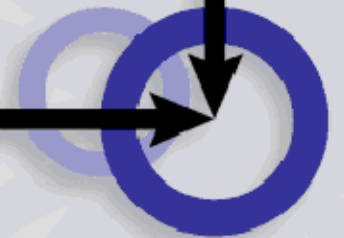


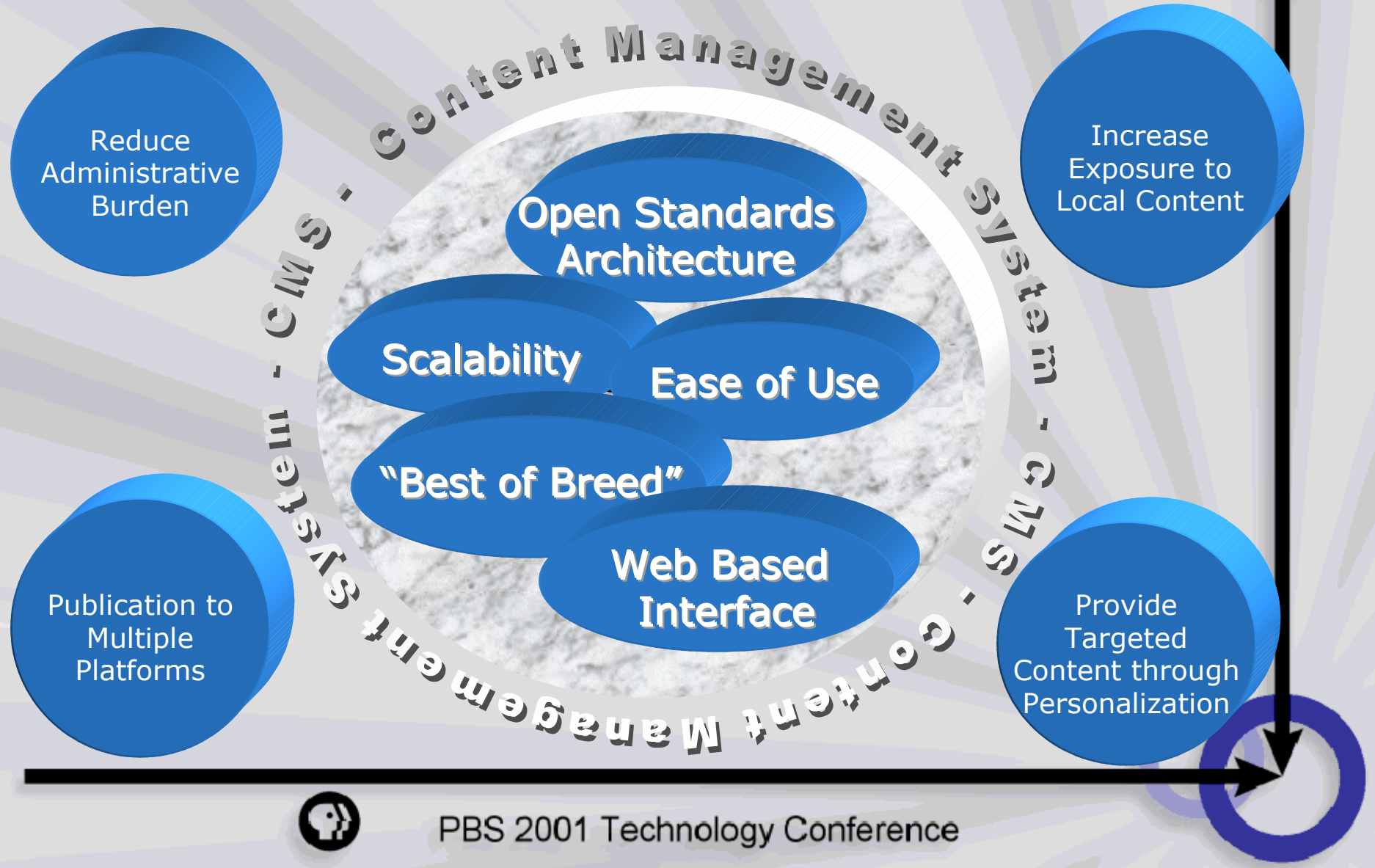
How Do You Spell Relief? C-M-S!



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Goals of the CMS and Personalization Initiative



What is a Content Management System?

Separate content from presentation

Organize and search content by multiple attributes

Secure Personal Workspaces

Checking files In and Out

Apply templates

Reusable Objects

Repository

Library Services

"Locking" Files In Use

Administration

Workflow

Scheduling notifications

Control Deployment

Tagging

Quality Assurance

Associate Metadata at the object level

Automation of update processes



Achieving Localization/Personalization

Provide personalized
view of Online
content

Prompt
user for
input

Extend
current
localization
Strategy

Allow a user to
provide preferences

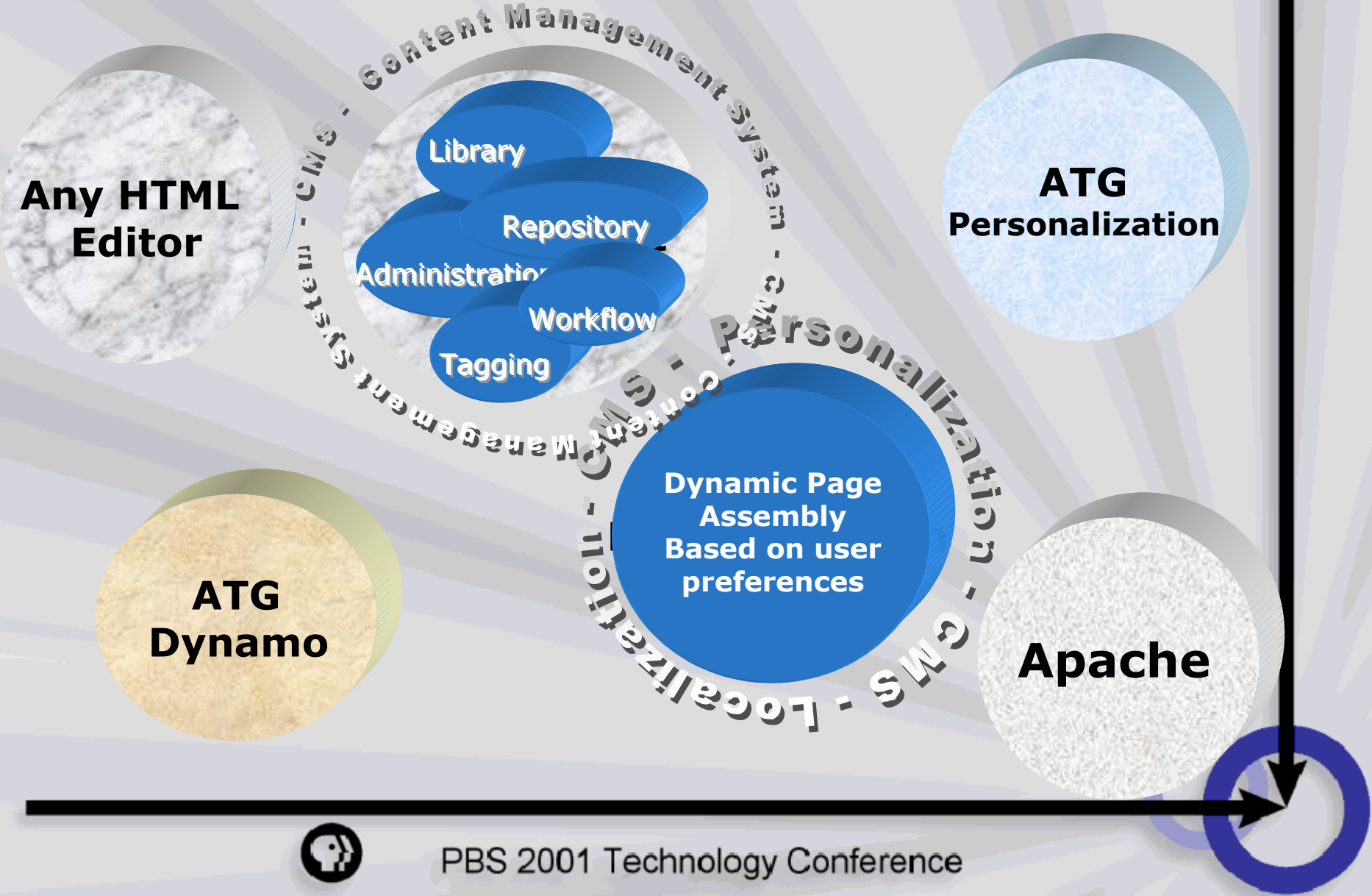
Publish to
multiple
platforms
(COPE)

Dynamic Page
Assembly Based on
user preferences

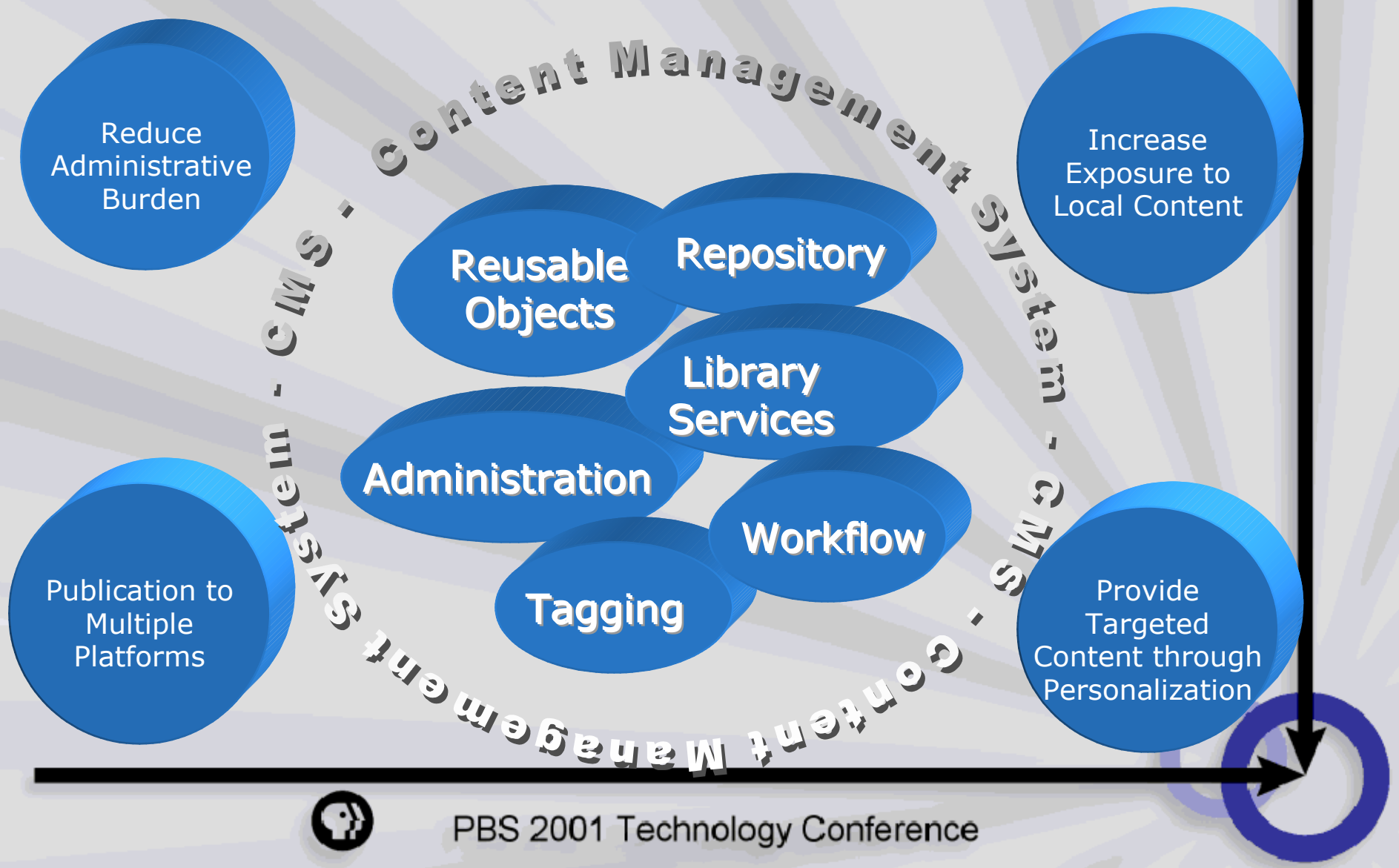
Move
toward a
"My PBS"
Experience



Best of Breed Approach



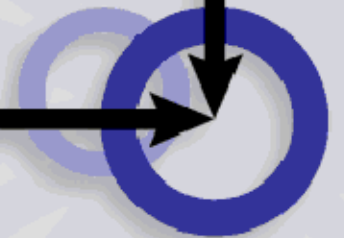
Goals of the CMS and Personalization Initiative



Demonstration Time



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Please enter your username and password:

Username:
Password:

Log in



Log In

er: pbstest

Local intranet



- New
- Subtask
- State
- Route
- Logout
- Help

My Workspace

My Tasks

Available Tasks

List of tasks in this category.

- National Site 1
 - 1 Setup Stage
 - 2 Application Stage
 - Content Outline
 - Questionnaire
 - Site Budget
 - 3 Site Mapping Stage
 - Site Blueprint
 - Toolkit Plan
 - 4 Page Design Stage
 - Preliminary Page Design
 - 5 Beta Site Stage
 - Beta Site
 - Server Side Scripts
 - 6 Final Site Stage
 - Promo Graphics
 - Site Corrections
 - Site Metadata
 - 7 Maintenance Stage

Task Driven Workflow

Due Date	State
04/11/2001 02:32 PM	Setup
04/10/2001 02:33 PM	Not Started
04/10/2001 02:33 PM	Not Started
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Not Started
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Not Started
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Not Started
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Initiate
04/10/2001 02:33 PM	Not Started

Details Notes Attachments

'Content Outline' - Task Attachments

- New Content
- Existing Content

Type	User	Date	Name	Actions
------	------	------	------	---------

No attachments for this task.

attach content

Content Type * National Site Rio

Attachment Name * Media Link

Additional Technologies *
None - only HTML 3.2
HTML 4.0
Java script
Java

Comply with Rules ? * Yes

Content for children * Yes

Content for K-12 * Yes

Designer Name * Sapo Graphics

Designer E-mail * aul@sapographics.com

Designer Phone * 703 555-1212

Main Phone * 703 555-2222

Project Manger * Bill Clinton

Manger E-mail * bill@sapographics.com

Manger Phone * 703 222-5555

Recent site for PBS * None-This is our first site

Review Policies * No

Site Description * a site about the media

Site Merchandise *
I am not offering merchandise
Video
DVD
CD

Site Underwriter * none

Station / Company * Sapo Graphics

Site Questionnaire

create reset cancel

attach content

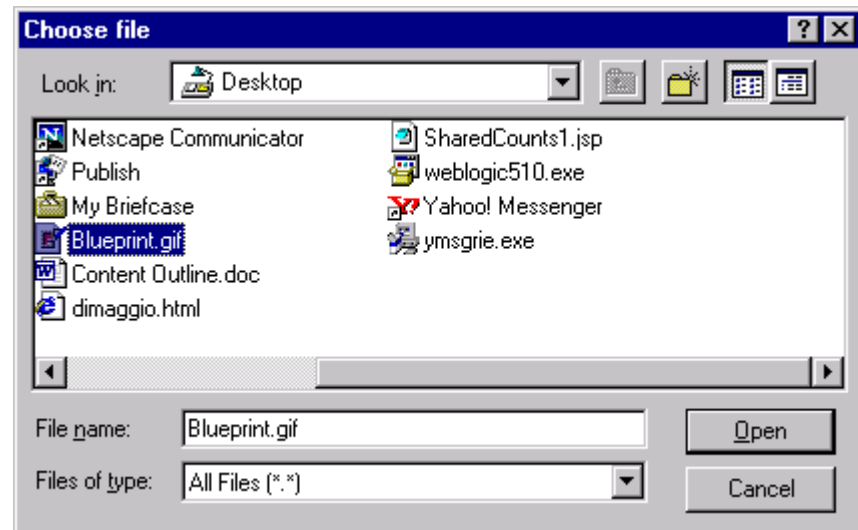
Please select a content type and fill in the properties for the content you are creating. Required properties are marked with a *. If appropriate, identify the content that you want to upload. Click the "create" button to complete the operation.

Content Type * Site Blueprint RIO

Attachment Name * Media Link Blueprint

Site Title * Media Link

Content to upload:



Uploading Deliverables

create

reset

cancel



My Workspace

My Tasks

Available Tasks

	Due Date	State
<i>List of tasks in this category.</i>		
Update Parent Page	04/11/2001 01:44 PM	Initiate

Details

Notes

Attachments

'Update Parent Page' - Task Attachments

Type	User	Date	Name	Actions
Teaser TS Main Rio	Administrator	04/10/2001 01:50 PM	Healthcare Teaser	

Site Maintenance

find existing content

- Site Blueprint RIO
 - Filename
 - Site Title
 - Media Link
 - Media Link Blueprint
- Site Budget RIO
- Site Content Outline Non-Program Site RIO
- Site Content Outline Program Site RIO
- Site Image RIO
- Site Keywords RIO
- Site Page RIO
- Site Page Design RIO
- Sneak Preview Page RIO
- Sponsorship L90 Rio
- Sponsorship Badge Rio
- Stay Curious Graphic Rio
- Teaser Feature Rio
- Teaser TS Classroom Rio
- Teaser TS Field Rio
- Teaser TS Kids Rio
- Teaser TS Local Rio
- Teaser TS Main Rio
- Teaser TS Mathline Rio
- Teaser TS Scienceline Rio

Retrieving Content

attach

attach copy

cancel

find existing content

- Teaser IS Local Rio
- Teaser TS Main Rio**
 - Applicable Super Sites**
 - Mainsite, Parenting, Teacher Source**
 - Healthcare Teaser
 - Not Suitable for Kids
 - Associated Graphics
 - Bookmark
 - Episode URL
 - Grade Range
 - Link
 - Media List
 - Original Publish Date
 - Prototype Document ID
 - Program or Series
 - Editing Stylesheet ID
 - Suitable For Kids
 - Topic
 - TS Subject
- Teaser TS Mathline Rio
- Teaser TS Scienceline Rio
- Teaser TS ShopPBS Rio
- Teaser TS Thornburg Rio
- Template RIO

Library Services

attach

attach copy

cancel

attach content

Please select a content type and fill in the properties for the content you are creating. Required properties are marked with a *. If appropriate, identify the content that you want to upload. Click the "create" button to complete the operation.

Content Type *	<input type="text" value="Teaser TS Main Rio"/>
Attachment Name *	<input type="text" value="Healthcare Teaser"/>
Applicable Super Sites *	<input type="text" value="Mainsite"/> <input type="text" value="Parenting"/> <input type="text" value="Teacher Source"/>
Bookmark *	<input type="text" value="healthcare"/>
Grade Range *	<input type="text" value="pre k - 2"/> <input type="text" value="3 - 5"/> <input type="text" value="6 - 8"/> <input type="text" value="9 - 12"/>
Link *	<input type="text" value="/healthcare"/>
Program or Series *	<input type="text" value="Healthcare Crisis: Who's at Risk?"/>
Topic *	<input type="text" value="Healthcare"/>
TS Subject *	<input type="text" value="Arts & Literature"/> <input type="text" value="Health & Fitness"/> <input type="text" value="Math"/> <input type="text" value="Science & Technology"/>
Associated Graphics	<input type="text" value="/images/healthcare.gif"/>
Episode URL	<input type="text"/>
Media List	<input type="text" value="ITV"/> <input type="text" value="Wireless"/> <input type="text" value="Web"/> <input type="text" value="Web Only"/>
Original Publish Date	<input type="text"/>
Suitable For Kids	<input type="text" value="No"/>

Entering Teaser Metadata

create

reset

cancel

edit form

Editing 'Healthcare Teaser'

Title:

URL:

Bookmark:

Teaser Text:

Entry Form

save

reset

close

ngenda

New Subtask State Route Delete Logout Help

Change Task State - Microsoft Internet Explorer

change task state

The task you have selected is currently in the 'Create' state. To move the task to a new state, select the state, optionally assign or route the task, then click the 'ok' button.

Current task is: L90 1
Current state is: Create

Select new state: Publish

Show: All Users Roles

Assign to: No One

ok cancel

Type	User	Date	Name	Actions
Sponsorship L90 Rio	Administrator	04/09/2001 11:10 AM	test	

Administrator Server: 4.21.76.18

Internet

Changing the “State” of an Object

dit properties

ist Properties

Use this form to review and change the metadata properties of the Sponsorship L90 Rio content object. Required properties are marked with a *. When you have made your changes, click the **save** button.

Name *

Sponsor *

Begin Start Date *



Display Page *

Mainsite,Mainsite-Page1
Mainsite,Mainsite-Page2
Teachersource,Teachersource-Page1
Teachersource,Teachersource-Page2

Display Priority *

Medium

Link to L90 site *

Size of graphic *

80 X 70

Sponsorship Terms *

Impressions

Begin End Date



Mail body for sponsorship

Link for use in email

Controlling the Publishing of Content

save

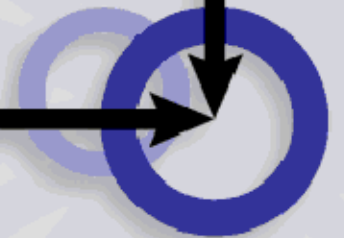
reset

close

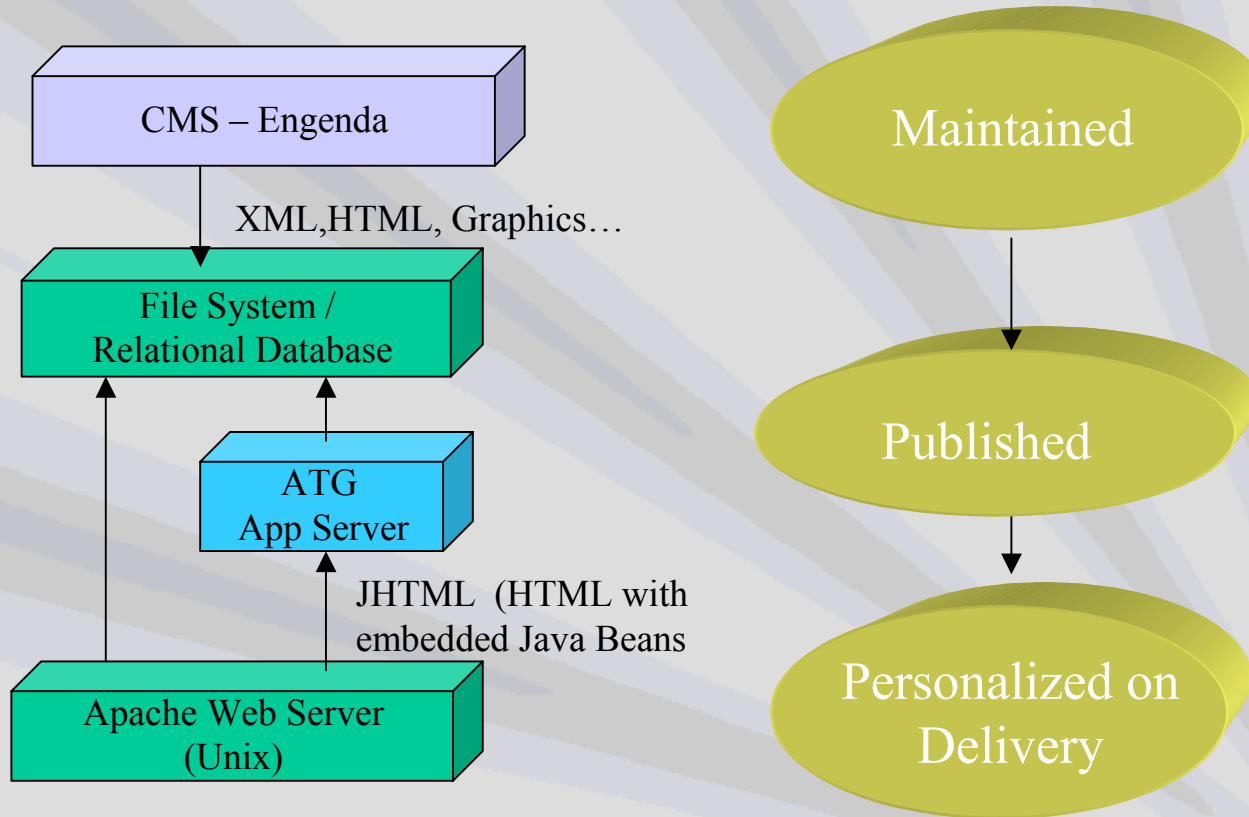
Key Technologies



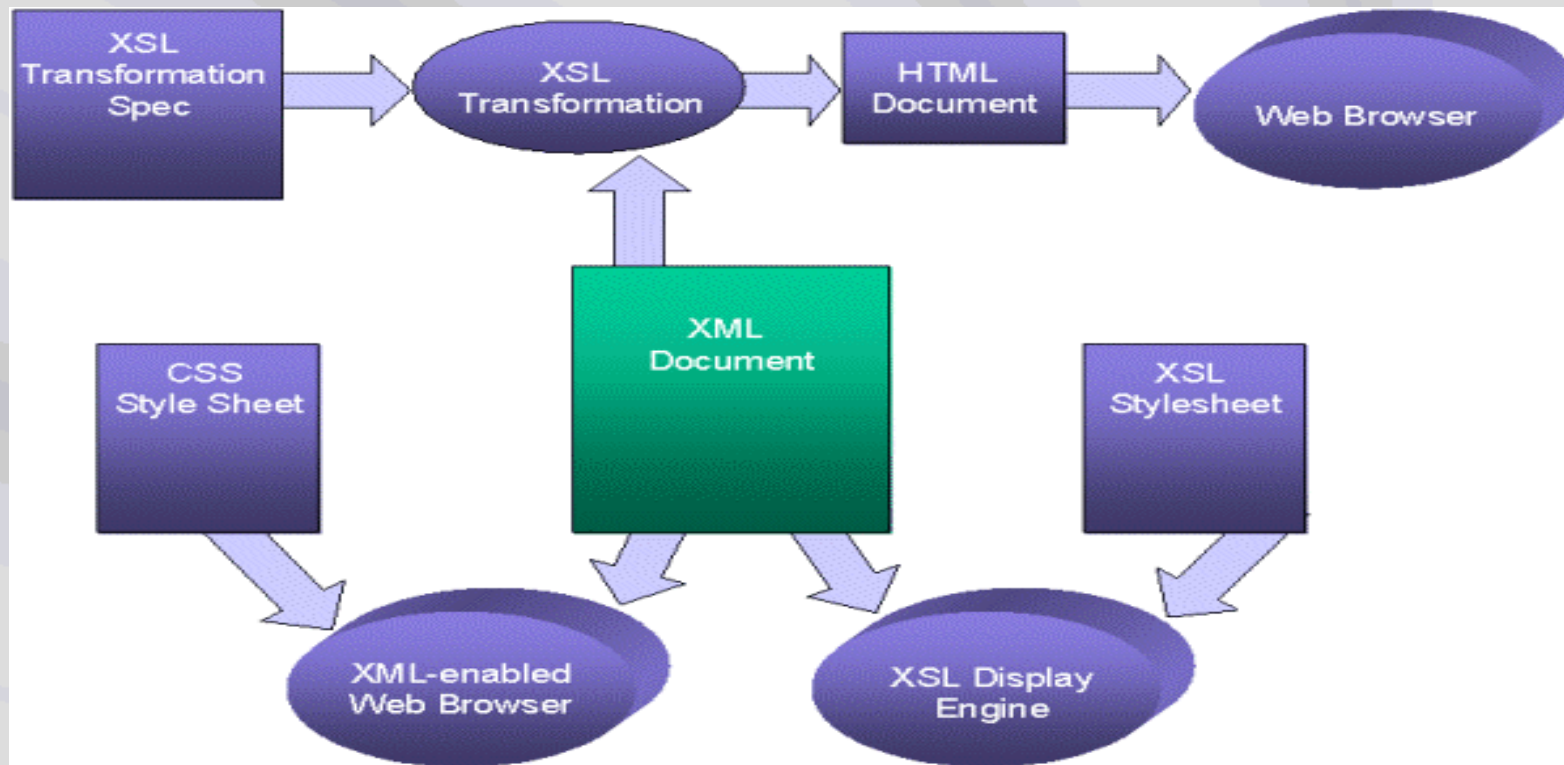
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Architecture

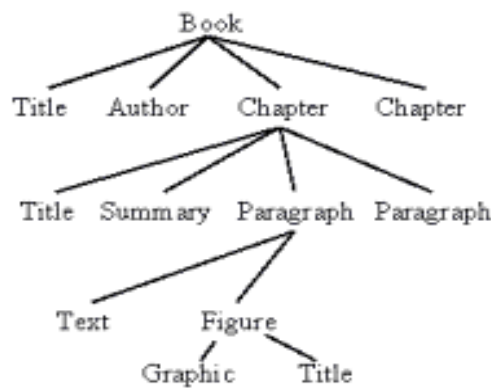


Options for displaying XML

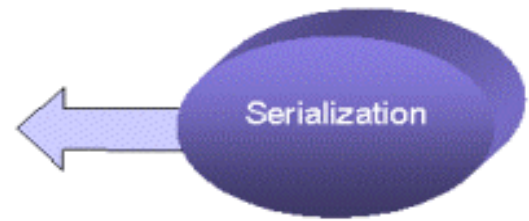
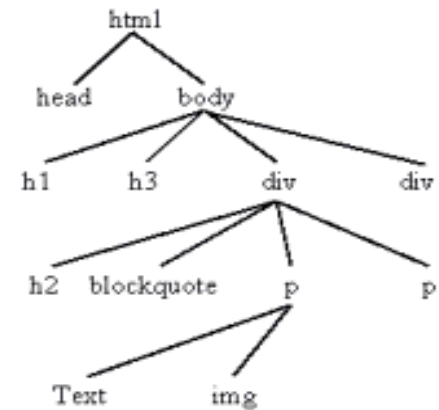


XML to HTML

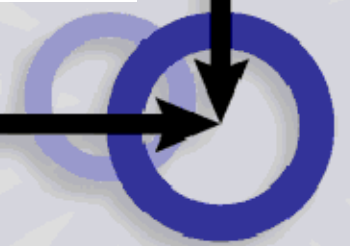
XML Source Tree



XHTML Result Tree



```
<html>
<head>...</head>
<body>
<h1></h1>
<h3></h3>
.....
</body>
</html>
```



JHTML

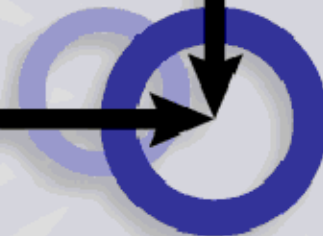
The .jhtml page looks something like this:

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

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

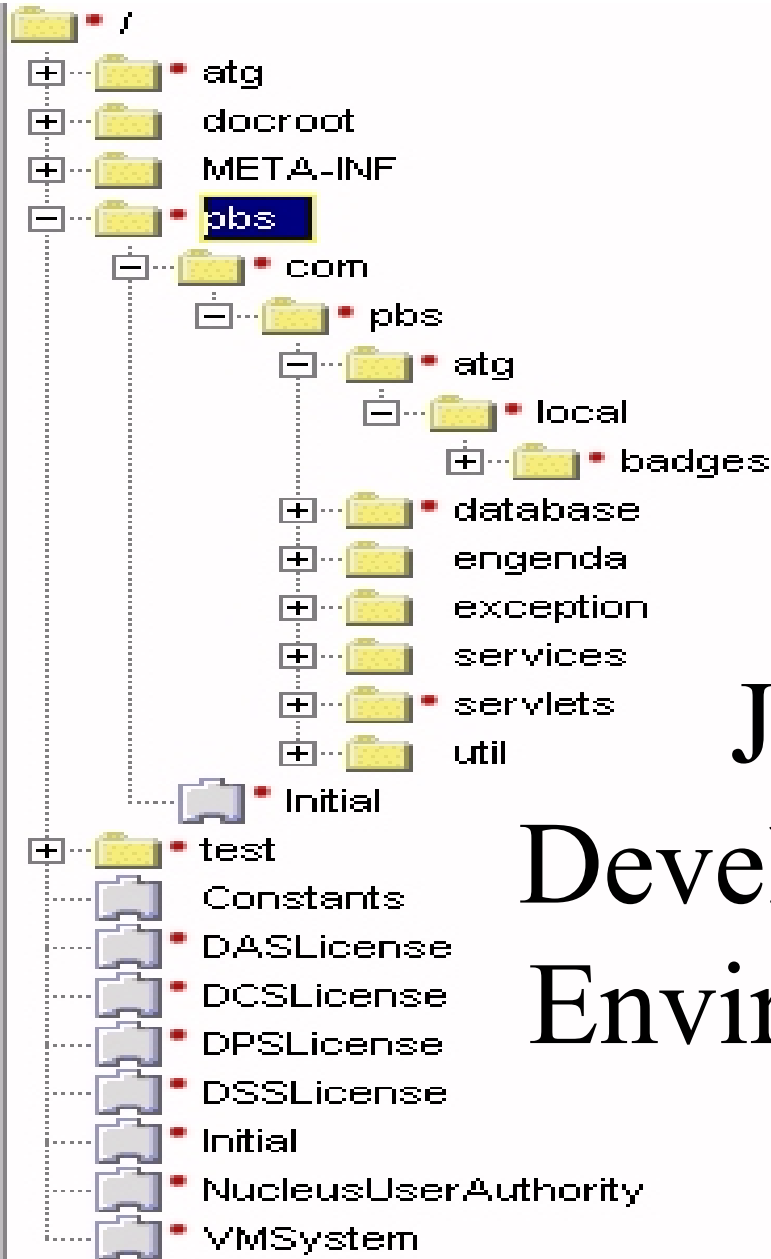
<droplet
bean="/pbs/com/pbs/servlets/PBSDynamoServlet">
<param name="displayArea" value="mainsite">
<param name="displayPage" value="mainsite1">
<param name="currentDate" value="12/12/2002">
</droplet>

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



by Path

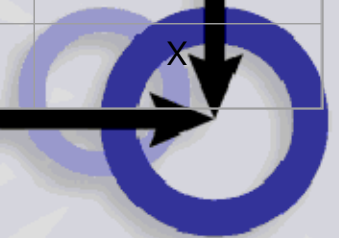
- People
- Content
- Commerce
- Scenarios
- Analysis
- Documents



Java Development Environment

Implementation

		I	II	III	IV
Phase	Functionality by Phase	Reduction of Administrative Burden	Increased Exposure of Local Station Content	Content Publication for Multiple Devices	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		X









Project Schedule

ID	Task Name	Duration	Start	Finish	W
1	PBS CMS Project	160 day:	Thu 2/1/0	Tue 9/18/0	
2	Project Initiation	18 day:	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 day:	Tue 2/13/0	Fri 3/16/0	
37	Phase 2: Core Repositories	24 day:	Tue 2/20/0	Fri 3/23/0	
38	High Level Design	6 day:	Tue 2/20/0	Tue 2/27/0	
39	Req 1.01--Reusable Page Objects	0.5 day	Tue 2/20/0	Tue 2/20/0	
40	Req 10.03--Access to Reusable Items	0.5 day	Tue 2/20/0	Tue 2/20/0	
41	Req 3.14--Engenda Interface with PBS Branding	2 day:	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--Associate Distribution Rights Metadata	0.25 day	Fri 2/23/0	Fri 2/23/0	
45	Req 2.02--Maintain and Update TeacherSource Sponsorship E	0.25 day	Fri 2/23/0	Fri 2/23/0	
46	Write up HLD	2 day:	Mon 2/26/0	Tue 2/27/0	
47	PBS Review and signoff on HLD	2 day:	Wed 2/28/0	Thu 3/1/0	
48	Design / Prototyping	7 day:	Wed 2/28/0	Thu 3/8/0	
49	all other	3 day:	Wed 2/28/0	Fri 3/2/0	
50	Req 3.14--Engenda Interface with PBS Branding	3 day:	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 E	2 day:	Mon 3/5/0	Tue 3/6/0	
53	Design Reviews	2 day:	Wed 3/7/0	Thu 3/8/0	
54	PBS On-line Summit	3 day:	Mon 2/26/0	Wed 2/28/0	



Project Schedule Continued

ID		Task Name	Duration	Start	Finish	W
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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