:
  - » Latest stories by category, or overall
  - » Featured story (optional choice)
  - » Related blogs (optional)
  - » Recent comments in this section
  - » Top commenters in this section
  - » Top viewed stories in this section
  - » Most emailed stories in this section
  - » Upcoming Events per category associated to that section.
  - » Recommended staff pick Events appropriate for that section.
  - » Popular Events appropriate for that section.
  - » Favorite/Top-rated venues categorically associated to this section
  - » Archive search box by author, category.
- Blogging admin features include
  - » Schedule release per post
  - » Flag posts as Pending Review
  - » Offer comments as 'pop-up' or standard in-page/full page.
  - » Enable non-staff to blog through separate (non-admin) interface.
  - » Blogs can be fully custom 'skinned' if needed, to create the appearance of their own 'site'.
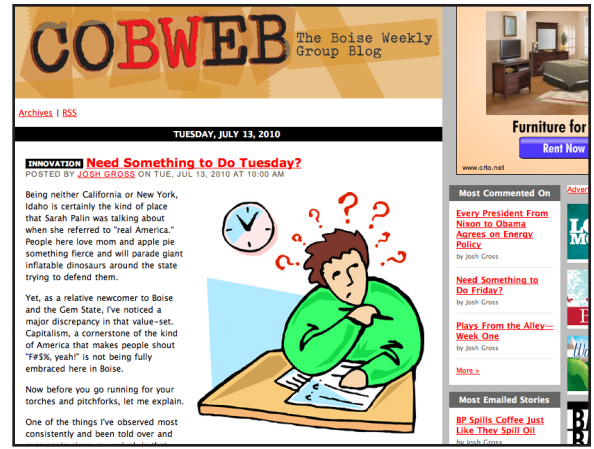
Blogs: boiseweekly.com

IMAGES, SLIDESHOWS

- All images can be uploaded w/large dimension (500px wide or bigger).
- In-line placement within story offers flexibility, sizing/usage options
- Resizing to various usage per page is automated by the system
- In-screen cropping option for Admin ease.
- 'Click to enlarge' option for each.
- Images can be linked to another URL, instead of 'enlarging'
- Image 'alt' tag can be customized if needed.
- Unique custom teaser image option.
- Create 'Slideshows' for inline or stand-alone placement as well.
- Browsable image archives, with full related data linking.

VIDEO, AUDIO

- Supports any standard embedded video from your 3rd party of choice (YouTube, Vimeo, BrightCove, etc.)†
- Supports standard MP3 file upload
- Inline-placement of video and audio.
- Browsable archives of content with audio or video
- Video-specific additional format for better user experience.
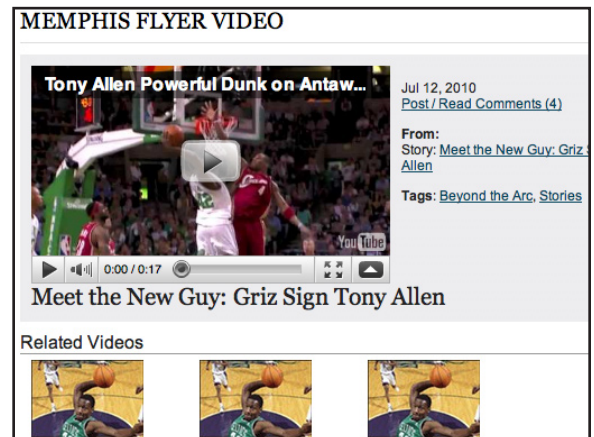
Video Archives: memphisflyer.com

† Indicates a feature that's designed as an integration, dependent on your additional arrangements with a 3rd party.

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LOCATIONS

- Robust browsing via your custom categorizing:
  - » Bi-level assignment of categories for locations (you define). ex: Restaurants/Italian, Arts & Culture/Museums, etc.
  - » Neighborhoods — Customize your bi- or single-level neighborhoods, sequence them, and narrow the ez-browse choices.
  - » Features per location for browsing (you define). ex: Patio, Handicapped accessible, Green business, family friendly, etc.
  - » Multiple searchability options (see "Search, Archives, Browsability").
- Dining guide offers additional values/options (price, menu, dining-specific features)
- Cross-linking via a single 'master location' for chains or compound/ related locations.
- User-options include:
  - » Commenting/review/rating
  - » Sort others comments by date, or rating
  - » Same User-option tools as with story content (saving as favorite to profile, custom list, email friend, etc).
- Admin tools include:
  - » Upsell options for paid-description, images, coupons, etc.
  - » Icons — Customize your icons for various location features
  - » Twitter-feed include option per location
  - » Magnum-size image placement, slideshows, etc.
  - » Export Dining capsules, or other location directories for print (see "Print Export" section)
- Standard side-components include:
  - » Upcoming events at this location, Past events, Related stories, other related locations.
  - » 'Nearby' component shows locations 'near' whatever location you're viewing.
  - » Automated Maps, small and large view, and "Directions" tool
  - » Map default to your city center if address is unmappable (admin option)
  - » Friends of this location
  - » Popular locations, most-viewed locations, top-rated locations, staff-pick/recommended locations.

Location: nashvillescene.com

EVENT/CALENDAR LISTING

- Robust browsing via your custom categorizing:
  - » Bi-level assignment of event categories (you define). ex: Arts & Culture/Museums, Music/Rock, etc.
  - » Neighborhoods (browsed by location event is held)
  - » Features per event for browsing (you define). ex: Staff Pick, Free, Family-friendly.
  - » By-date (today/tomorrow/weekend/week, or per date)
  - » Multiple searchability options (see "Search, Archives, Browsability").

Event: nashvillescene.com

- User-options include:
  - » User commenting
  - » Same User-option tools as with story content (saving as favorite to profile, custom list, email friend, etc), plus:
  - » "Remind me" text or email per event
  - » Add to iCal option per event
  - » Bookmarkable page for each current event and past event.
- Admin tools include:
  - » Enter events easily, at any time.
  - » Fields for all needed data (phone, url, price, description, etc)
  - » Date/time/frequency settings flexible and easy to enter any time.
  - » Relationship between events and stories, locations, other events, easy to set.
  - » Featured-description for longer story-like web display option, including author-field and special 'featured date' for homepage assignment.
  - » Export for print (see "Print Export" section)
- Standard side-components include:
  - » People who liked...
  - » Popular events, staff-pick/recommended events.
  - » Map of location with automated geocoding and inline driving directions.
  - » Nearby locations

Movie Page: eastbayexpress.com

FILMS & MOVIE TIMES

- Import movie times, poster-art, MPAA rating, runtime, and other data via your Cinemasource or Tribune/TMS account (3rd party arrangement)†
- Manual entry option available.
- Movie ticketing links integration (opt-in, varies by city depending on Cinemasource or Tribune/Fandango data)
- Connect your full reviews to capsules/filmtimes and vice-versa.
- Export your capsules for print (see "Print Export" section)

LOGGED-IN MEMBER ADDED FEATURES

- Commenting on everything (non-member option available)
- Enhanced review-comment w/rating for locations
- Saving favorites (stories, locations, events)
- List-making (best punk venues, cheap eats, etc)
- Text-message or email reminders for events
- Newsletter preferences (option per publication)
- Profile page
  - » username
  - » bio
  - » interests
  - » image/avatar (shows alongside comments site-wide)
  - » recent comments, saved favorites, etc.
  - » privacy settings

Profile Page: portlandmercury.com

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MOBILE

- Mobile-optimized version of the site for browsing all data (included/standard).
  - » Easily "discoverable" to notify mobile users of the option when landing on your regular site.
  - » Default interface browse options for Locations/Restaurants, Events, Best Ofs, Blogs and Articles.
  - » Custom landing pages arrangable for development addition.
- Apps-development ready. (Apps are specific niche-concepts for specific devices. They can be develop by 3rd parties, in addition to the add-on ones offered by our partnered developers. See our 'add ons' page.)

NEWSLETTERS

- Standard "off the shelf" newsletters to offer are "weekly content" and "upcoming events".
- Custom newsletter concepts and development also can be arranged.
- Automated sending to site members
- Scheduling flexibility
- Members manage their newsletter options through their profile.

BEST OF

- For voting, we have a Survey module:
  - » Create multiple choice or fill-in blank questions.
  - » Categorize questions
  - » Choose multi-page (one per category), or all-in-one-page format.
  - » Options to collect "reasons" for users answers, and/or have them choose from your location database.
  - » Schedule survey start and stop dates
- For awards/results, we have a "Best Of" module:
  - » Enter each winner as a story, grouped by desired 'categories' in a "Best Of" section. Enter an introduction as its own category/story.
  - » Link stories to related locations
  - » Customizeable landing page.
  - » Users will be able to browse all categories and winners per year.

Best Of: tucsonweekly.com

STAND-ALONE/STATIC/FORM PAGE NEEDS

- Create any non archived one-off pages using the 'page' class at any time.
- Embed anything you like (Google docs, I-frames from 3rd parties, etc)
- Have custom forms created as needed for users to fill out to be emailed to your chosen address.
- Opt for users to have to 'login' prior to viewing particular pages.

ADS & STATS

- Supports your "Google Ad Manager," hosted "OpenX," or similar ad code (3rd party arrangement)†
- Integration, section targeting approach, etc. coordinated with you as part of site setup
- Site structured to optimize standard IAB ad size placements. (Total width = 980)
- EZ addition of standard java-script statistics tracking code (Google Analytics, Quantcast, etc., 3rd party arrangement)†

PRINT EXPORTS

- Export your Events/Calendar, Dining Listings, Film Capsules, and Location Directories for print use.

- InDesign (or Quark) export is 'placement ready' for direct use in InDesign (or QuarkXPress). Will flow in fully styled, to your InDesign or Quark stylesheet definitions.
- Pre-poof the export onscreen with edit links per item, using our proofing/editing tools.
- Standard organizing options are combined with customized per-listing formatting to build these proofing and export tools to meet your needs during setup.

Image Archives: missoulanews.bigskypress.com

SEARCH/ARCHIVES/BROWSEABILITY

- Google Search embedded in your site, Google's weighted results for any keyword from your entire site's pages. Aided by your Google tools (3rd party arrangement)†
- Article Archives
- Issue/cover archive
- Author archives
- Comment archives
- Image and slideshow archives
- Video archives
- Location directories
- Events browse/search
- Dining guide

MEMBER/COMMENT/SOCIAL TOOLS MANAGEMENT

- COMMENTING management tools include:
  » Review recent comments anytime
  » User-policing enables users to 'report' concerning comments to you for review.
  » Comment review can email-notify you when a comment is 'reported' as a violation
  » Review user-reported comment violations, pull offending comments, 'block a member' from posting again.
  » Filter (auto-hide, or email-notify you about) comment postings by IP, or text-phrase. Silent-mode default, or error-notify member option. Able to exempt members, or per-member.
  » Arrange unique styles for staff comments.
  » Captcha spam-bot prevention on login, forms, email-friend, etc.
- MEMBER management tools include:
  » Review membership count, and newsletter sign-ups.
  » Export list of Member emails, for use with 3rd-party 'email blasting', like Constant Contact.

Comment Review Tool: clevescene.com

- SOCIAL DYNAMIC features include:
  - » Share-via-Social-Site icon links (facebook, twitter, etc) configurable/expandable.
  - » Facebook activity components (friends activity, commenting activity, etc.)
  - » Polling (single-question/multiple choice) with graphing of results, and user commenting.
  - » Recent comments
  - » Top-commenting members
  - » Top viewed (stories, events, locations, blog posts)
  - » Most emailed
  - » Most commented on
  - » Readers who liked this story/event/location also liked...
  - » RSS feeds — All categories of your content are easily accessible to users via an RSS Syndication page, and via their browser's address bar for the related pages.

SEO

- Automated rich meta-data on all pages as appropriate.
- Customizable meta-data enhancement fields for various 'levels' of page types: general site, stand-alone-pages, sections and categories.
- Microdata support for aggregate sites' easy 'data-slurping' of reviews (like Google maps does)
- Google 'site maps' and 'news maps' available (you must enable them in your Google Webmaster Tools).
- Reader-friendly URL permalinks.
- Automated story-relationships display your links with same-tagged categories in the papers'/cities' sites via AltWeeklies.org.
- AltWeeklies auto-posting tools, to expedite link-back mojo.
- 'Visitor's guide' to provide crosslink mo-jo with other Foundation publications.

OTHER SYSTEM CONVENIENCES

- Edit any data directly from the admin-view of the website (one click edit, so to speak).
- Crop images from site admin-view.
- From Data entry interface, ez-link to each story, location, event, section landing, or stand-alone page from atop any updated item, for preview or reference.
- Override content teaser link destination if necessary to go elsewhere besides the story (rare).
- Link each author to their archives/author info, or to email them or your general "editor" email.
- Special concept-link handling include:
  - » Latest issue archives
  - » Latest story flagged with any particular 'Feature' or 'SpecialPlacement'
- Short URLs by ID # auto-supported (http://yoursite.com/cityname/ID#)
- Short URLs by reader-friendly phrase of your choice easily created/managed in your database through the 'Redirect' class.
- Weave ads, or other components, within other multi-item pages (like blog posts), with Interstitial placement and insert points.

Locations/Restaurant Search: arktimes.com

- Standard section-landing pages targeted to your content size/nature.
- Customizable landing layouts for Event search, Location search, best of, and Movie times
- Exports of your data to XML format usable by 3rd party developers to create 'mobile apps' for iPad, iPhone, Android, etc.
- Digital edition compatible — Add links per issue to any 3rd-party hosted digital version, or PDF you may create in your filespace, etc.
- Flexibility of many site features built-in for EZ-customizing, such as:
  » Email-a-Friend pop up window size customizable via variables in the relevant components: Article Tools, Events Tools, Location Tools, Film Tools.
  » Content pages can have a 'previous/next' linking option (as blog posts often do). Choice of linking via headline, or date, controlled through variable in the component.
  » Member's profile default 'status statements' are customizable through the "Message" class.
  » Special layouts available for unique categories (like: cartoons, video-only, slideshow-only, etc.)
  » If necessary, RSS feeds from 3rd parties may be imported into your site as well, using the RSSFeed and RSSAggregate classes. For use with custom components/arrangements.

TECHNICAL SERVER/SYSTEM INFO

INFRASTRUCTURE
- Gyrobase advanced queueing infrastructure
- Robust multi-server database cluster, web server cluster, and caching
- Time-based caching and on-demand page cache busting
- Fully managed hosting and system administration
- MySQL, Apache, FreeBSD (Unix)

HARD SERVICES
- 24x7 monitoring and incident response
- Redundant web servers
- Redundant caching servers
- Redundant database cluster
- Gigabit connectivity
- Off-site database and filesystem backup
- Site-wide UPS and generator with fuel supply arrangement
- 2N+1 cooling
- Dedicated, enclosed, secured cabinets
- Site security with biometric access control, alarms, police response, and DVR
- Urgent-email address in case of need to notify team 24/7 of a system crisis.