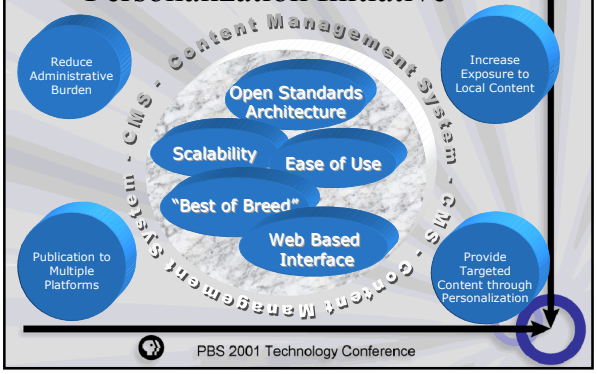
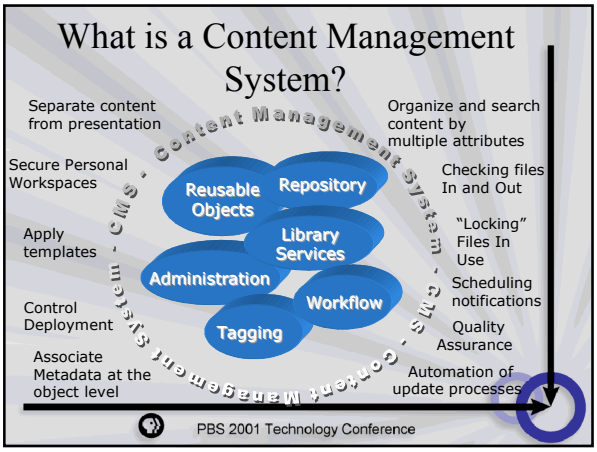
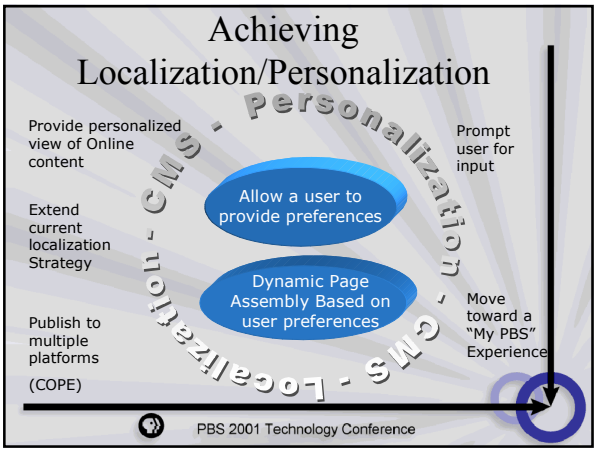
How Do You Spell Relief? C-M-S!

Goals of the CMS and Personalization Initiative



What is a Content Management System?




Achieving Localization/Personalization
Provide personalized view of Online content
Extend current localization Strategy
Publish to multiple platforms (COPE)
Prompt user for input
Move toward a "My PBS" Experience
Allow a user to provide preferences
Dynamic Page Assembly Based on user preferences
CMS - Personalization - CMS - Localization
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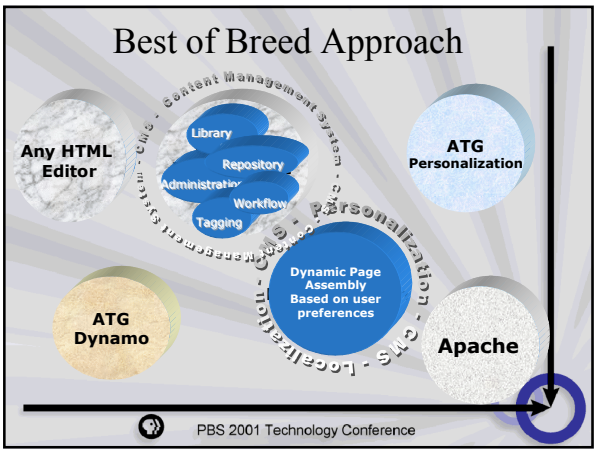
Best of Breed Approach
Any HTML Editor
ATG Dynamo
ATG Personalization
Apache
Library
Repository
Administration
Workflow
Tagging
Dynamic Page Assembly Based on user preferences
CMS - Content Management System - CMS - Personalization - CMS - Localization - CMS - Content Management System - CMS
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Goals of the CMS and Personalization Initiative
Reduce Administrative Burden
Publication to Multiple Platforms
Increase Exposure to Local Content
Provide Targeted Content through Personalization
Reusable Objects
Repository
Library Services
Administration
Workflow
Tagging
CMS - Content Management System - CMS - Content Management System - CMS
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Demonstration Time

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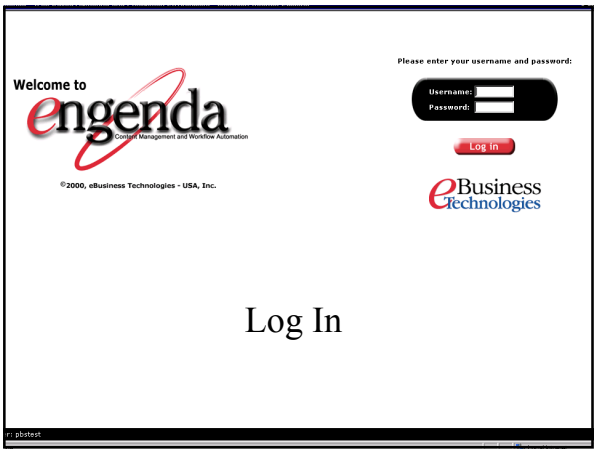
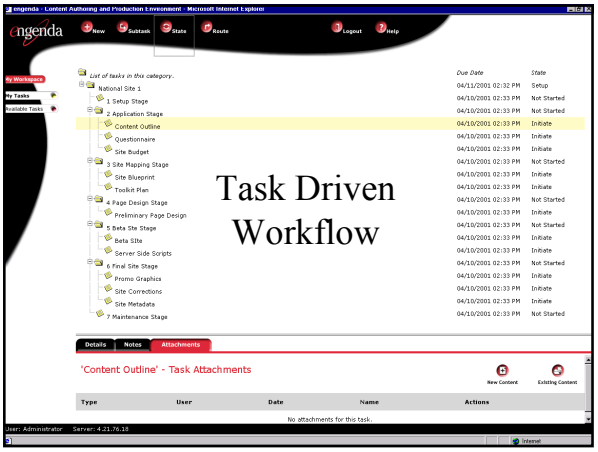
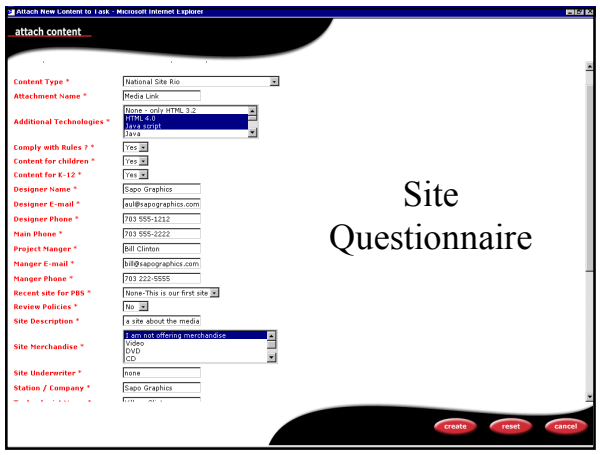


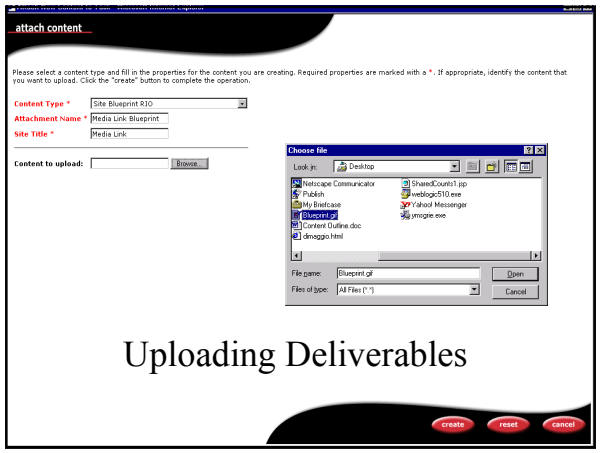
Log In



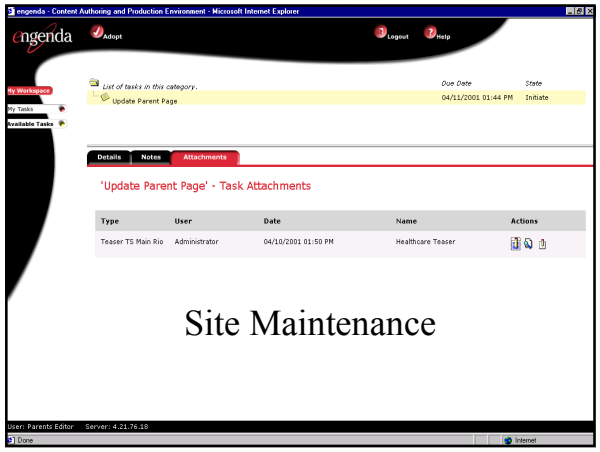
Task Driven Workflow



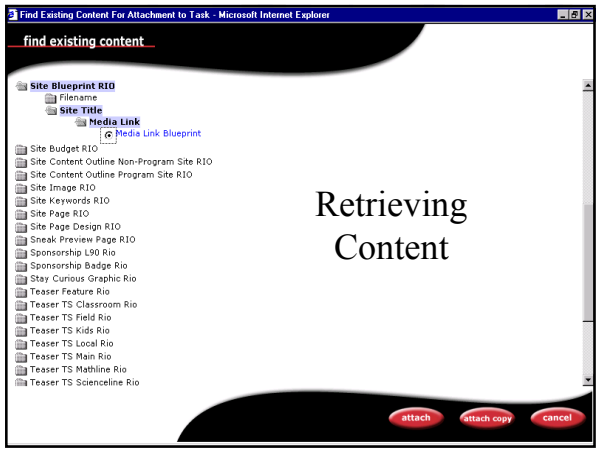
Site Questionnaire



Uploading Deliverables

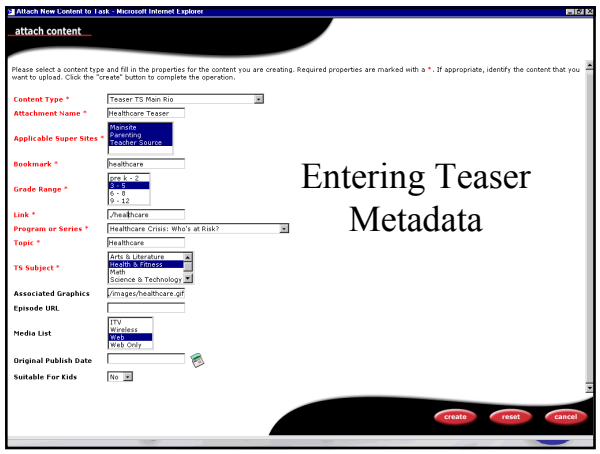


Site Maintenance

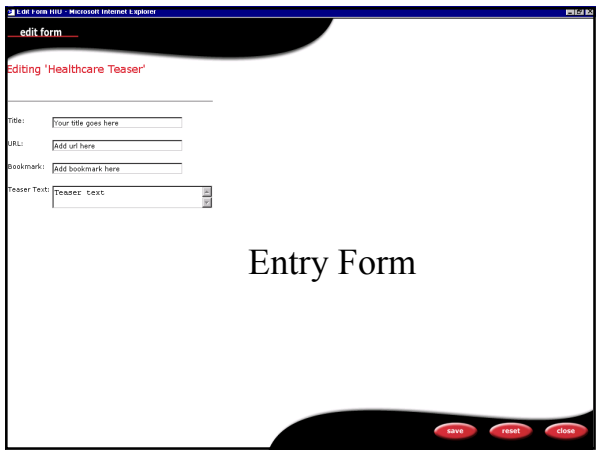


Retrieving Content

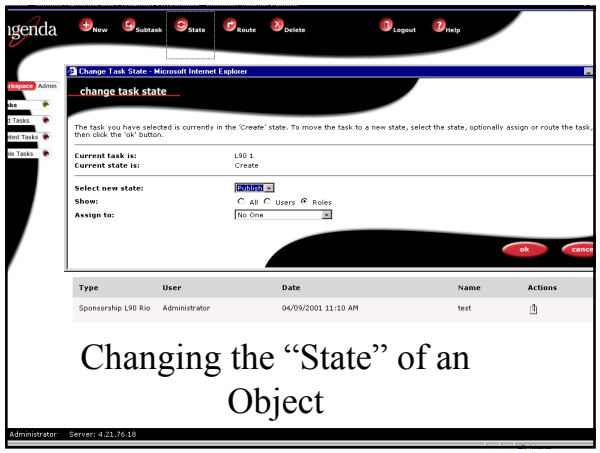
Library Services



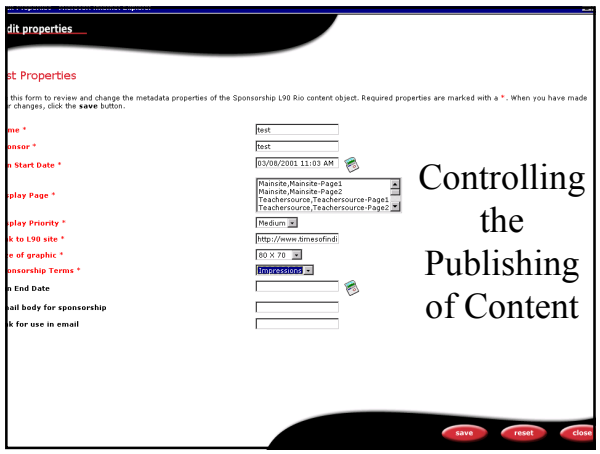
Entering Teaser Metadata



Entry Form



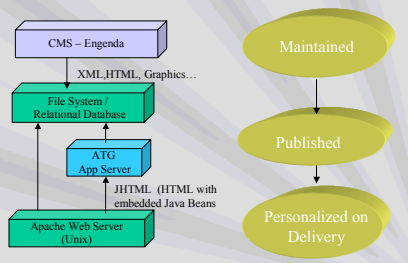
Changing the "State" of an Object



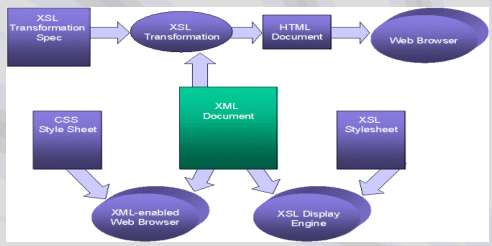
Controlling the Publishing of Content

Key Technologies

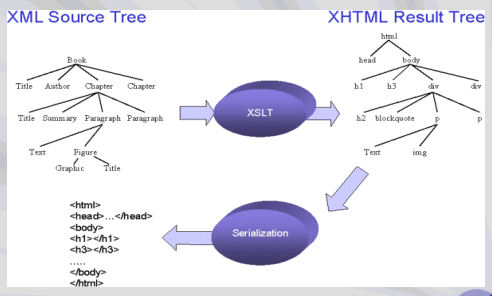
Architecture



Options for displaying XML



XML to HTML



JHTML

The .jhtml page looks something like this:

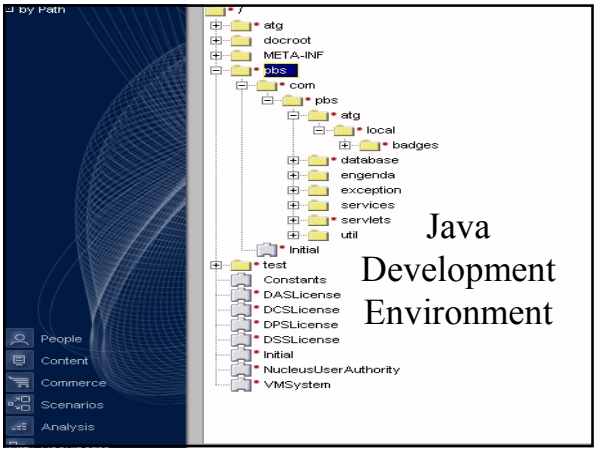
```
<HTML> <HEAD>
<TITLE>New Dynamo Server Page</TITLE>
</HEAD>

<BODY BGCOLOR="#FFFFFF">
<TABLE>

<droplet
bean="/pbs/com/pbs/servlets/PBSDynamoServlet">
<param name="displayArea" value="mainsite">
<param name="displayPage" value="mainsite1">
<param name="currentDate" value="12/12/2002">
</droplet>

</TABLE></BODY> </HTML>
```


Java Development Environment



Implementation

Phase	Functionality by Phase	I Reduction of Administrative Burden	II Increased Exposure of Local Station Content	III Content Publication for Multiple Devices	IV Targeted Content Exposure through Personalization
1	Architecture				
2	Core Repositories	X		X	
3	Core Workflow	X		X	
4	Initial Personalization	X	X	X	X
5	Localization	X	X	X	X
6	Parents	X		X	
7	Content Sharing	X	X		

Project Schedule

ID	Task Name	Duration	Start	Finish
1	**PBS CMS Project**	**160 days**	**Thu 2/1/0**	**Tue 9/18/0**
2	**Project Initiation**	**18 days**	**Thu 2/1/0**	**Tue 2/27/0**
23	**Content Management System Design and Development**	**112.25 day**	**Tue 2/13/0**	**Tue 7/24/0**
24	**Phase 1: Design Architecture**	**23 days**	**Tue 2/13/0**	**Fri 3/16/0**
37	**Phase 2: Core Repositories**	**24 days**	**Tue 2/20/0**	**Fri 3/23/0**
38	**High Level Design**	**6 days**	**Tue 2/20/0**	**Tue 2/27/0**
39	Req 1.01--Reusable Page Objects	0.5 days	Tue 2/20/0	Tue 2/20/0
40	Req 10.03--Access to Reusable Items	0.5 days	Tue 2/20/0	Tue 2/20/0
41	Req 3.14--Engenda Interface with PBS Branding	2 days	Wed 2/21/0	Thu 2/22/0
42	Req 5.02--Store deliverables of a production site with project	0.25 day	Thu 2/22/0	Fri 2/23/0
43	Req 5.03--Associate metadata; use in pbs.org and ETV/wireles	0.25 day	Fri 2/23/0	Fri 2/23/0
44	Req 5.04--Assocate Distribution Rights Metadata	0.25 day	Fri 2/23/0	Fri 2/23/0
45	Req 2.02--Maintain and Update TeacherSource Sponsorship Ba	0.25 day	Fri 2/23/0	Fri 2/23/0
46	Write up HLD	2 days	Mon 2/26/0	Tue 2/27/0
47	PBS Review and signoff on HLD	2 days	Wed 2/28/0	Thu 3/1/0
48	**Design / Prototyping**	**7 days**	**Wed 2/28/0**	**Thu 3/8/0**
49	all other	3 days	Wed 2/28/0	Fri 3/2/0
50	Req 3.14--Engenda Interface with PBS Branding	3 days	Wed 2/28/0	Fri 3/2/0
51	PBS provide graphics and preferred layout	1 day	Wed 2/28/0	Wed 2/28/0
52	Req 2.02--Maintain and Update TeacherSource Sponsorship Ba	2 days	Mon 3/5/0	Tue 3/6/0
53	Design Reviews	2 days	Wed 3/7/0	Thu 3/8/0
54	PBS On-line Summit	3 days	Mon 2/26/0	Wed 2/28/0

Project Schedule Continued

ID	Task Name	Duration	Start	Finish
54	PBS On-line Summit	3 days	Mon 2/26/01	Wed 2/28/01
55	PBS write User Acceptance Test Plan	2 days	Thu 3/1/01	Fri 3/2/01
56	PBS Write User Acceptance Test (UAT) Scripts	2 days	Fri 3/9/01	Mon 3/12/01
57	PBS Review and signoff on DD	2 days	Tue 3/13/01	Wed 3/14/01
58	**Implementation**	**7 days**	**Fri 3/9/01**	**Mon 3/19/01**
59	all other	2 days	Fri 3/9/01	Mon 3/12/01
60	Req 3.14--Engenda Interface with PBS Branding	3 days	Tue 3/13/01	Thu 3/15/01
61	Req 2.02--Maintain and Update TeacherSource Sponsorship Badges	2 days	Fri 3/16/01	Mon 3/19/01
62	**Functional Test**	**17 days**	**Thu 3/1/01**	**Fri 3/23/01**
63	Write Functional Test Plan for all Phases	4 days	Fri 3/9/01	Wed 3/14/01
64	Write Test Cases Phase 2	3 days	Thu 3/15/01	Mon 3/19/01
65	Sample PBS content to test	1 day	Thu 3/1/01	Thu 3/1/01
66	Execute test cases	2 days	Tue 3/20/01	Wed 3/21/01
67	Fix bugs	2 days	Thu 3/22/01	Fri 3/23/01
68	**Phase 2: Core Repositories Complete and Signed Off by PBS**	**0 days**	**Fri 3/23/01**	**Fri 3/23/01**
69	**Phase 3: Core Workflow**	**23 days**	**Fri 3/16/01**	**Tue 4/17/01**
90	**Phase 4: Initial Personalization**	**20 days**	**Fri 4/6/01**	**Thu 5/3/01**
120	PBS Annual Meeting in Phila	3 days	Wed 6/13/01	Fri 6/15/01
121	**Phase 5: Local Stations**	**26 days**	**Mon 4/23/01**	**Tue 5/29/01**
146	**Phase 6: Parenting 1**	**19 days**	**Wed 5/30/01**	**Mon 6/25/01**
172	**Phase 7: Content Sharing**	**27.25 days**	**Thu 6/14/01**	**Tue 7/24/01**
195	**Final System Integration Test**	**50 days**	**Mon 6/25/01**	**Tue 9/4/01**
209	Migration of CMS System from TS to PBS	3 days	Wed 8/1/01	Fri 8/3/01
210	Regression Test	1 day	Mon 8/6/01	Mon 8/6/01
211	**User Acceptance Test for CMS**	**73 days**	**Tue 6/5/01**	**Mon 9/17/01**
225	**Knowledge Transfer**	**38 days**	**Thu 7/26/01**	**Tue 9/18/01**
233	**Project Management**	**151 days**	**Mon 2/12/01**	**Fri 9/14/01**
235	Post Project Review	1 day	Wed 9/12/01	Wed 9/12/01

Questions and Answers
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