



Find this page online at:

<http://jam.org.au/moxie/aboutJAM/usingJAM/using-jam-an-overview.shtml>

# 1. Using JAM - an overview

Posted Thursday, December 30, 2004



JAM is a radically new approach to community web sites. The intention of the NSW Folk Federation in setting up JAM is for its content to be created and maintained by its users - that is, members of the NSW Folk Federation across the state. Such things are now possible thanks to an innovative new software package called *Big Medium* which allows articles (complete with headings, graphics, pull-quotes, links etc.) to be added to the site by anyone on the Internet by simply filling in a form in their web browser. Furthermore, *Big Medium* automatically adds links and graphic references to new articles on JAM's home page and other relevant pages in the site. Old articles gradually disappear from the main site but are still accessible through an archive.

Instead of one hardworking webmaster trying desperately to gather content to keep the site

up-to-date and relevant, the folkies who create the folk scene in NSW can also create and maintain the content on JAM.



**folkies talking to folkies**



Folk club organisers, promoters & artists who have their own web site will only need to create short articles with links that readers can use to access detailed information. Others can use JAM to give themselves a highly exposed web presence for the cost of their Folk Federation subscription.



**easy to do!**



And the really good news is that it is very easy and quick to do and lots of fun as well! This series of articles will guide you through the process of creating and editing your own JAM article. You might like to print them for easy reference - don't forget to use the 'Printer-friendly page' link below. Click [here](#) to download all seven 'Using JAM' articles as a single PDF file (400k).

For detailed instructions, [download](#) the *Big Medium* User Guide in PDF format from the *Big Medium* [web site](#). You will also need a copy of [Adobe Reader](#).

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Find this page online at:

<http://jam.org.au/moxie/aboutJAM/usingJAM/using-jam-structure.shtml>

## 2. Using JAM - Structure

Posted Wednesday, December 29, 2004

JAM is organised into nine main sections, most of which are sub-divided into sub sections:

### **About JAM**

- Using JAM
- Folk Federation
- Cornstalk
- Practice Articles
- Downloads

### **Events**

- Sydney East/Inner
- Sydney North
- Sydney South
- Sydney West
- Blue Mountains
- West
- Central Coast
- North Coast
- South Coast
- ACT
- Interstate
- International

### **Venues/Clubs**

- Almost Acoustic
- Bathurst Folk Club
- Braidwood Folk Club
- etc.

### **Dance**

- Sydney East/Inner
- Sydney North
- Sydney South
- Sydney West
- Blue Mountains
- West
- Central Coast
- North Coast
- South Coast
- ACT
- Articles

### **Artists**

- Soloists
- Duos
- Groups
- International visitors

### **Articles** (including reviews)

- Reviews: NSW recordings
- Reviews: Australian recordings
- Reviews: International recordings
- Reviews: concerts
- Reviews: festivals
- Reviews: other
- Misc Articles

### **Folk Mart**

- Instruments for sale
- Instruments wanted
- Instrument repairs
- Recordings for sale
- Recordings wanted
- Musicians available
- Musicians wanted
- Teachers available
- Teachers wanted
- Music available
- Music wanted

### **JAM Talk** (separate online discussion software)

### **Links**

- NSW
- Other states
- National
- International

Links to the main sections are available at the top of every screen.

[About JAM |](#)

Click the JAM logo in the top left-hand corner to return to JAM's home page.



### **Please Note!**

The current structure is by no means fixed in stone. Suggestions are earnestly invited re additional or alternative sections/sub sections, etc. JAM is a revolutionary concept and it is difficult to foresee how it will end up being used and, therefore, to determine in advance the best structure for it. [Email](#) or phone Wayne (0400) 803 804) with your ideas.

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Find this page online at:

<http://jam.org.au/moxie/aboutJAM/usingJAM/ideas-for-jam-articles.shtml>

### 3. Ideas for JAM articles

Posted Tuesday, December 28, 2004

You contribute to JAM by creating an article and allocating it to one (or more, if appropriate) of the sub-sections.

..... **As a member of a group** you might use the Artists section to introduce yourselves and the Events section to tell about upcoming performances.

#### free publicity!

..... Perhaps you would like to **post a review** in 'Articles' about a CD or concert you are excited about.

..... **Looking for a particular sheet of music?** Why not ask about it in the 'Music wanted' sub-section of the Folk Mart.

**Are you the organiser of a folk club?** Introduce the club and promote future events (and review past ones) in your own sub-section of 'Venues/Clubs'.

**Are you organising a concert or dance?** Spread the word by adding an article to the 'Events' section.

**Are you a fiddler looking for others to play with?** Tell about yourself in the 'Musicians available' sub-section of the Folk Mart.

.....

**Have you been doing some research** into a topic that you think other NSW folkies would be interested in hearing about? Share what you have discovered in the 'Misc articles' sub-section of Articles/Reviews.

#### find a fiddler!

.....

**Are you looking for a harmonica teacher?** Ask for one in the 'Teachers wanted' sub-section of the Folk Mart.

**Have you discovered a relevant web site** that you think would be of interest to other NSW folkies? Add it to the 'Links' section.

**Do you have a strong opinion about a topic** relevant to the NSW folk community? Have your say by adding an article to the 'Misc articles' sub-section of Articles/Reviews.

.....

#### have your say!

.....

[\[next\]](#)



Find this page online at:

<http://jam.org.au/moxie/aboutJAM/usingJAM/how-to-write-an-article.shtml>

## 4. Writing an article (Basic)

Posted Monday, December 27, 2004

Adding an article to JAM is very simple. (Remember to use the contextual help buttons that *Big Medium* provides throughout the Admin interface.)

*Although any modern browser can be used to create an article, some work better than others. See [this](#) article for details. (Use your browser's Back button to return)*

Let me walk you through the process as I create an article introducing the group that I am involved with - Loosely Woven. (If you are not a financial member of the Folk Federation of NSW, then [become a member](#) now.)

1. [Email](#) me for a username and password (if you don't already have one)
2. Log in to JAM admin ([jam.org.au/bmadmin](http://jam.org.au/bmadmin))
3. Give your article a short title/headline. (e.g. 'Meet Loosely Woven')
4. Type or 'copy & paste' the text of your article (Make sure there aren't any unwanted carriage returns)
5. Select from a list the sub-section/s you want your article to appear in (e.g. the 'groups' sub-section of Artists.)
6. Click the 'Save' button. (The form will close and you will be returned to the list of your articles.)

As a *Big Medium* 'writer', you will not be able to publish your article to the live JAM site but you will be able to click the Preview link to see exactly what it will look like when it is published. If you are not happy with what you see, go back to the Admin page and click on the article title to edit it.

Click [here](#) to see what the 'basic' version of my article looks like. Use your browser's back arrow to return to here.

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Find this page online at:

<http://jam.org.au/moxie/aboutJAM/usingJAM/writing-an-article-enhanc.shtml>

## 5. Writing an article (Enhanced)

Posted Sunday, December 26, 2004

There are a number of ways you can easily enhance the appearance of your article. (If you are no longer still logged into JAM admin, log in again ([jam.org.au/bmadmin](http://jam.org.au/bmadmin)) and click on your article's title to open its form.

### Add one or more pullquotes

1. Open up the Pullquotes section by clicking on the Pullquotes button. .....  
**this is a pullquote**  
.....
2. Type in the contents of the pullquote and the number of the paragraph it should appear in.
3. You can select whether it should be aligned to the left, right or centre (between paragraphs).
4. You can also select Normal size text if you would prefer a sort of side bar rather than a pullquote.

For my article I am going to place a pullquote in the second paragraph.

### Description Text

Underneath the Publication Date there is a box where you can enter a brief description which will appear in certain locations alongside a link to your article and below the heading in the article itself. I will type 'An introduction to Loosely Woven'.

In the case of 'event' articles, this is a good place to put the date. [See](#) this example.

### Author Information

In most cases you should provide information about the article's author. If you include an email address, the author's name will be a link to a form which a reader can use to send the author a message. *Please Note:* For privacy reasons, the author's email address is not revealed on JAM in any way. Therefore, you do not need to worry about attracting spammers!

1. Click on the Author Info button and fill in the boxes.

### Related Links

You might like to add a link to your group or club's own web site or to any other related site. I am going to include a link to Loosely Woven's web site.

1. Click on the Related Links button and fill in the boxes.

As a rule, it is best not to use Related links 1-2 as these appear in promos for the article as well as on the article page.

You can also turn artist's names within your article into links to their web sites.

1. Select the name.
2. Click on the 'Insert link' icon above your article text box and type (or, better still,

paste) the full URL of the artist's web site (<http://humph.org/lw>).

For my article I will turn the group's name 'Loosely Woven' into a link to it's web site.

Similarly, you can also turn names within your article into email links which will automatically create an addressed email message for the reader when clicked.

*N.B. Email addresses provided in this way are not protected from spam farming in the same way that the author's email address is (see above).*

1. Select the name.
2. Click on the 'Insert email link' icon above your article text box and type (or, better still, paste) in the email address of the person (e.g. [wayne@humph.org](mailto:wayne@humph.org)).

For my article I will turn my name into an email link.

### **Display Preferences**

Click on the Display Preferences button if you would like to control where links to your article are automatically placed by *Big Medium*.

**Don't forget** to take advantage of *Big Medium's* built-in Help information.



Click [here](#) to see what the 'enhanced' version of my article looks like. Use your browser's back arrow to return to here.

[[next](#)]



Find this page online at:

<http://jam.org.au/moxie/aboutJAM/usingJAM/writing-an-article-images.shtml>

## 6. Writing an article (Images)

Posted Friday, December 24, 2004

Probably the most effective way to improve an article is to add images to it. If you have photos etc. in electronic form and you know how to prepare them (crop and resize them etc.) then including them in JAM articles is easy.

*[iZoom](#) (available for both Macs and PCs) is a very easy to use free program that you could use to crop your images in preparation for their use on JAM.*

There are *four* types of graphic images (or ways images are used) in JAM:

### Main Article Image

Appears with the article in the top right hand corner. Width should be 180 pixels. (Height, within reason, does not matter). You can optionally add a caption to this image.



[Body Image]

### Body Images

Each paragraph of your article can have an image attached to it. Body images can be any size (up to 370 pixels) and can be aligned left, right or centre (between paragraphs) of your text. They can also be a link to another web site.

### Spotlight Image

This image appears if your article is promoted on JAM's home page and/or the relevant main section page. Like the Main Article Image, the Spotlight Image should be 180 pixels wide. In fact, I often use the same image for both.



### Thumbnail

Appears next to links to your article on JAM's home page and/or the relevant section/subsection page. Must be a 70 pixel x 70 pixel square. Logos make great thumbnails. Alternatively, crop part of a larger image. In my article I am going to use a close-up of Tully's head from the photo I'm using as a body image.

### How to add a Main Article Image

1. Click on the Main Article Image button.
2. Click on the Browse button & locate on your hard drive the image you wish to use. (You should have previously reduced it to a 180 pixel wide, 72 dots per inch image.)
3. You might like to add a short caption to your Main Article Image.

*An alternative way of specifying an image is to provide a URL to a suitably sized graphic already on the web.*

### How to add a Body Image

A bit more information has to be provided when adding body images.

1. 'Browse' and select the image (as above).
2. Type in the number of the paragraph where you want the image to appear.



3. Select whether you want it to be left, right or centre aligned.
4. You should also add 'Alt text' to it by clicking on the Add alt text link and typing it in. The Alt text should briefly describe the image. It is used by people with sight disabilities who cannot see the actual image. Click [here](#) for more info.

Centre aligned body images sit between paragraphs (like the screen grab below) and can be up to 370 pixels in width. Left and right aligned body images should be considerably less (no more than 180 pixels) to allow room for the text.



The screen grab above shows the automatic *Big Medium* promotions of the three versions of my article. Notice how much better the third one looks with both a description and a Thumbnail image.

### Where to find photos?

Typing a group or artist's name into Google will very often bring up a list of web sites containing useful pictures for you to download (Right-click or Control-click and select the save option). Another great source of superb photos (especially relating to Australian bush music and dancing) is [Bob Bolton](#) (02) 9569 7244.

For the moment, at least, I will do my best to find and add images to new imageless articles before I publish them.

Click [here](#) to see what the final version of my article looks like complete with images. Use your browser's back arrow to return to here.

[\[next\]](#)



Find this page online at:

<http://jam.org.au/moxie/aboutJAM/usingJAM/more-about-how-jam-works.shtml>

## 7. More about how JAM works

Posted Thursday, December 23, 2004

**Only financial Folk Federation members** - Although JAM is open to the world to look at, the ability to contribute is restricted to currently financial members of the NSW Folk Federation. Apart from financial considerations, the success of an open community web site like JAM is dependent on the responsibility of its contributors. The Federation is relying on you, its members, to act responsibly with regard to what you write in your articles - it is your responsibility to stay within the law. It is expected that financial members of the Folk Federation will be more likely to take this responsibility seriously.

**Big Medium User Guide** - The makers of *Big Medium* have put together an Editor's Guide with full information about writing, editing and publishing articles. It can be [downloaded](#) in PDF format from the *Big Medium* [web site](#). You will also need a copy of [Adobe Reader](#).

**Articles sorted chronologically** - Within each sub-section, articles are listed in chronological order of their publication date with the oldest dated articles at the bottom. In this way, new articles always appear at the top with older articles further down. Eventually, old articles won't appear on the page at all but will still be accessible via an 'In case you missed them' older articles link.

**Automatic promotion of articles** - Unless you have used the 'Display Preferences' panel to prevent it, articles you publish will be automatically promoted on both JAM's home page and the article's main section page. If you have included a Spotlight image, your article may even be featured as the 'Top Story' for a period of time on the JAM home page or the article's main section page/s.

**Make sure the Publication Date of your articles is accurate**

- In order for *Big Medium's* automatic archiving and promotion of new articles to work properly it is very important that the Publication Date of articles is accurate. Remember, it should be the date the article is published (or at least written) NOT the date of an event.

.....

**Publication date is important!**

.....

**Start with a copy of an old article**

.....

**Copy old articles** - Rather than start with a blank slate, sometimes it makes sense to make a copy of an old article and turn it into a new one. This would be particularly the case for club coordinators. Once you have a good layout for all of the information required for a monthly announcement, it is more efficient to copy last month's article and change it rather than start from scratch every month. This would also help to maintain a consistent appearance. You

will find a 'copy' link in the Admin section's list of articles.

**Not all browsers are equal!** - Only certain web browsers will give you fully WYSIWYG editing of your articles. Recommended browsers include:

**Windows:** Internet Explorer 5.5+, Netscape 7.1+, Mozilla 1.4+, Firefox 0.6.1+

**Mac OSX:** Firefox 0.6.1+, Mozilla 1.4+, AOL (not Safari)

**Linux:** Netscape 7.1+, Mozilla 1.4+, Firefox 0.6.1+

Other browsers will work but you will have to use special formatting code (called Moxie Code) to achieve formatting of your article (such as bold, italics, lists, web URLs etc.)

**Printer-friendly!** - At the bottom of all articles is a link to display a 'Printer-friendly page' showing just the article without the surrounding navigation frames. N.B. Unfortunately, as it sits in the right-hand frame, you also lose the 'Main Article' image.

**Email this page** - At the bottom of all articles there is also a link to allow readers to automatically email the page to a friend.

**Send a comment to the author** - If you provide your name and email address in the 'Author Info' section, your name will appear in the article as a link to a form which readers can use to send a message. N.B. The author's email address is not revealed in this process so there is no danger of attracting spam.

.....  
**Archive**  
 .....

**Built-in archiving facility** - Owing to the way *Big Medium* handles articles (automatically moving old articles from the main pages to an archive) there is no need to remove articles to keep the site current. All that needs to happen is that new articles are written which push older articles further down the page! There will be times, however, when it is appropriate for particular articles to be removed (see below).

**Remove out-of-date Folk Mart announcements** - Some articles - such as those in the Folk Mart, on the other hand - should be removed once they are no longer current. In other words, once you have found a violin teacher or sold your accordion, please remove the corresponding articles. If your status is only that of 'writer' you will need to email me and ask me to remove it. Please do this by using the built-in 'E-mail this page' link at the bottom of the relevant article. That way I will know exactly which article you are talking about.

.....  
**Keep Folk Mart up-to-date!**  
 .....

**Edit or remove out-of-date promos of old events** - Please either re-write into the past tense (turn it into a sort of archival review?) or remove articles promoting events which have already taken place. For example, change "Loosely Woven will be doing a concert with Denis Kevans and Sonia Bennett . . ." to "Loosely Woven did a concert with Denis Kevans and Sonia Bennett . . . ". Once again, if your user status is only that of a 'writer' you should use the 'E-mail this page' link at the bottom of the relevant article to request me to unpublish it so that you can edit or delete it.

.....  
**Links are a bit different!**  
 .....

**Contributing to JAM's links section** - There are actually four different kinds of 'content' in articles, one of which is a link. This is the kind of article that should be used when adding to JAM's links section. Use the Description Text section to write a short description of the link and then add it to one of the four sub sections - NSW, other states, national and international. It is also important that you open up the Display Preferences and check all of the options except 'On main section pages' and 'On subsection pages'. It isn't appropriate for links to be promoted in the same way as other articles.

**Including downloads in your articles** - There is no easy way to do this in the current version of *Big Medium*. However, it can be done:

1. Add a 'download' article to the 'Downloads' subsection of About JAM. (Choose 'Download' as the article type and navigate to your download file.)

2. Once your 'download' article has been published go to it and copy its URL.
3. Using this URL, add a link to the file in your main article (See [here](#) for instructions).

**RSS news feeds** - JAM has the built-in ability to provide automatic RSS news feeds for most of its sub-sections. Really Simple Syndication (RSS) is an exciting new technology for sharing headlines and other web content, allowing users to browse headlines with a news-reader program. To find out more, click on any of the relevant links on JAM or click [here](#).

**Levels of Big Medium users** - There are a number of different types of *Big Medium* users. Initially Folk Fed members will be given 'writer' status which will allow you to create and edit your own articles but not actually publish them. I will regularly check for and publish new articles (usually within 24 hours). Please feel free to send me an [email](#) if you would like your article published sooner. Unfortunately, the current version of *Big Medium* only gives publishing rights to a much higher level of user with full access to every article on the site. As I feel that this would be somewhat daunting to newcomers (not to mention dangerous - it would be quite easy for someone to inadvertently delete someone else's article), I am starting all members off with 'writer' status. However, please let me know if you think you are ready to handle 'publisher' status and publish your own articles.

.....  
 WRITER - create & edit (but not publish) their own articles.  
 EDITOR - edit (but not publish) anyone's articles.  
 PUBLISHER - edit and publish anyone's articles.  
 .....

**One-click editing** - Users with 'Publisher' status can configure their local computer to enable 'one-click editing' of articles. An 'Edit' link appears at the bottom of all articles which leads directly to the *Big Medium* editing screen for that article.

**JAM Talk** - An online discussion forum has also been established which can be accessed by clicking on the Forum link. This is a totally separate program from the rest of the JAM site and requires its own registration and login. Everyone is free to register and create new topics and post messages, setup polls etc.

**Encourage active participation in JAM** - Please encourage your fellow Folk Federation members to actively participate in JAM. The notion of a web site maintained by ordinary people through their browsers is quite foreign to most of us. Some members will require a lot of encouragement before they are confident enough to contribute. Please help make JAM a success by encouraging active participation and helping them in whatever way you can.

.....  
**Please encourage participation!**  
 .....

**JAM is an evolving concept!** - JAM will undoubtedly continue to evolve and change in response to the way it is used and the creative ideas of its members. Please feel free to suggest ways that JAM could be improved - such as, additional sections or subsections. Furthermore, *Big Medium*, the technology behind JAM, is also evolving with a major upgrade expected in the first half of 2005 with a whole raft of improvements. Send your comments to [Wayne](#) (0400) 803 804.