



Weekly Production Calendar

Due Thursdays at noon

AGENCY NAME

TWITTER HANDLE(s)

Please list below suggestions (press releases or events) for highlighted top stories happening next week:

- Name of event/press release subject
 - Brief summary
 - Date you would prefer to have release posted on Just IN
 - Will there be audio/video/pictures/graphics/etc? Please describe.
- Name of event/press release subject
 - Brief summary
 - Date you would prefer to have release posted on Just IN
 - Will there be audio/video/pictures/graphics/etc? Please describe.

Other positive upcoming media the Governor's office should know about (dates should be included):

•

Can we help? Examples: scheduling requests for the Governor or First Lady, request for a tweet/Facebook post centered around an event/initiative with potential for positive media, etc.

•

Noteworthy media interaction this week:

- n/a
-

Upcoming paid media campaigns:

•

An Introduction to Just IN – an Indiana state news service

Q: What is Just IN?

A: **Just IN** is a web site being developed to feature the top daily stories emanating from the executive branch of Indiana state government – the Governor, Lieutenant Governor and the agencies they oversee.

Q: Does Just IN cater to the media or a general audience?

A: Both. We expect reporters to find the site useful, and some features are designed specifically for media professionals. **Just IN**, however, will function as a news outlet in its own right for thousands of Hoosiers – transparent in functioning as a voice of the State of Indiana’s executive branch.

Q: When will Just IN be launched?

A: The exact date remains undetermined, but **Just IN** will roll out during the first quarter of 2015.

Q: Who will write the stories?

A: Communications staff at the various state agencies will write most stories. The managing editor will also contribute stories.

Q: Will Just IN include photo galleries, videos, audio clips, etc.?

A: Absolutely. **Just IN** will be a multimedia website, designed to provide the quality expected by today’s online audiences.

Q: Will the rollout of Just IN add to the work load of communications staff at state agencies?

A: The launch of **Just IN** should not drastically increase anyone’s work load. To submit stories, communications staff will use the same calendar function used at present for press releases. Increased multimedia elements, however, could add some extra work.

Q: Are all press releases considered candidates to be used as top stories on the Just IN web site?

A: No. The managing editor relies on agencies’ communications staffs to alert him to items worth considering as top stories.

Q: Who decides what stories to use in the prominent top five spots, and what factors affect this decision?

A: The managing editor, in consultation with an editorial board, chooses stories based on the following criteria:

- relevance to the greatest number of Hoosiers
- timeliness

- photo/art accompaniment
- inclusion of all pertinent information

Q: What styles of stories will appear in Just IN?

A: Stories will range from straightforward news to lighter features, including personality profiles, “place” profiles, Q-and-A interviews, Top-5 and Top-10 lists, etc.

At times, **Just IN** will break news – publishing information ahead of any other news outlet. Strategies for determining how and when to give priority to such “exclusive” coverage remain under discussion.

Q: Will items not chosen as “top stories” be featured anywhere on the Just IN web site?

A: Yes, a selection of other daily stories, event announcements, etc., will appear in less prominent positions on the site.

Q: How does agency staff provide stories for Just IN?

A: Stories will be submitted via the online calendar system – the same way most agencies currently submit press releases and calendar events.

Q: When are deadlines?

A: Deadlines are still being discussed, but for NON-BREAKING stories, **Just IN’s** managing editor hopes to have them in hand 48 hours in advance of publication. For planning purposes, the managing editor will use the weekly production calendar received on Thursdays to project the next week’s stories.

Q: Besides contributing to Just IN, will agencies continue to issue press releases according to current practices?

A: Best practices for press-release distribution are under consideration, but for now, agencies are expected to continue to issue press releases via established channels.

Q: Will Just IN’s top stories be published just as submitted?

A: Stories are subject to editing for purposes of clarity, readability, etc., but in all such cases the managing editor makes every effort to ensure the contributor sees the edited version of the story before it is published.

HAPPENING TODAY

I-465 and I-65 Traffic Restrictions for South Side Operation Indy Commute Project

The State of Indiana
News Service

ADVANCED SEARCH

SOCIAL ACTIVITY

Indiana Government

Tweets from a list by Indiana Government
Listing of Indiana agencies who utilize twitter.

Indiana State Museum
@IndianaMuseum 12m

RT @ISMIndiana: @IndianaMuseum's 240-seat auditorium is perfect for presentations, panel discussions & more! pic.twitter.com/dpK99CL7

Indiana BMV 12m



11/14/14

Department of Revenue Adds Online Option for Two Taxes

Operators of food service businesses such as restaurants and fast food stores have a new online option to submit the Food and Beverage Tax (F&B).

Read More »

TOP STORIES

Department of Revenue Adds Online Option for Two Taxes

Adoptable Children's Portraits Exhibit Stops in Ft. Wayne Heart Gallery part of Adoption Day Celebration Nov. 19

Governor Pence Congratulates Indiana JAG Student on Representing Indiana at National Leadership Awards Ceremony

Governor Pence to Hold Community Conversation in Grant County

Governor Pence Launches Regional CTE Awareness Campaign in Northeast Indiana

MULTIMEDIA



November Image Gallery



October Image Gallery

[Audio](#)
[Videos](#)
[Photos](#)

MEDIA LOGIN



GOVERNMENT

STORIES



Governor Pence Names Denny Darrow as Director of State Personnel Department

Darrow, who joined the agency in December of 2010, previously served as Deputy Director and Chief of Staff for SPD. As Chief of Staff, Darrow provided leadership for day to day SPD operations and oversaw several projects including implementing the "Invest in Your Health" initiative for state employees...



Commission Meeting

Unless otherwise noted, all SEAC Commission Meetings for 2014 are on the above Tuesdays at 10:00 a.m. (Indianapolis local time) inside the Conference Center, which is inside the Indiana Government Center South (IGCS), at 302 W. Washington St., Indianapolis, Indiana 46204. IGCS is just one block west/southwest of...



Thomson Inc. v. XL Insurance, 49A02-1401-PL-9

In this case, Thomson is appealing the grant of summary judgment in favor of XL Insurance America on Thomson's action seeking indemnification and defense from the insurer.

QUICK LINKS

- Text Reader
- Text
- Find a Person
- Find an Agency

- In.gov User Survey
- Advanced Search
- Subscriptions

STATE INFO

- Help
- Policies
- Sitemap
- Web Awards
- 1-800-457-8283

Gov.
Mike Pence
visit site

ELECTED OFFICIALS

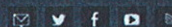
Gov. Mike Pence
Lt. Gov. Sue Ellspermann
Attorney General
Secretary of State
Superintendent of Public Instruction
Auditor
Treasurer

GOVERNMENT BRANCHES

General Assembly
Judicial Branch

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Visit MyLocalIN.gov



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I-465 and I-65 Traffic Restrictions for South Side Operation Indy Commute Project

< >

just IN

The State of Indiana
News Service

State Govt. Links

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Show Photo

Indiana BMV



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Celebration Nov. 19

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GOVERNMENT



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10/15

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QUICK LINKS

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Text
Find a Person
Find an Agency

In.gov User Survey
Advanced Search
Subscriptions

STATE INFO

Help
Policies
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Web Awards
1-800-457-8283

Gov.
Mike Pence
visit site

ELECTED OFFICIALS

Gov. Mike Pence
Lt. Gov. Sue Elbertson
Attorney General
Secretary of State
Superintendent of Public
Instruction
Auditor
Treasurer

GOVERNMENT BRANCHES

General Assembly
Judicial Branch

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select a county

Visit MyLocalIN.gov



Transparency Portal / MPH



Maps & Information



News & Events



Twitter
Facebook
YouTube
LinkedIn

----- DRAFT -----

Art:

- Pourpoint mugshot
- Map of relay route
- Other torch renderings provided by Purdue

By Bill McCleery
Managing Editor, Just IN News Service

Just months after becoming a U.S. citizen, a French-born Purdue University professor is helping light the way to Indiana's 2016 Bicentennial Celebration.

Timothee L. Pourpoint, 37, is designing a series of high-tech torches to be carried through all 92 counties as part of the Indiana Bicentennial Torch Relay.

"I spent the last year learning about American history and the U.S. Constitution," said Pourpoint, who gained citizenship in August. "Now, I'm working on this torch for Indiana's 200th anniversary, and I'm learning a lot about the state through this project. I'm becoming a citizen of Indiana at the same time I become a citizen of the United States."

As a bicentennial event, the torch relay is a logical choice for a state whose flag is dominated by an image of a burning torch surrounded by 19 stars.

Over the course of six weeks in 2016, selected Hoosiers will carry the torch along a 2,300-mile route. They will transport the torch in ways that reflect Hoosier heritage and the state's modern personality – carrying it, for example, via horseback, wheelchair, canoe, farm tractor and race car. Some torch-bearers will run, walk and possibly even swim.

"We want the torch to be a nice symbol like on the flag," Pourpoint said. "It should look the same, but it should also be a high-tech torch, a 21st-century torch."

Though Pourpoint and others refer to "the torch" as a singular entity, in reality he expects to produce perhaps a half dozen designs. Total number of individual torches produced might reach 75 or more.

Torches will be outfitted with video cameras and GPS. Images collected along the route will be uploaded immediately to websites.

"Our torch will document the state of Indiana in 2016," said Pourpoint, who specializes in aeronautics and astronautics. "That's a lot more than any Olympic torch has done to date."

The torch relay will start in September 2016 in Corydon, Indiana's first state capitol, and culminate with a celebration in October on the grounds of the Statehouse in Indianapolis.

Accompanying the torch will be a mobile visitor center serving as an interactive museum that highlights important milestones during Indiana's first 200 years.

The various torch designs serve specific purposes.

One will be capable of burning underwater -- for possible excursions into Lake Michigan and Lake Monroe by scuba divers and swimmers.

"The fuel and oxidizers would have to be different from a torch used on the ground," Pourpoint said.

Another torch needs to stay lit while speeding around the Indianapolis Motor Speedway in an IndyCar racecar.

"Imagine a flame being capable of burning at 200 mph," Pourpoint said. "I liken it to an afterburner on an aircraft. It's not trivial to get that done. That's why the wind tunnels we have at Purdue will help us."

Another version would be specially made for the state's smallest torchbearers.

"A kid version would not have a flame," Pourpoint said. "That is Purdue's stance on that. Safety is first priority. It would have flame-like effect with LED (light-emitting diode) or that sort of thing."

Dozens of Purdue students and even some high school students at summer technology camps will be involved in the torch project, said Pourpoint, who has been at Purdue since 2001 when he entered as a doctoral student.

The executive director of the Indiana Bicentennial Commission praised the work of Pourpoint and his colleagues.

"Purdue is one of those institutions that can do this right," Perry T. Hammock said. "Purdue will make it high-tech so it can do adventurous things on its route while at the same time making it a student learning project."

The torch relay -- developed by the Indiana Office of Tourism Development -- is something in which the whole state can participate, Hammock added.

"Some people will carry the torch, and others will stand along the route cheering them on," he said. "And people at home can follow the progress of the torch online and look at the photos of where it's been."

Torch bearers will be Hoosiers who have been nominated by their peers through the Indiana Bicentennial Torch Relay website: www.Indiana2016.org/torchrelay. Nominations will be accepted beginning in March 2015.

Governor Mike Pence recently praised the event.

“The Indiana Bicentennial Torch Relay will give generations of Hoosiers the opportunity to honor our past while also looking with optimism towards Indiana’s future,” Pence said. “With the continued ingenuity, entrepreneurial spirit and collective good will of Hoosiers, I know the light of Indiana will shine brightly for centuries to come.”

More information about this event and other aspects of the Bicentennial Celebration is available at www.Indiana2016.org.

(Several paragraphs from this story appeared in previously published releases.)



Indiana's news service will provide daily online news and information content on behalf of the Governor, Lt. Governor and the agencies they lead.

Mission statement: Helping Hoosiers better understand what happens in state government

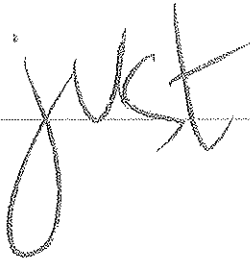


EDITOR'S ROLE

The Managing Editor will serve as the curator and content administrator of Just IN. The position will work with agency communications directors to identify story opportunities and to ensure agencies are generating high-quality content. He/she also will work closely with the Just IN Editorial Board and Just IN Governance Committee. The Managing Editor will determine content placement and make decisions affecting the production and presentation of Just IN. He/she also will assist in building a photo library and determining graphic needs of the news site. As needed, the position will handle production and write news pieces.

The Managing Editor reserves the right to edit content as submitted, amend deadlines and adjust the placement of content in the case of breaking news. The Managing Editor also plays a critical role in deciding how and when stories are reported and will provide editorial input when necessary. The position also will help determine visitor and viewing goals and develop initiatives to drive subscribers to the site.

The Managing Editor will work with the Governor's office, particularly the Governor's communications director, to maintain quality of product and ensure consistent tone, as well as determine if goals for viewership are being met.



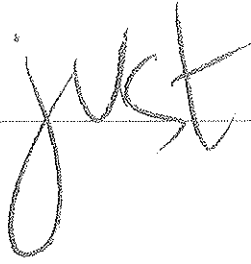
COMMITTEES & ROLES

Just IN will be governed by the Just IN Governance Committee and the Just IN Editorial Board.

The Just IN Governance Committee will oversee the workflow and operations of the Just IN website, and will provide recommendations as to the construction of the site and approval rights. Committee members will include a representative from the Governor's Office who will serve as Chair, a representative from the Indiana Office of Technology, as well as six representatives from Cabinet level agencies and two representatives from non-Cabinet level agencies as determined by the Just IN Editorial Board. The Just IN Governance Committee meets monthly or on an as-needed basis. The Committee will elect a Recorder who will record decisions made during meetings. At the launch of this Committee, four agency representatives will serve a two year term, and four agency representatives will serve a one year term, as determined by the Chair of the Committee. At the end of these primary terms, terms will last two years.

The Just IN Editorial Board is responsible for overseeing overall content tone and approach of Just IN and will also field feedback from agencies. The Board consists of members of the Governor's Office Communications staff and the Managing Editor. The Board meets weekly or on an as-needed basis.

Any changes to branding or formatting of the website must be approved by both the Just IN Governance Committee and the Just IN Editorial Board.



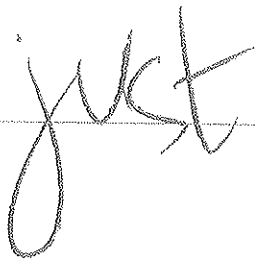
WORKFLOW – MANAGING EDITOR

The Managing Editor is responsible for choosing stories to be featured in Just IN. Priority will be given to stories that meet the following requirements:

1. Will affect the greatest number of Hoosiers or is of interest to Hoosiers
2. Timeliness
3. Photo/art accompaniment
4. Includes all pertinent information as required by the form

If more than 6 stories are submitted for the same day and all required information is included, the Managing Editor can work with the Just IN Editorial Board to make final content decisions. In the event a story is edited for space or clarity purposes, the Managing Editor needs to notify the appropriate agency communications director and individuals prior to publishing. Stories in the featured section will be updated a minimum of once per weekday. In the event of breaking news or emergency, the top 'events' ticker should be changed. The 'breaking news' ticker and/or pop-up emergency window should be immediately activated.

The Managing Editor is also responsible for determining content for the multimedia section based on multimedia provided by the communications directors. The multimedia section will be updated at least once a week or as new content becomes available.



WORKFLOW – AGENCIES

Agency communications directors are expected to complete production calendars on a weekly basis and submit them to the Just IN Editorial Board. These documents must include specific timeline and content information for all upcoming proactive news/feature stories, and will be used to plan the coming week's editions of Just IN.

When submitting a story or event for production, agency communications directors are expected to post their stories and events online through the pre-existing calendar system no later than 48 hours in advance of preferred posting date/time. If a story or event is submitted within the 48-hour time frame, it is not guaranteed that stories or events will make it to their preferred posting date/time. Exceptions may be made in the case of emergencies or breaking news.

To be considered for publication in the top stories section, agency communications directors must ensure:

1. Will affect the greatest number of Hoosiers or is of interest to Hoosiers
2. Timeliness
3. Photo/art accompaniment
4. Includes all pertinent information as required by the form

To submit press releases, agency communications directors will follow the same procedure as posting on the IN.gov calendar.

CALENDAR POSTING:

1. Visit <http://calendar.in.gov> and click "Submit Events"
2. Log in
3. In the top right, next to "EVENTS" click "Add"
4. Type in Event Name, select "Highlight this event" and choose the agency name for the Category. This will submit your story/event for consideration in the Top Stories section at the top of the Just IN page.
5. Copy and paste info into "Event Description" and format to be Tahoma in font size 12 px
6. In the bottom bar, click "Details and Registration"
7. Select "Press Release" or "Event" as Entry Type. Choose in.gov category and Agency Name.
8. Write the name and contact information for the communications staff member who will appear at the top of this release as the primary contact, similar to a byline

9. In the tagging section, list all topic-specific tags as appropriate
10. In the bottom bar, click “Scheduling and Facilities”
11. Under “Location/Building/Room(s)” choose appropriate counties/locations.
12. In the bottom bar, click “Images and Attachments”
13. If applicable, upload image or graphic. All attachments must have a caption (Image Alt Text)
 - i. For each press release the agency must submit at least 1 photo in 3 different sizes for publication. A maximum of five attachments (both photos and PDFs) can be chosen at any time.
 1. Thumbnail
 2. Feature photo
 3. High-resolution photo
 - ii. All photos must adhere to below approved naming conventions, listed on subsequent pages.
14. Click Save
15. Under the bottom bar, choose “Preview.” Once satisfied with information, click “Finish.”

just MULTIMEDIA

Flickr

- All agencies will be assigned a collection in the Just IN Flickr account. Agencies may choose to upload albums for events as they see necessary, OR may create collections within their assigned collection to represent each Division, and then create albums within each of those collections.
 - OPTION 1: (Agency Name) Collection → Albums
 - OPTION 2: (Agency Name) Collection → Collections for each Division → Albums
- Agencies must make the decision as to Option 1 or Option 2 before the Just IN Flickr is created. All album names and individual photos must follow the naming requirements, listed on the next page.
- All photos should be original to the agency. If provided by an external group or organization, attribution must be provided.

YouTube

- Agencies must notify the Managing Editor and the Just IN Editorial Board if they manage an agency YouTube account. Just IN will have its own YouTube account where it will add agency YouTube videos to its “playlists,” which are organized by agency name. When a video is posted to a respective agency YouTube page, the Managing Editor must be notified, or the video will not be considered for highlight in the Multimedia section of the Just IN page.

Sound Cloud

- Just IN will have a collective Sound Cloud account. Agency communications directors are responsible for uploading audio content with the naming conventions listed on the next page.



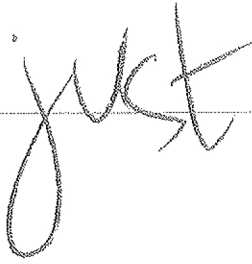
NAMING CONVENTIONS

All individual uploaded audio files and PDF attachments must adhere to the following guidelines:

- YearMonthDay_Descriptive title with agency name
(YYYYMMDD_Descriptive title with agency name)
 - Example: 20141124_Governor Pence Letter to Lieutenant Governor Ellspermann
 - ONLY PDF ATTACHMENTS ARE ALLOWED – WORD DOCUMENTS ARE PROHIBITED.

Photo galleries, videos and audio clips must be named as a headline; meaning, they all must include a subject, verb, and object. Each photo in a photo gallery must also include a unique caption, in the form of complete sentence or sentences. Please also include the names of individuals featured in the photos, videos and audio clips.

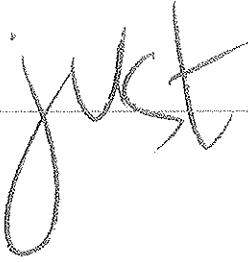
- Photo gallery name and video name example: November 24, 2014: Governor Pence presents letter to Lieutenant Governor Ellspermann



SOCIAL MEDIA

When agencies use social media to promote Just IN, they are required to use the state-issued bitly account [REDACTED] to shorten news service links. The username for this account is [REDACTED] and the password is [REDACTED].

The official hashtag for the Just IN news website is #JustIN. Note the capitalization.



BRANDING GUIDELINES

The Just IN brand should be considered for use in publications, on agency web pages, or through social media efforts to drive viewership and engagement.

1. The fonts Franklin Gothic Medium and Franklin Gothic Heavy should be used for all external communications where the Just IN brand is utilized. This font should be used for headers/other highlight font only. Chaparral Pro, Tahoma, or Garamond may be used as body font in conjunction with either font (listed above).
2. The following color palette should be used for the brand:
 - a. C100 M95 Y5 K0
R43 G57 B144
 - b. C0 M0 Y0 K100
R35 G31 B32
3. The logo should never be reproduced at a size that forces “The State of Indiana News Service” text to be smaller than 10 point font. The logo should remain at least 2 pica (comparable to one full line in a Word document) away from any text, photos, or other design elements, as measured from the top of the “t” and bottom of the “j”.

Below are additional rules to consider when using the logo:

- a. Do not use the logo as a tile background on any website or print document.
- b. Do not use the logo on a background other than solid color.
- c. Do not use colors other than the colors listed above.
- d. Do not stretch, scale, or tilt the logo horizontally or vertically.
- e. Do not recreate the logo using other fonts and/or colors than the ones listed above.
- f. Do not add any design effects to the logo, including, but not limited to, tinting, drop shadow, color effects, gradient, filter, or other effects.

JUST IN MANAGING EDITOR

Bill McCleery

JUST IN ASSISTANT MANAGING EDITOR

Michelle Wickham

JUST IN GOVERNANCE COMMITTEE

Shelley Triol

Josh Gillespie

Amy Reel

Phil Bloom

Will Wingfield

James Wide

Bruce Williams

Jake Oakman