TRUTHFal launch schedule

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| --- | --- | --- | --- |
| Task/update | Who | By when | Complete |
|  |  |  |  |
| LOGO   * Create options with various fonts for presentation to RB * Complete final artwork for logos for site and social media, in appropriate file formats * Sign off final artwork | AC  AC  RB | 31.10  3.11  3.11 | Yes |
| ADVERT - Anchor   * Establish required advert dimensions for Anchor and deadline for artwork * Design advert * Sign off final artwork * Create and submit in required format | RB  AC  RB  AC | 31.10  31.10  31.10  31.10 | Yes  Yes  Yes Yes |
| CHANNELS   * Agree final main channel categories * Add categories to site functionality | RB/AC  AC | 3.11  5.11 |  |
| DESIGN   * Visuals of 3 or 4 alternatives for header, homepage and channel index pages * Confirm preference for header/ homepage/index designs * Apply preferred design | AC  RB  AC | 5.11  6.11  9.11 |  |
| FIXED PAGE – About us   * About us main page – complete copy * About us main page – upload copy * About us Moderation – complete copy * About us Moderation page – upload copy | RB  AC  AC/RB  AC | 5.11  8.11  5.11  8.11 |  |
| FIXED PAGE Contact us   * Set up holding gmail email account truthful@gmail.com * Amend details on page | AC  AC | 4.11  8.11 |  |
| FIXED PAGE – Falmouth Journalism   * Establish preferred format – link to official pages or site-specific copy * Action accordingly | RB  AC | 3.11  5.11 |  |
| FIXED PAGE – Publications   * Compose and upload introduction text * Upload links and intro copy for three student magazines? | AC  AC/RB | 8.11  8.11 |  |
| HOMEPAGE SLIDESHOW   * Amend design to reduce size of image and introduce accompanying descriptive text | MC | 4.11 |  |
| PUBLIC-FACING CONTENT   * Review which items we wish to keep live and which we want to publish privately * Action above decision * Collect, edit and publish at least 10 student and 5 staff items before 11.11 | AC/RB  AC  AC ETC | 8.11  10.11  10.11 |  |
| MAKE THE SWITCH   * Organise via MC to attach the homepage to the new url * Re-brand Twitter and Facebook | AC  Ac | 11.11  11.11 |  |
| MOBILE SITE TEST   * Test site on mobile devices * Amend as required |  |  |  |
| KEY STYLE AND FORMAT GUIDES   * Establish optimum image upload size/resolution * Establish in-story slideshow guidelines * Provide key code shortcuts for, eg, slideshows, etc * Establish and apply new character count for story headlines * Establish naming and caption/descriptor conventions |  |  |  |
| ADVERT – in-site   * Design in-site advert for Journalism courses * Approve in-site advert for courses * Upload and activate in-site advert for courses |  |  |  |
| STAFF TRAINING   * Introductory session to enable staff to upload blogs * Schedule further training to enable editorial training staff to use CMS in classes |  |  |  |
| STORY FORMAT TEMPLATES   * Draft proposed masterlist of story format templates * Create and activate templates function |  |  |  |
| ‘HOW TO’ GUIDE FOR STUDENTS – Newsroom ‘handbook’   * Draft proposal for content and delivery schedule for ‘how to’ guide |  |  |  |
| PROTOCOL FOR PUBLISHING AND PROMOTING THE BEST CONTENT   * Draft clear guideline and weekly routine for publishing and promoting the best content from across the courses. |  |  |  |
| LAUNCH EVENT   * Plan, budget and schedule launch event and associated promotion, branded materials and onward site promotion * Conduct launch event * Review launch event |  |  |  |
| ONGOING MARKETING AND AUDIENCE BUILDING   * Draft a targeted strategy for site promotion, audience building and branded events |  |  |  |
| WORDPRESS TRAINING   * Select staff to undergo advanced WordPress training with MC * Schedule and conduct training |  |  |  |