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
 | ACACRB | 31.103.113.11 | 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
 | RBACRBAC | 31.1031.1031.1031.10 | YesYesYesYes |
| CHANNELS* Agree final main channel categories
* Add categories to site functionality
 | RB/ACAC | 3.115.11 |  |
| DESIGN* Visuals of 3 or 4 alternatives for header, homepage and channel index pages
* Confirm preference for header/ homepage/index designs
* Apply preferred design
 | ACRBAC | 5.116.119.11 |  |
| 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
 |  RBACAC/RBAC | 5.118.115.118.11 |  |
| FIXED PAGE Contact us* Set up holding gmail email account truthful@gmail.com
* Amend details on page
 | ACAC | 4.118.11 |  |
| FIXED PAGE – Falmouth Journalism* Establish preferred format – link to official pages or site-specific copy
* Action accordingly
 | RBAC | 3.115.11 |  |
| FIXED PAGE – Publications* Compose and upload introduction text
* Upload links and intro copy for three student magazines?
 | ACAC/RB | 8.118.11 |  |
| 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/RBACAC ETC | 8.1110.1110.11 |  |
| MAKE THE SWITCH* Organise via MC to attach the homepage to the new url
* Re-brand Twitter and Facebook
 | ACAc | 11.1111.11 |  |
| MOBILE SITE TEST* Test site on mobile devices
* Amend as required
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| 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
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| ADVERT – in-site* Design in-site advert for Journalism courses
* Approve in-site advert for courses
* Upload and activate in-site advert for courses
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| STAFF TRAINING* Introductory session to enable staff to upload blogs
* Schedule further training to enable editorial training staff to use CMS in classes
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| STORY FORMAT TEMPLATES* Draft proposed masterlist of story format templates
* Create and activate templates function
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| ‘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.
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| 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
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