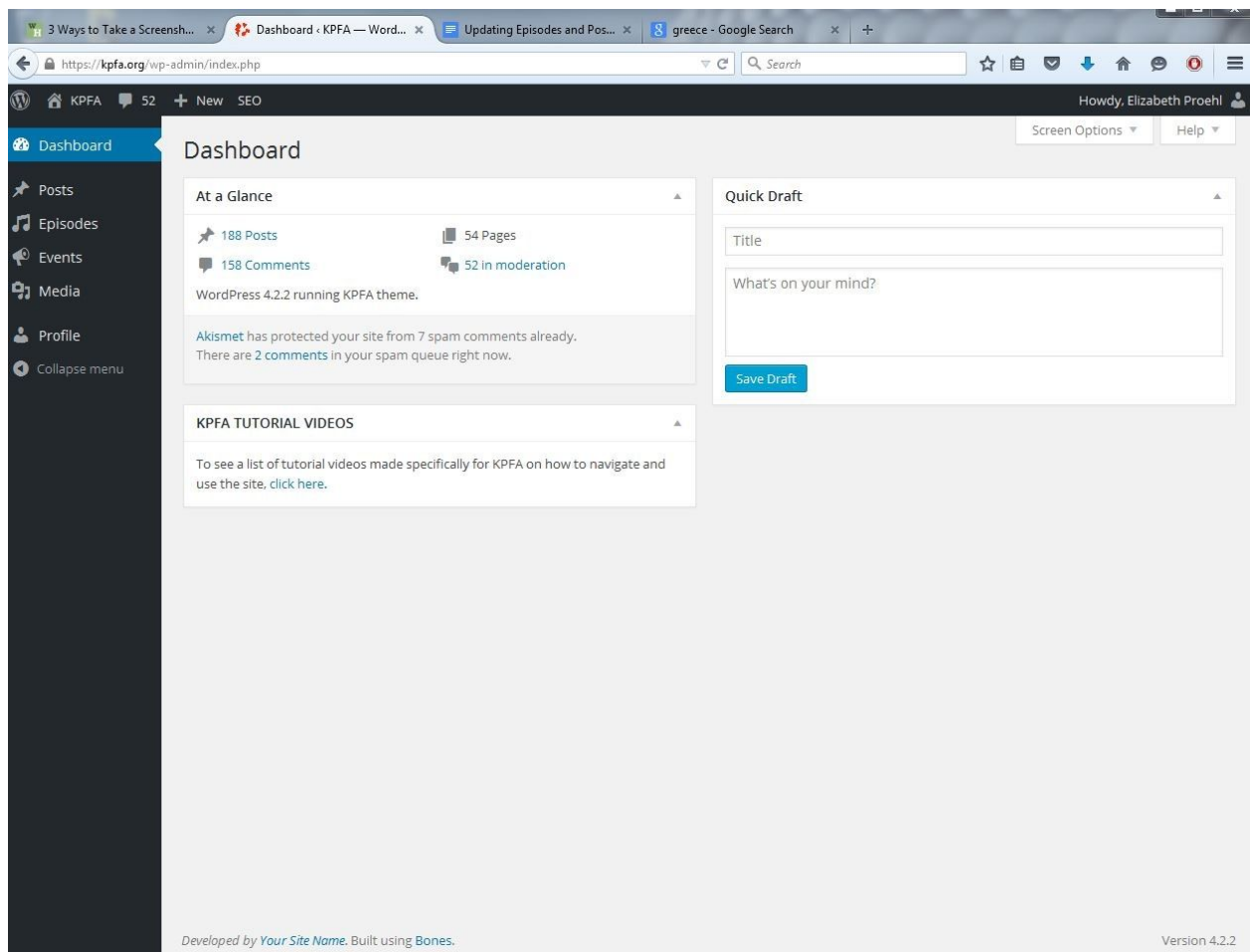


Updating an Episode on KPFA.org

Step 1: Login in to KPFA website

- a. Go to kpfa.org/login
- b. Enter your username/password
- c. Login

You should see this screen, called the Dashboard.



Step 2: Navigating to the Episode

- a. On the left side of the screen, a dark gray bar shows Posts, Episodes, Events etc. Move your cursor over “Episodes.” Another small menu should pop-up. Click “All Episodes.”

You should see this screen

The screenshot shows the WordPress admin interface for KPFA. The left sidebar is dark gray with a menu where 'Episodes' is highlighted. The main content area is titled 'Episodes' and shows a list of episodes. The top of the main area has filters for 'All (71,495)', 'Published (70,343)', 'Scheduled (656)', and 'Drafts (496)'. Below this are dropdown menus for 'Bulk Actions', 'All dates', 'All categories', and 'All SEO Scores', along with a 'Filter' button. The episode list has columns for 'Title', 'Author', 'Programs', and 'Date'. The first episode is 'The Iran Nuclear Talks and the History of US/Iran Relations' by 'siteadmin' in the 'Letters and Politics' program, published 5 hours ago.

- b. If your episode has already aired, it will appear at the top of this list
c. If your episode hasn't aired yet, click “Scheduled.”

This screenshot is similar to the previous one, but the 'Scheduled (656)' filter is selected and circled in red. The episode list shows the same first episode, 'The Iran Nuclear Talks and the History of US/Iran Relations'.

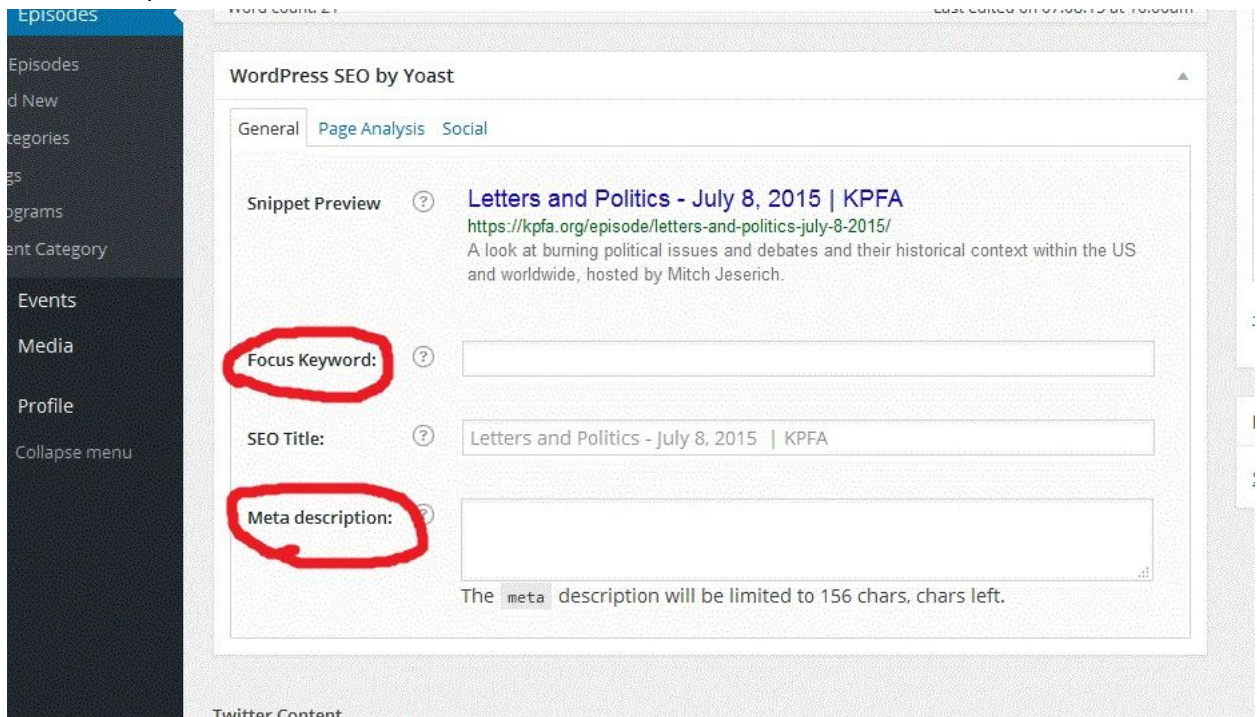
- d. Scroll to the bottom of the list for the next scheduled episode. Click on the Title, probably already set to something like “Letters and Politics - July 8, 2015”

You should see this screen

The screenshot displays the WordPress admin dashboard for KPFA. The left sidebar contains navigation links: Dashboard, Posts, Episodes (highlighted), All Episodes, Add New, Categories, Tags, Programs, Event Category, Events, Media, Profile, and Collapse menu. The main content area is titled 'Edit Episodes' and shows the episode title 'Letters and Politics - July 8, 2015'. Below the title is the permalink: <https://kpfa.org/episode/letters-and-po...cs-july-8-2015/>. There are buttons for 'Edit', 'View Episode', and 'Get Shortlink'. An 'Add Media' button is also present. The text editor shows the content: 'A look at burning political issues and debates and their historical context within the US and worldwide, hosted by Mitch Jeserich.' The right sidebar contains several sections: 'Publish' with 'Status: Scheduled', 'Visibility: Public', and 'SEO: N/A Check'; 'Tags' with an 'Add' button; and 'Event Category' with a list of categories including 'Community Calendar', 'Crafts and Art Fair Event', 'Featured Event', 'KPFA Benefits', 'Media Sponsored Events', and 'Public Board Meeting - LSB/PNB/CAB'. The bottom section shows the 'WordPress SEO by Yoast' plugin interface with tabs for 'General', 'Page Analysis', and 'Social'. The 'General' tab is active, showing a 'Snippet Preview' for the episode title and URL, and a 'Focus Keyword' field.

Step 3: Updating the Episode

- a. Change the title to something snappy, or at least descriptive*.
 - i. I find titling the episodes useful for several reasons. For one, it's easier when I am going back through our archives to find something i.e. "When did we do that other show on Greece?"
 - ii. It will also update the titles for our podcasts and people are more likely to listen if they see an intriguing topic instead of a date
 - iii. You can still find episodes by date in the website even if the title has been changed
- b. Update the content
 - i. I like to **bold** the name of the guest and add links where I can using the hyperlink button, but this is optional
- c. Update the "WordPress SEO by Yoast" section by Adding a Keyword and Metadescription.



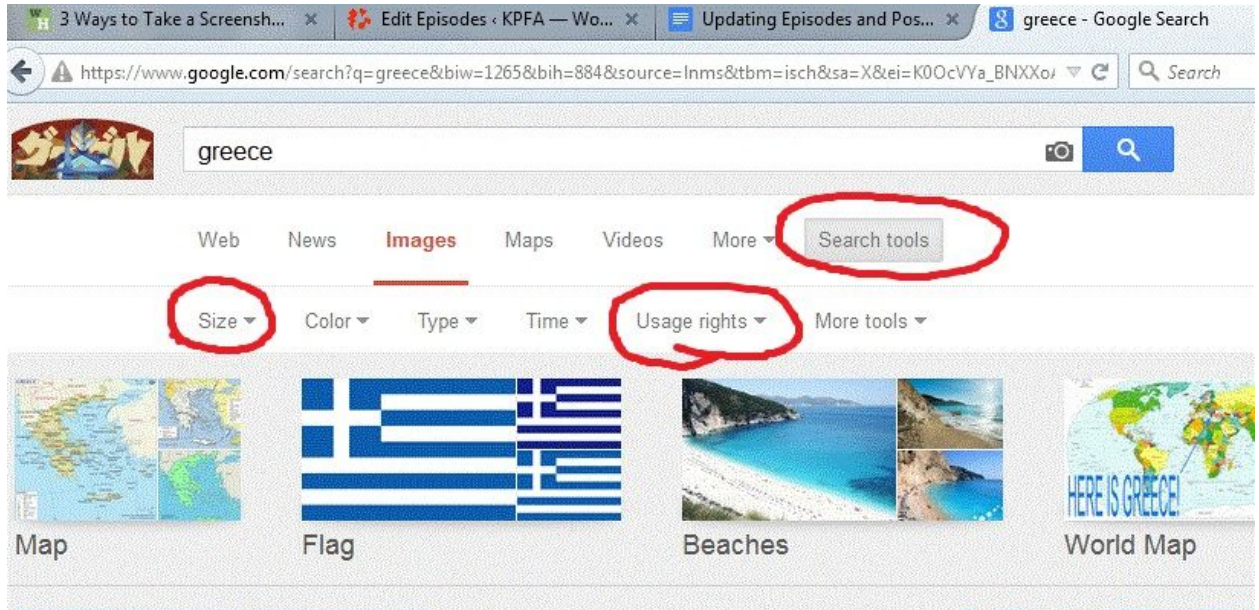
The screenshot displays the 'WordPress SEO by Yoast' interface for a post titled 'Letters and Politics - July 8, 2015 | KPFA'. The 'Page Analysis' tab is active, showing a snippet preview with the URL <https://kpfa.org/episode/letters-and-politics-july-8-2015/> and a description: 'A look at burning political issues and debates and their historical context within the US and worldwide, hosted by Mitch Jeserich.' Below this, the 'Focus Keyword' field is highlighted with a red circle, followed by the 'SEO Title' field which contains 'Letters and Politics - July 8, 2015 | KPFA'. The 'Meta description' field is also highlighted with a red circle, and a note indicates it is limited to 156 characters.

- i. (Search Engine Optimization) -- affects the visibility of a website or a web page in a search engine's results

Step 4: Adding a Featured Image

Part 1:

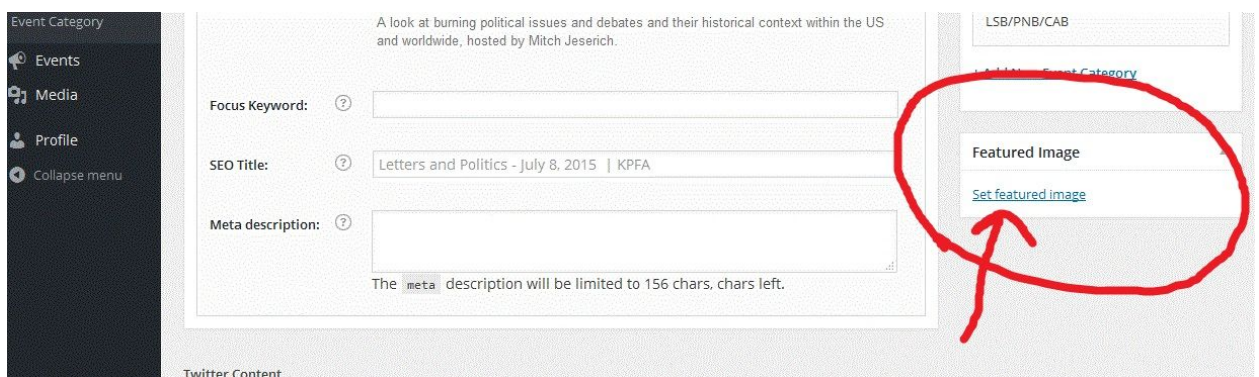
- To find an image for the website, I go to google images (images.google.com) and type in the subject of the show.
- Underneath the search bar where it says “Web” “News” “Images” etc., click “Search Tools”
- Click “Size,” then select “Large”



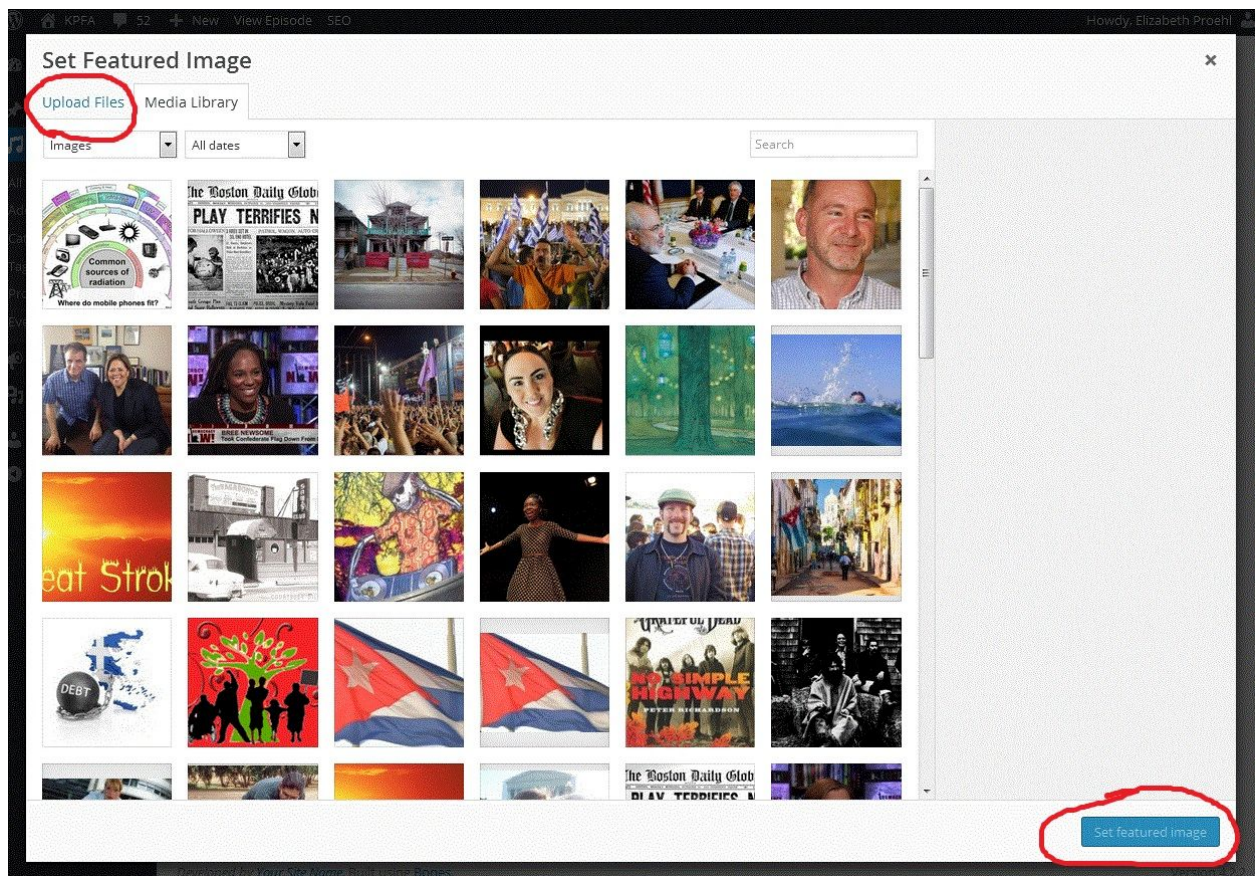
- Then click “Usage Rights” and select “Labeled for non-commercial reuse”
- Click on an image you like so it shows up bigger. Then click “View Image.”
- Right click on the image and select “Save Image As...”
- Name the image and save it to a folder on your desktop, or wherever you like.

Part 2:

- On the bottom right of the episode page (See Image Above), a small box says “Featured Image.” Underneath, there should be a clickable link that says “Set featured image.” Click it.



You should see this screen



- b. On the top left, click Upload Files, then Click Select Files from your computer
- c. Choose the image you want to upload then press "Open"
- d. On the right side of the screen, fill in Caption, Title, etc. for the image, if you so desire
- e. On the bottom right of the page, click the blue button "Set featured image"

Step 5: Press Update!!

- a. After updating your episode, every time you add or change something, be sure to click the blue "Update" button at the top right of the page underneath the "Publish" window.
(See Picture Below)

Edit Episodes

Screen Options ▾

Letters and Politics - July 8, 2015

Permalink: <https://kpfa.org/episode/letters-and-po...cs-july-8-2015/> [Edit](#) [View Episode](#) [Get Shortlink](#)

 Add Media

Visual Text

B *I* ABC 