



# Environment America: Running 60 affiliates on Drupal

Ken Rickard, Palantir.net





# Who am I?

- ▶ **Palantir.net**
  - ▶ Director of Development and Professional Services
- ▶ **Drupal.org**
  - ▶ <http://drupal.org/user/20975>
- ▶ **IRC / Twitter / Gmail**
  - ▶ @agentrickard
- ▶ **Web**
  - ▶ <http://ken.therickards.com>





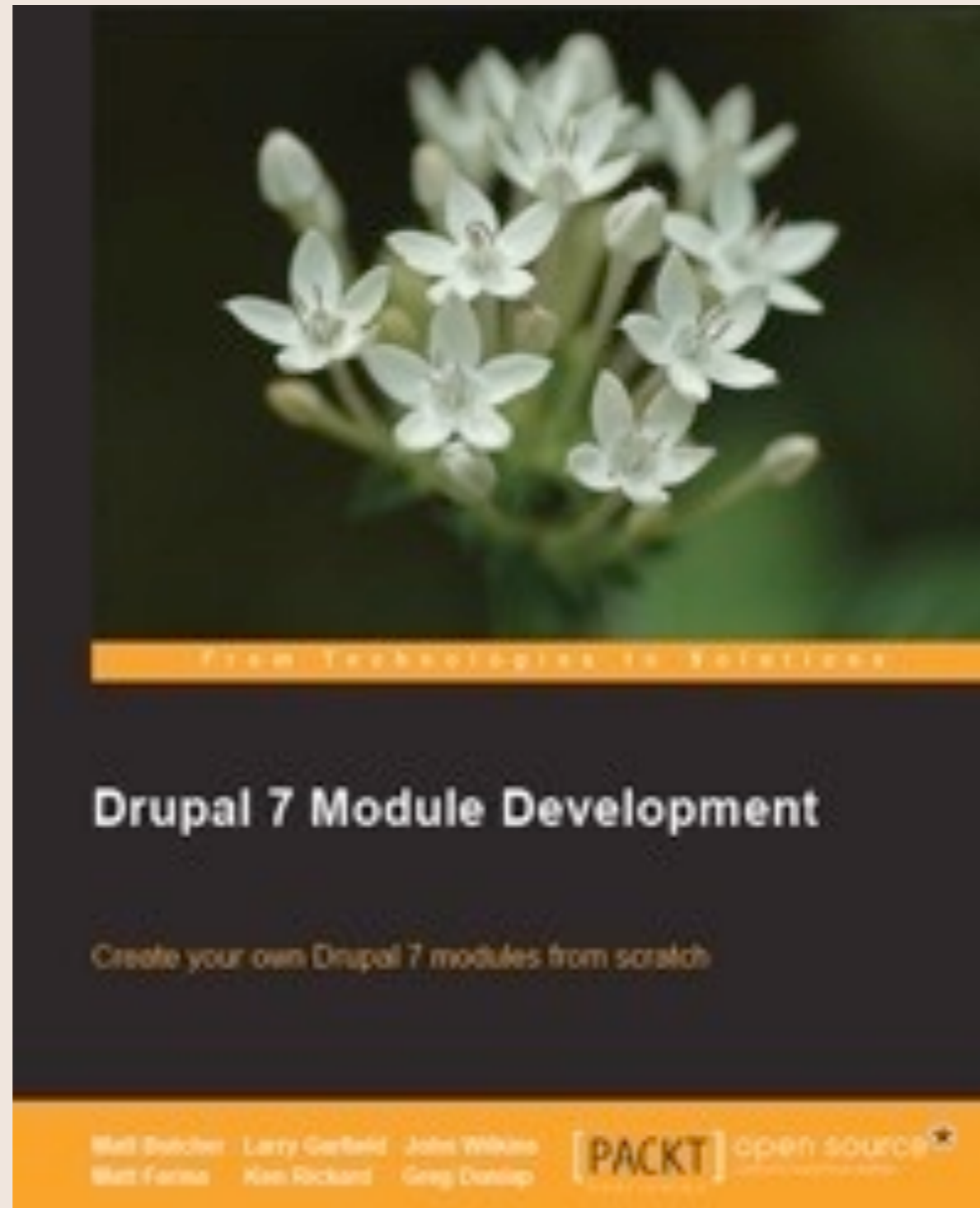


# Core Contributor





# Book Author







# Long-time Drupaler

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Register Online Now

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  - [POLITICS AND OBAMA](#)
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FRANKMORRIS

"Raymond, Brown win Town Council election; Wetmore out in three-way race for two seats"

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Your voice, your site.
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### User login

Username: \*

Password: \*

[Create new account](#)  
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## Cookies

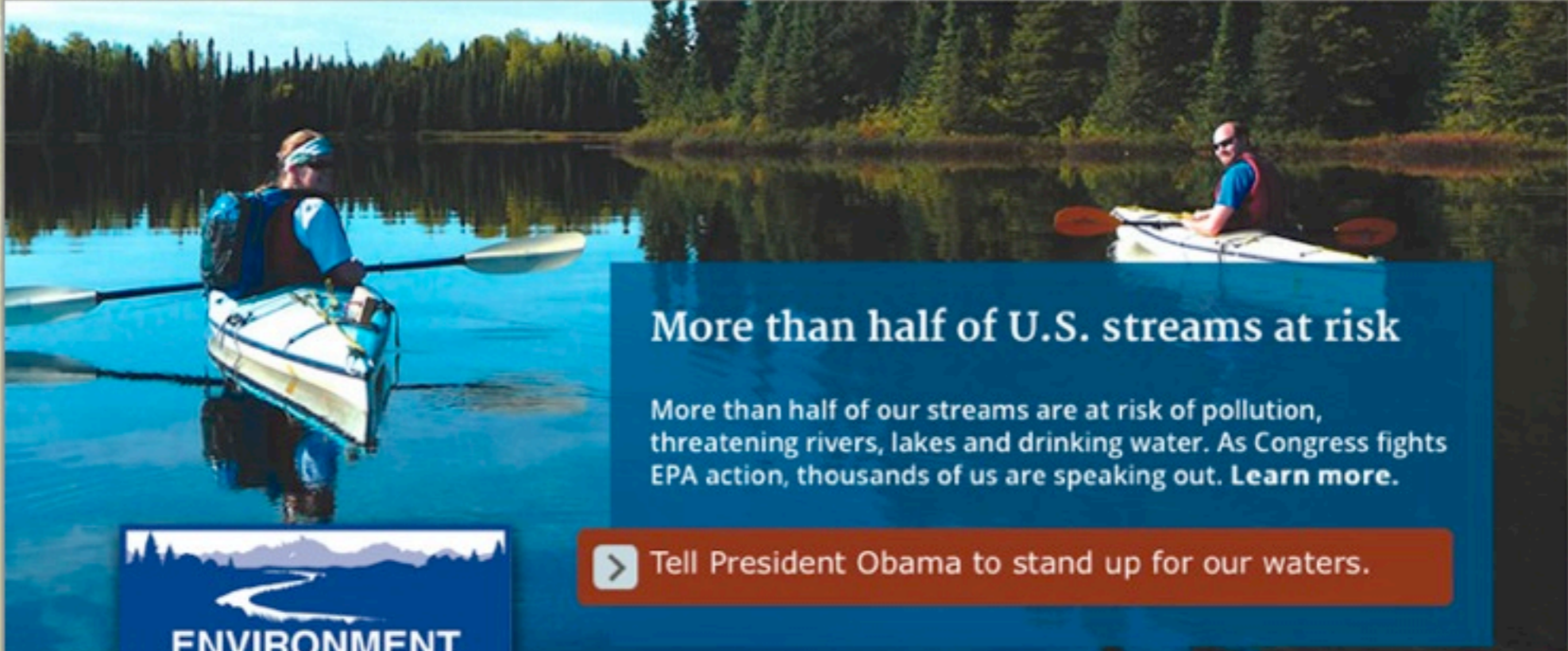
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# Environment America


> SIGN UP Connect with us   ABOUT US ISSUES NEWS ACTION JOBS > DONATE



## More than half of U.S. streams at risk

More than half of our streams are at risk of pollution, threatening rivers, lakes and drinking water. As Congress fights EPA action, thousands of us are speaking out. [Learn more.](#)

> Tell President Obama to stand up for our waters.




### ENVIRONMENT AMERICA


Join us  >

Through Environment America, thousands of citizen members are teaming up with a professional staff to stand up for the places we love and the environmental values we share.


#### Join us in taking action for America's environment.



Clean Air, Healthy Families



Best of America



Repower America

#### UPDATES

RECORD BREAKING 2.1M FOR CLEAN AIR





# Business Profile

## Environment America

- ▶ Federation of environmental advocacy organizations
- ▶ State-based, citizen-funded non-profits
- ▶ 2 national and 29 sets of 2 state organizations
- ▶ [www.environmentamerica.org](http://www.environmentamerica.org)





# Business Profile

## The facts

- ▶ 1,000,000 members, activists, and partners
- ▶ 61 websites
- ▶ 1 Drupal installation/database
- ▶ Part of the Public Interest Network
- ▶ Local editors and contributors
- ▶ Central technical staff
- ▶ Fixed budget





# Environment America

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## More than half of U.S. streams at risk

More than half of our streams are at risk of pollution, threatening rivers, lakes and drinking water. As Congress fights EPA action, thousands of us are speaking out. **Learn more.**

Tell President Obama to stand up for our waters.



Join us  >

Through Environment America, thousands of citizen members are teaming up with a professional staff to stand up for the places we love and the environmental values we share.

Join us in taking action for America's environment.



Clean Air, Healthy Families

Best of America

Repower America

UPDATES





# Pennsylvania

Search bar

SIGN UP Connect with us

ABOUT US ISSUES NEWS ACTION JOBS

## Protect Our State Parks and Forests

One of the most important programs for protecting and maintaining our state parks faces elimination, putting the future of our parks at risk. [Learn more.](#)

[Click here to speak out for our state parks.](#)

Join us

Through PennEnvironment, thousands of citizen members are teaming up with a professional staff to stand up for the places we love and the environmental values we share.

Join us. Take action for Pennsylvania's environment.

Protect Our Rivers and Streams


Protect PA From Drilling

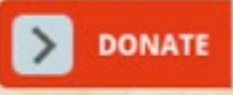
Clean Air, Healthy Families





# Wisconsin

> SIGN UP Connect with us  

ABOUT US ISSUES NEWS ACTION JOBS 



## Wisconsin's lakes at risk

Runoff pollution threatens 90% of Wisconsin's inland lakes. Yet Gov. Walker wants to weaken enforcement of new pollution rules that reduce algae and weeds in our lakes. [More.](#)

> Help protect our lakes for future generations: [Donate](#)



Join us  >

Through Wisconsin Environment, thousands of citizen members are teaming up with a professional staff to stand up for the places we

Join us in taking action for Wisconsin's environment.



Healthy Farms, Healthy Planet

Go Solar, Wisconsin

Get Wisconsin Off Oil





# Technical Profile

“The national group and 29 state affiliates each work through two sister organizations with different strategies for fulfilling their missions and different IRS statuses. With Domain Access, we can host both sets of sites from the same installation but with distinct designs and domains to clearly delineate the differences.”

-- Jesse Littlewood, Team Lead for Environment America





# North Carolina

>
SIGN UP

Connect with us

f
t

ABOUT US
ISSUES
NEWS
ACTION
JOBS

>
DONATE

## Save the Blue Ridge Parkway

Two-thirds of the land around the Blue Ridge Parkway is unprotected and vulnerable to development. It's time for state leaders to act. [Click here to learn more.](#)

>
Donate to help protect Blue Ridge.

Through Environment North Carolina, thousands of citizen members are teaming up with a professional staff to stand up for the places we love and the environmental values we share.

Join us

>

### Join us. Take action for North Carolina's environment.

Save the Blue Ridge

Save the Outer Banks


Offshore wind for N.C.





# North Carolina

> DONATE



ENVIRONMENT  
NORTH CAROLINA


## RESEARCH & POLICY CENTER

[ABOUT US](#) [OUR RESEARCH](#) [RESULTS](#) [NEWS](#)

Environment North Carolina Research & Policy Center is a 501(c)(3) organization. We are dedicated to protecting our air, water and open spaces. We investigate problems, craft solutions, educate the public and decision-makers, and help the public make their voices heard in local, state and national debates over the quality of our environment and our lives. [More about us.](#)

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**OUR SUPPORTERS**  
Our research and public education work are made possible by tax-deductible contributions from generous citizens and foundations. [Donate online](#)  
[Learn about more ways to give](#)




**FEATURED PROJECT**

### Plug in to clean energy.

Over 40 percent of the energy consumed in America goes to heat, cool and power our homes and businesses — and it creates nearly half of our greenhouse gas emissions. You can plug in to clean energy, and save a buck while you're at it.

> [Go to the guide](#)

FEATURED STAFF



Elizabeth Ouzts  
State Director

[READ MORE ABOUT OUR STAFF](#)

OUR LATEST REPORT

---

**Windmills Not Oilspills**

The winds off North Carolina's coast powered the Wright Brothers' first flight in 1903, and they've been going strong ever since. In fact, just over 100 years after





# Business Challenges

## Editorial Content

- ▶ Cross-publishing of related stories
- ▶ “Localizing” content
- ▶ Promoting citizen action
- ▶ Legal status of different offices





# Technical Profile

“We knew we needed the ability to share content from federal to state in a push pull system, easily updatable in one installation. The killer app for Drupal was the fact that considerably more sites in the wild had correctly working multi-site installations.”

-- Jesse Littlewood, Team Lead for Environment America





# National Advocacy

Environment America Research & Policy Center

ABOUT US OUR RESEARCH RESULTS NEWS

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[More about us.](#)

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FEATURED PROJECT

**What Global Warming Means for the U.S.**

Scientists warn that global warming will bring extreme weather, more dangerous smog pollution and even the extinction of some plants and animals. The good news is that we know how to cut the carbon pollution fueling the problem-and the U.S. is already headed in the right direction. But there is still more to be done.

[Click here to learn more.](#)

FEATURED STAFF

 Margie Alt  
Director, Environment America Research & Policy Center

FEATURED ACTION







# Local Advocacy

Environment North Carolina Research & Policy Center

ABOUT US OUR RESEARCH RESULTS NEWS

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FEATURED PROJECT  
**Plug in to clean energy.**  
Over 40 percent of the energy consumed in America goes to heat, cool and power our homes and businesses — and it creates nearly half of our greenhouse gas emissions. You can plug in to clean energy, and save a buck while you're at it.

[Go to the guide](#)

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The winds off North Carolina's coast powered the Wright Brothers' first flight in 1903, and they've been going strong ever since. In fact, just over 100 years after





# Options

## Drupal has several:

- ▶ Organic Groups
- ▶ Feeds
- ▶ Multi-site configuration
- ▶ Domain Access





# Why Domain Access?

## Flexibility and consistency:

- ▶ Single site
- ▶ Shared administration
- ▶ Publishing syndication
- ▶ Configuration management
- ▶ Easy extensibility



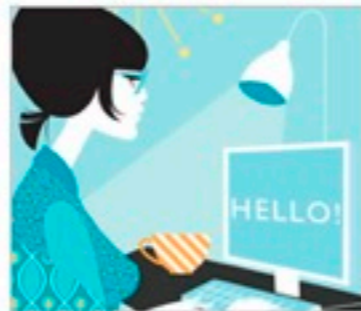


# Domain Access



all about women...their work, play, families, creativity, style, health, and wealth, bodies and souls...skirt! is an attitude

Join Skirt! now or Log In.



- skirt! National
- skirt! Scene
- Essays
- Blogs
- skirt! Loves
- Events
- Giveaways
- Advertise
- Contribute
- More skirt! Cities

**Interact**

- Login
- Forgot Password?
- Join skirt!
- My Homepage
- Post a Photo to Scene

Named "Best Savings Account 2011" by MONEY Magazine

Why save anywhere else?

0.80% APY Online Savings Account

LEARN MORE

It pays to DISCOVER

**FEATURED**

**Essays**  
**Finding My Wow**

Picture a girl, 11 years old, sitting on a flowered sofa. She leans studiously over a

**FEATURED BLOGS**

**Atlanta Street ...**  
**An Independence Day Celebration**

Happy Birthday USA! [Read More >](#)





# Publishing Network

The image shows the header and main content area of the skirt! magazine website. At the top left is the skirt! magazine logo. To its right is a featured article snippet for "PMS (Problems Men Started)" by Nikki Hardin and Caitlin McPhillips, with a quote: "It's your story...make it a page-turner." by Nikki Hardin, skirt! publisher. Further right is the skirt! books logo. Below the header is a navigation bar with links: WELCOME, KEN | EDIT ACCOUNT | LOG OUT | ADMIN SECTION | CREATE CONTENT | ARCHIVES, followed by a search bar and a GO button. The main content area features a large map of the United States with the text "where are you?" and a dropdown menu labeled "choose your skirt!". Several white pushpin icons are placed on the map, indicating the locations of various skirt! publishers or contributors across the country.





# Multiple Affiliates

- ▶ Content sharing
- ▶ Content promotion
- ▶ Editorial control
- ▶ Settings per site
- ▶ Design per site







# Basic Configuration

Web Server

example.com

one.example.com

two.example.com

three.example.com

123.45.67.89

Drupal

example.com

one.example.com

two.example.com

three.example.com

Domain Access





# Publishing Concepts

Primary Domain

example.com

Optional Domain

one.example.com

Optional Domain

two.example.com

**Settings are inherited**





# Affiliated Content

Content	
All Affiliates	NO
Primary Domain	YES
Optional Domain	NO
Optional Domain	YES

**Content is not**





# Assigning Content

<b>Splash header</b>	
<b>Context</b>	
<b>Sidebar</b>	
<b>Menu settings</b> Expand Mount Rainier National Park	
<b>Domain access options</b>	
<b>URL path settings</b> Alias: programs/expand-mount-rainier-national-park	
<b>Meta tags</b> Using defaults	
<b>Revision information</b> No revision	
	<b>Publishing options:</b> <input checked="" type="checkbox"/> Send to all affiliates Select if this content can be shown to all affiliates. This setting but you must still select a domain that "owns" this content.
	<b>Publish to *</b> <input checked="" type="checkbox"/> Environment America <input type="checkbox"/> Environment Alpha <input type="checkbox"/> Environment Alpha Research & Policy Center <input checked="" type="checkbox"/> Environment Arizona <input type="checkbox"/> Environment Arizona Research & Policy Center <input type="checkbox"/> Environment Colorado <input type="checkbox"/> Environment Colorado Research & Policy Center





# Technical Profile

“It’s quite easy to create a new site. We needed a jobs site and built it off the state template, a huge efficiency for us. With the old system, it took us a month to get a new site up and running. Now it takes about a week.”

-- Jesse Littlewood, Team Lead for Environment America





# Domain Management

[Show row weights](#)

ORDER	SITE NAME	DOMAIN	ID	ACTIVE	DEFAULT	OPERATIONS
+	Environment America	<a href="http://environmentamerica.org">environmentamerica.org</a>	1	<input checked="" type="checkbox"/>	<input checked="" type="radio"/>	<a href="#">edit domain</a>
+	Environment Alpha	<a href="http://environmentalpha.org">environmentalpha.org</a>	4	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Alpha Research & Policy Center	<a href="http://environmentalphacenter.org">environmentalphacenter.org</a>	7	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Arizona	<a href="http://environmentarizona.org">environmentarizona.org</a>	2	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Arizona Research & Policy Center	<a href="http://environmentarizonacenter.org">environmentarizonacenter.org</a>	3	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Colorado	<a href="http://environmentcolorado.org">environmentcolorado.org</a>	5	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Colorado Research & Policy Center	<a href="http://environmentcoloradocenter.org">environmentcoloradocenter.org</a>	6	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment California	<a href="http://environmentcalifornia.org">environmentcalifornia.org</a>	8	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Connecticut	<a href="http://environmentconnecticut.org">environmentconnecticut.org</a>	9	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Delaware	<a href="http://environmentdelaware.org">environmentdelaware.org</a>	66	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Florida	<a href="http://environmentflorida.org">environmentflorida.org</a>	10	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Georgia	<a href="http://environmentgeorgia.org">environmentgeorgia.org</a>	11	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Illinois	<a href="http://environmentillinois.org">environmentillinois.org</a>	12	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>
+	Environment Iowa	<a href="http://environmentiowa.org">environmentiowa.org</a>	13	<input checked="" type="checkbox"/>	<input type="radio"/>	<a href="#">edit domain</a>





# Domain Creation

[Home](#) » [Administration](#) » [Structure](#) » [Domains](#)

Edit

DOMAIN LIST

SETTINGS

BATCH UPDATING

CONTENT DEFAULTS

**Domain \***

The allowed domain, using the full *path.example.com* format.  
Leave off the `http://` and the trailing slash and do not include any paths.  
Must contain only dots, lowercase alphanumeric characters, dashes and a colon (if using alternative ports).

**Name \***

The human-readable name of this domain.

**Domain URL scheme \***

`http://`

`https://`

The URL scheme for accessing this domain.

**Domain status \***

Active

Inactive

Must be set to "Active" for users to navigate to this domain.





# Domain Editing

Edit environmentalizonaorg.environment.pin.rickard.sandbox

EDIT

ALIASES

MENUS

SETTINGS

THEME

DELETE

On this server, the domain URL is `environmentarizonaorg.environment.pin.rickard.sandbox`.

**Domain \***

Machine name: environmentarizona\_org

Enter the canonical domain name (e.g. *uspirg.org*)

The allowed domain, using the full *path.example.com* format.

Leave off the `http://` and the trailing slash and do not include any paths.

Must contain only dots, lowercase alphanumeric characters, dashes and a colon (if using alternative ports).

**Site name \***

The human-readable name of this domain.

**Domain URL scheme \***

`http://`

`https://`

The URL scheme for accessing this domain.

**Domain status \***

Active

Inactive





# Domain Aliases

## Aliases for [environmentarizonaorg.environment.pin.rickard.sandbox](#)

EDIT

ALIASES

MENUS

SETTINGS

THEME

DELETE

A domain alias is used to register multiple valid domain names to a single record within Domain Access. You may enter as many unique aliases per domain as you wish.

You may specify a pattern for your domains by using \* (asterisk) to match any number of random characters and ? (question mark) to match exactly one random character. For example: \*.example.com would match any HTTP request made to a subdomain of example.com to the domain record for example.com. NOTE: Only one wildcard is allowed per alias.

### Registered aliases for [environmentarizonaorg.environment.pin.rickard.sandbox](#)

ID	REDIRECT	PATTERN	DELETE
8	<input type="checkbox"/>	<input type="text" value="environmentarizonaorg.dev.pubintnet-dev.org"/>	<input type="checkbox"/>
9	<input type="checkbox"/>	<input type="text" value="environmentarizonaorg.stage.pubintnet-dev.org"/>	<input type="checkbox"/>
10	<input type="checkbox"/>	<input type="text" value="environmentarizonaorg.live.pubintnet-dev.org"/>	<input type="checkbox"/>
13	<input type="checkbox"/>	<input type="text" value="environmentarizonaorg.environment.pin.*.sandbox"/>	<input type="checkbox"/>
341	<input type="checkbox"/>	<input type="text" value="environmentarizonaorg.local"/>	<input type="checkbox"/>
641	<input type="checkbox"/>	<input type="text" value="www.environmentarizona.org"/>	<input type="checkbox"/>

Check the redirect box to send requests for an alias to the registered domain.





# Domain Configuration

Settings for environment.arizonaorg.environment.pin.rickard.sandbox

EDIT

ALIASES

MENUS

SETTINGS

THEME

DELETE

These settings will replace or supplement your default site settings when *Environment Arizona* is the active domain.

You may [erase these settings](#) to restore the default behavior.

▼ CUSTOM

**Featured Home page - 501(c)4**

State parks under attack

Selects the featured Home page - 501(c)4 for this site.

**Featured Home Page - 501(c)3**

Use most recent Home Page - 501(c)3

Selects the featured Home Page - 501(c)3 for this site.

**Featured Program**

Use most recent Program

Selects the featured Program for this site.

**Featured Action**

Use most recent Action

Selects the featured Action for this site.





# Domain Theme

Theme for environmentarizonaorg.environment.pin.rickard.sandbox

EDIT

ALIASES

MENUS

SETTINGS

THEME

DELETE

Select the default theme for this domain. You may only select themes [activated for all sites](#).

These settings will replace your default site theme when *Environment Arizona* is the active domain.

You may [erase these settings](#) to restore the default behavior.

SCREENSHOT

THEME

DEFAULT

OPTIONS



**Environment 501(c)(3)**

The Environment theme for 501(c)(3) organizations.



[configure](#)



**Environment 501(c)(4) (default theme)**

The Environment theme for 501(c)(4) organizations.



[configure](#)





# Domain Theme Settings

[Home](#) » [Administration](#) » [Structure](#) » [Domains](#) » [one.example.com](#) » [Theme](#)

garland settings for one.example.com

✓ You are viewing the *garland* settings for *one.example.com*.

### Content width

Fluid width

Fixed width

Specify whether the content will wrap to a fixed width or will fluidly expand to the width of the browser window.

### COLOR SCHEME

Color set

Blue Lagoon (Default)

Base color

#0072b9

Link color

#027ac6

Header top

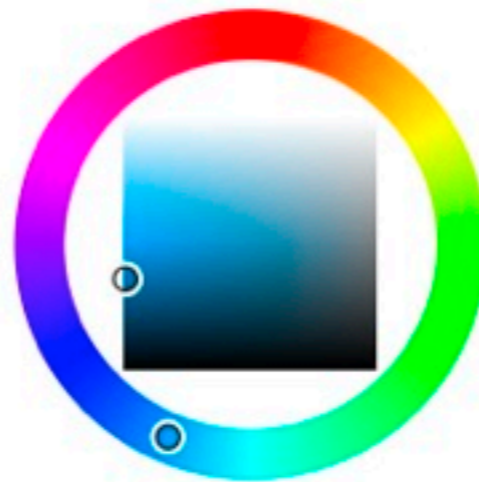
#2385c2

Header bottom

#5ab5ee

Text color

#494949







# Site Navigation

The screenshot shows the top navigation bar of the Environment America website. A purple arrow points to the "ABOUT US" menu item, which is highlighted and expanded to show a list of issues: "PROTECT AMERICA'S WATERS", "REPOWER AMERICA", "BEST OF AMERICA", "STOPPING GLOBAL WARMING", "LET'S GET OFF OIL", and "CLEAN AIR, HEALTHY FAMILIES".

Navigation bar: > SIGN UP | Connect with us | [Facebook] [Twitter] | ABOUT US | ISSUES | NEWS | ACTION | JOBS | > DONATE

Search bar: [Search icon]

Expanded "ABOUT US" menu:

- PROTECT AMERICA'S WATERS
- REPOWER AMERICA
- BEST OF AMERICA
- STOPPING GLOBAL WARMING
- LET'S GET OFF OIL
- CLEAN AIR, HEALTHY FAMILIES

Main content area:

**More than half of U.S. streams at risk**

More than half of our streams are at risk of pollution, threatening rivers, lakes and drinking water. As Congress fights EPA action, thousands of us are speaking out. **Learn more.**

> Tell President Obama to stand up for our waters.

ENVIRONMENT AMERICA logo

Join us in taking action for America's environment.





# Menu Block Module

## BLOCK SETTINGS

### Starting level

1st level (primary) ▼

Blocks that start with the 1st level will always be visible. Blocks that start with the 2nd level or deeper will only be visible when the trail to the active menu item is in the block's tree.

### Maximum depth

2 ▼

From the starting level, specify the maximum depth of the menu tree.

**Follow** the starting level of the active menu item.

If the active menu item is deeper than the level specified above, the starting level will follow the active menu item. Otherwise, the starting level of the tree will remain fixed.

**Expand all children** of this tree.

**Sort menu tree** by the active menu item's trail.

Sort each item in the active trail to the top of its level. When used on a deep or wide menu tree, the active menu item's children will be easier to see when the page is reloaded.





# Domain Menu Block

[Home](#) » [Administration](#) » [Structure](#) » [Domains](#) » [Menu blocks](#)

## Domain menu blocks +

### Base menu name \*

Machine name: demo [\[Edit\]](#)

The name of the menu to create for each domain.

### Description \*

A description of the menu.

- Automatically create menus for new domains
- Automatically delete menus for deleted domains
- Create menus for existing domains

If selected, saving this form will generate menus for all existing domains.





# Menu Administration

environmentarizonaorg.environment.pin.rickard.sandbox

EDIT

ALIASES

MENUS

SETTINGS

THEME

DELETE

## Active menus for *Environment Arizona*.

TITLE	OPERATIONS		
<b>Footer nav for Environment Arizona</b> Footer navigation links for Environment Arizona	<a href="#">list links</a>	<a href="#">edit menu</a>	<a href="#">add link</a>
<b>Header nav for Environment Arizona</b> Header navigation links for Environment Arizona	<a href="#">list links</a>	<a href="#">edit menu</a>	<a href="#">add link</a>
<b>Main nav for Environment Arizona</b> Main navigation menu for Environment Arizona	<a href="#">list links</a>	<a href="#">edit menu</a>	<a href="#">add link</a>
<b>Quick links for Environment Arizona</b> Quick links for Environment Arizona	<a href="#">list links</a>	<a href="#">edit menu</a>	<a href="#">add link</a>





# Configuration Management

[Home](#) » [Administration](#) » [Structure](#) » [Domains](#)

Domains ⌵

DOMAIN LIST

SETTINGS

BATCH UPDATING

CONTENT DEFAULTS

USER DEFAULTS

MENU BLOCKS

Batch updates allow you to edit values for multiple domains at one time. These functions are helpful when moving your sites from staging to production, or any time you need to make mass changes quickly. The following batch update actions may be performed.

*Note that you will only be shown domains on which each action may be performed. If the module is not yet configured, some actions may be empty.*

ACTION	DESCRIPTION
<b>Domain Access options</b>	
<a href="#">Domains</a>	Edit all domain values.
<a href="#">Names</a>	Edit all domain names.
<a href="#">URL schemes</a>	Edit all domain URL schemes.
<a href="#">Valid domains</a>	Edit all domain status flags.
<b>Domain Configuration options</b>	
<a href="#">Reset configurations</a>	Delete custom settings for domains as supplied by Domain Configuration.
<a href="#">Administrative theme</a>	Set the administrative theme for all domains.
<a href="#">Anonymous user</a>	Set the anonymous user label for all domains.
<a href="#">Email address</a>	Set the email address for all domains.
<a href="#">Site frontpage</a>	Set the site frontpage for all domains.
<a href="#">Site name</a>	Set the site name for all domains.
<a href="#">Site slogan</a>	Set the site slogan for all domains.





# Custom Configuration

Home » Administration » Structure » Domains

## Domains

[DOMAIN LIST](#) [SETTINGS](#) [BATCH UPDATING](#) [USER DEFAULTS](#) [MENU BLOCKS](#)

Batch updates allow you to edit values for multiple domains at one time. These functions are helpful when moving your sites from staging to production, or any time you need to make mass changes quickly. The following batch update actions may be performed.

*Note that you will only be shown domains on which each action may be performed. If the module is not yet configured, some actions may be empty.*

ACTION	DESCRIPTION
<b>Custom publishing options</b>	
<a href="#">Additional sites for publication</a>	Defines cross-publishing defaults for each site.
<a href="#">Job application URL</a>	Set the URL for job application links, if any.
<a href="#">Search mutiple sites</a>	Defines cross-site search behavior for your sites.
<a href="#">Site analytics code</a>	Enter any analytics code to be placed in the page footer. <i>WARNING: broken HTML may affect your site.</i>
<a href="#">You are Leaving text</a>	Set the custom text to display in a warning window when leaving the site for an affiliate site.
<b>Custom social media links options</b>	
<a href="#">Contact social link</a>	Contact email address.
<a href="#">Facebook social link</a>	Facebook account name.
<a href="#">Twitter social link</a>	Twitter account name.
<a href="#">RSS social link</a>	Base RSS URL for the site.
<a href="#">Enable like button</a>	Add a Facebook LIKE button to the page header.
<b>Custom: Public Interest Network options</b>	
<a href="#">Copyright and address</a>	Enter the text to display in the copyright block. HTML is allowed.
<a href="#">Featured Action</a>	Set the featured <i>Action</i> for each site.
<a href="#">Featured Home Page</a>	Set the featured <i>Home Page</i> for each site.
<a href="#">Featured Issue</a>	Set the featured <i>Issue</i> for each site.





# Configuration Management

<b><i>Custom social media links options</i></b>	
Contact social link	Contact email address.
Facebook social link	Facebook account name.
Twitter social link	Twitter account name.
RSS social link	Base RSS URL for the site.
Enable like button	Add a Facebook LIKE button to the page header.





# Twitter Settings

ID	SITE NAME	SETTING
1	Environment America environmentamericaorg.environment.pin.rickard.sandbox	<input type="text" value="envam"/> Twitter account name. Leave blank to ignore this item.
4	Environment Alpha environmentalphaorg.environment.pin.rickard.sandbox	<input type="text"/> Twitter account name. Leave blank to ignore this item.
7	Environment Alpha Research & Policy Center environmentalphacenterorg.environment.pin.rickard.sandbox	<input type="text"/> Twitter account name. Leave blank to ignore this item.
2	Environment Arizona environmentarizonaorg.environment.pin.rickard.sandbox	<input type="text" value="EnvironmentAZ"/> Twitter account name. Leave blank to ignore this item.
3	Environment Arizona Research & Policy Center environmentarizonacenterorg.environment.pin.rickard.sandbox	<input type="text"/> Twitter account name. Leave blank to ignore this item.
5	Environment Colorado environmentcoloradoorg.environment.pin.rickard.sandbox	<input type="text" value="EnvironmentCO"/> Twitter account name. Leave blank to ignore this item.
6	Environment Colorado Research & Policy Center environmentcoloradocenterorg.environment.pin.rickard.sandbox	<input type="text"/> Twitter account name. Leave blank to ignore this item.
8	Environment California environmentcaliforniaorg.environment.pin.rickard.sandbox	<input type="text" value="EnvCalifornia"/> Twitter account name. Leave blank to ignore this item.





# Local Action

The screenshot shows the PennEnvironment website with a navigation bar containing 'SIGN UP', 'ABOUT US', 'ISSUES', 'NEWS', 'ACTION', 'JOBS', and 'DONATE'. The main content area features a news release titled 'Fairness becomes the new battleground over gas drilling' with a sub-headline 'PA legislature gives some communities respite from drilling, while others plead for level playing field'. The release is dated Tuesday, July 3, 2012. To the right of the headline is contact information for Erika Staaf. Below the news release is a 'CONTACT' section with a photo of Erika Staaf and her contact details. At the bottom right, there is a 'NEWS RELEASES BY PROGRAM' section listing categories like 'PROTECT OUR RIVERS AND STREAMS', 'KEEP PENNSYLVANIA SAFE FROM DRILLING', 'PROTECT OUR OPEN SPACES', 'REPOWER PENNSYLVANIA', and 'GLOBAL WARMING SOLUTIONS'.

**News Release**

**Fairness becomes the new battleground over gas drilling**  
**PA legislature gives some communities respite from drilling, while others plead for level playing field**

**Contact**  
Erika Staaf,  
PennEnvironment

For Immediate Release  
Tuesday, July 3, 2012

As the dust settles on the budget debate in Harrisburg, concern continued to rise across the Commonwealth over a language inserted into the state budget that intends to give of Bucks and Montgomery county residents some sort of moratorium from gas drilling—while continuing to leave the rest of state’s county officials hamstrung when it comes to regulating gas drilling in their communities.

In the midst of the budget battle, the Republican Majority added language to a budget bill on Friday—which was quickly approved on Saturday—that is purported to prevent oil and gas drilling permits from being issued in the South Newark Basin until 2018. The South Newark Basin stretches from New Jersey into Bucks and Montgomery counties.

Opponents cried foul at the inequity this provision creates in the Commonwealth, affording residents in two southeastern Pennsylvania counties to have moratorium language, while in the rest of the state local communities have no control over controversial gas drilling and the effects of hydraulic fracturing or “fracking.”

“Where was our study? Where was our six years?” asked state Rep. Jesse White,

**CONTACT**

 Erika Staaf  
(412) 521-0943  
Contact person by email

**NEWS RELEASES BY PROGRAM**

- PROTECT OUR RIVERS AND STREAMS
- KEEP PENNSYLVANIA SAFE FROM DRILLING
- PROTECT OUR OPEN SPACES
- REPOWER PENNSYLVANIA
- GLOBAL WARMING SOLUTIONS





# Local Action

The screenshot shows the PennEnvironment website interface. At the top, there is a navigation bar with a search box, a 'SIGN UP' button, the PennEnvironment logo, social media icons for Facebook and Twitter, and menu items for 'ABOUT US', 'ISSUES', 'NEWS', 'ACTION', 'JOBS', and a 'DONATE' button. The main content area features a 'News Release' section with the headline 'Fairness becomes the new battleground over gas drilling' and a sub-headline 'PA legislature gives some communities respite from drilling, while others plead for level playing field'. The release is dated Tuesday, July 3, 2012. To the right of the headline is a 'Contact' box for Erika Staaf, PennEnvironment. A red circle highlights this contact box. Below the news release is a 'CONTACT' section featuring a photo of Erika Staaf and her contact information: (412) 521-0943 and 'Contact person by email'. At the bottom right, there is a 'NEWS RELEASES BY PROGRAM' section with links to 'PROTECT OUR RIVERS AND STREAMS', 'KEEP PENNSYLVANIA SAFE FROM DRILLING', 'PROTECT OUR OPEN SPACES', 'REPOWER PENNSYLVANIA', and 'GLOBAL WARMING SOLUTIONS'.

## Fairness becomes the new battleground over gas drilling

### PA legislature gives some communities respite from drilling, while others plead for level playing field

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PennEnvironment

For Immediate Release  
Tuesday, July 3, 2012

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## CONTACT



Erika Staaf  
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Contact person by email

## NEWS RELEASES BY PROGRAM

[PROTECT OUR RIVERS AND STREAMS](#)

[KEEP PENNSYLVANIA SAFE FROM DRILLING](#)

[PROTECT OUR OPEN SPACES](#)

[REPOWER PENNSYLVANIA](#)

[GLOBAL WARMING SOLUTIONS](#)





# Local Action

The screenshot shows the PennEnvironment website. At the top left is the PennEnvironment logo with a search bar. Navigation links include SIGN UP, ABOUT US, ISSUES, NEWS, ACTION, JOBS, and a circled DONATE button. The main content area features a news release titled "Fairness becomes the new battleground over gas drilling" with a sub-headline "PA legislature gives some communities respite from drilling, while others plead for level playing field". The release is dated Tuesday, July 3, 2012. To the right of the news release is a circled CONTACT section featuring a photo of Erika Staaf and her contact information: (412) 521-0943, with the note "Contact person by email". Below the contact section is a list of "NEWS RELEASES BY PROGRAM" including "PROTECT OUR RIVERS AND STREAMS", "KEEP PENNSYLVANIA SAFE FROM DRILLING", "PROTECT OUR OPEN SPACES", "REPOWER PENNSYLVANIA", and "GLOBAL WARMING SOLUTIONS".

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**NEWS RELEASES BY PROGRAM**

- PROTECT OUR RIVERS AND STREAMS
- KEEP PENNSYLVANIA SAFE FROM DRILLING
- PROTECT OUR OPEN SPACES
- REPOWER PENNSYLVANIA
- GLOBAL WARMING SOLUTIONS





# Localization

<b>Splash header</b>	
<b>Context</b>	
<b>Sidebar</b>	
<b>Menu settings</b> Expand Mount Rainier National Park	
<b>Domain access options</b>	
<b>URL path settings</b> Alias: programs/expand-mount-rainier-national-park	
<b>Meta tags</b> Using defaults	
<b>Revision information</b> No revision	
<b>URL redirects</b> No redirects	
<b>XML sitemap</b> Inclusion: Default (excluded) Priority: Default (0.5)	
<b>Comment settings</b> Closed	
<b>Authoring information</b> By testglobal on 2011-11-10 17:33:05	

**Media contact**

- Get Off Oil
- Global Warming
- Ocean
- Preservation**

Select the media contacts appropriate for this issue.

**Related topics**

- None -
- Toxics
- Preservation**
- Oceans

Select any topics related to this issue.

**Related issues**

- Defending Washington's Waters
- Fighting Global Warming
- Getting Washington Off Oil
- Huge Victory for Mount Rainier**

Select any issues closely related to this one.

**Related resources**

- None -
- Toxics
- Preservation**
- Oceans

Select the resources relevant to this issue.





# Technical Profile

“This structure gives the federation the ability to be nimble and consistent at the same time. If we want to make a change that all of the groups have agreed to, it can happen instantaneously across all of the sites.”

-- Jesse Littlewood, Team Lead for Environment America





# Business Challenges

## Design flexibility

- ▶ Brand consistency
- ▶ Design integrity
- ▶ Local iconography
- ▶ Professional photography
- ▶ Custom page colors
- ▶ Video and photo features





# Brand Consistency

## STYLEGUIDE ENVIRONMENT AMERICA

LAYOUT 2

### VERTICAL POSITIONING INSIDE

Logo hangs from 10px

Top menu hangs from 50px

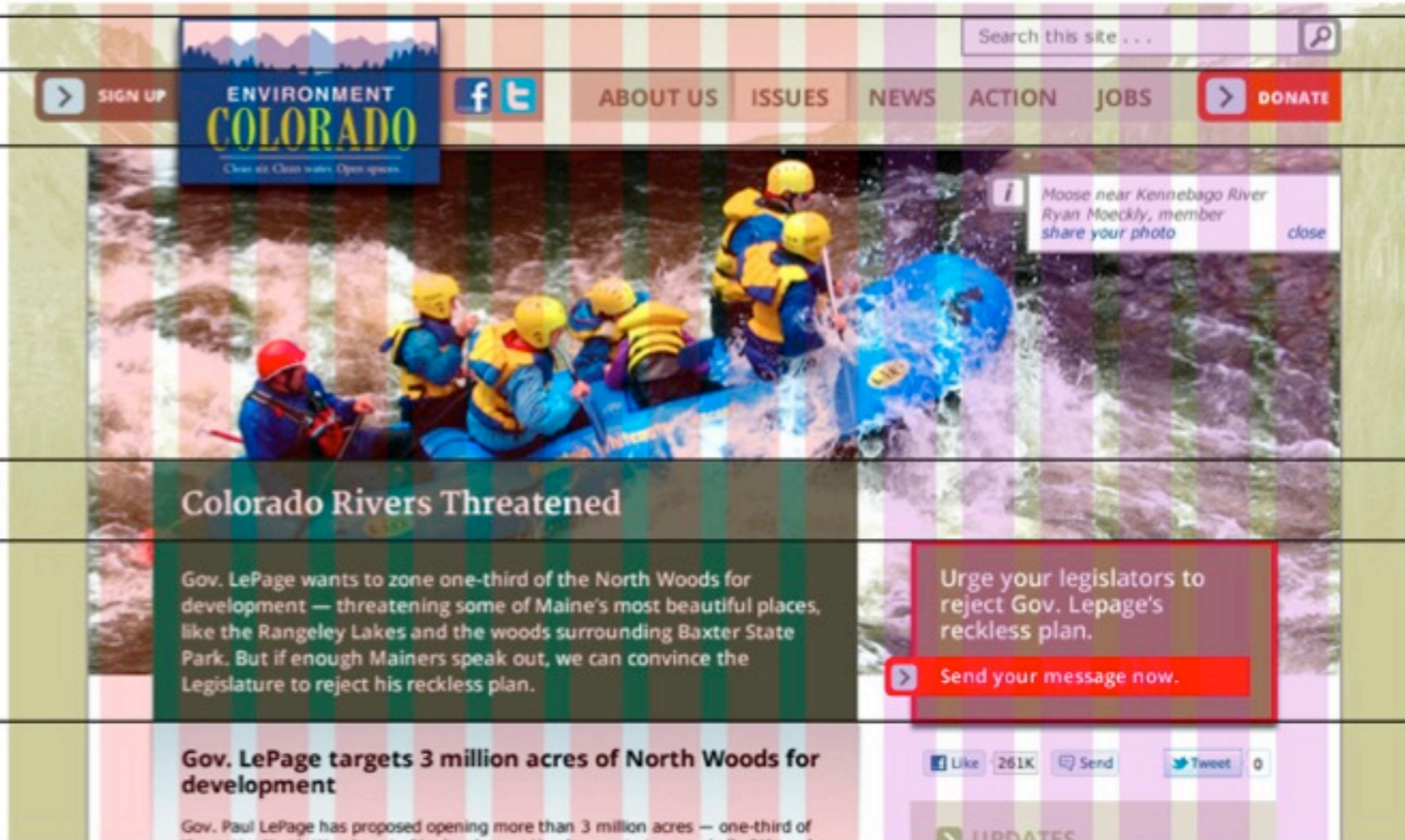
Photo hangs from 110px  
(h-400px)

Intro hangs from 350px (h-200px)

Action box hangs from 410px  
(h-140px)

Content hangs from 550px

If no action, sidebar hangs from 550px







# Design Integrity

**ENVIRONMENT AMERICA**

SIGN UP ABOUT US ISSUES NEWS ACTION JOBS DONATE

## The Best of America

From Acadia National Park in Maine to Washington's Mount Rainier and the San Juan Islands, too many of our parks, forests and other wild places are threatened by mining, logging and development. Our staff and members are working to defend the places we love from shortsighted exploitation.

### Big victory for the Grand Canyon

The Grand Canyon is one of the world's natural wonders, from its jagged cliffs to the winding Colorado River that runs through it.

Incredibly, mining companies had staked more than 1,100 claims to mine for uranium right next door to the Grand Canyon. The consequences could have been

President Obama can save 1,000 acres of the San Juan Islands from destructive development—but he'll only do it if we can show massive public support.

**PROTECT THE SAN JUAN ISLANDS**





# Local Iconography

**DRUPALCON**  
Open up! Connecting systems and people  
**MUNICH 2012**  
20-24 AUGUST

**PennEnvironment**

[SIGN UP](#) [DONATE](#)

[ABOUT US](#) [ISSUES](#) [NEWS](#) [ACTION](#) [JOBS](#)

## Protect Our Rivers and Streams

Reckless pollution and overdevelopment already threaten our beloved streams and rivers, from Neshaminy Creek and the Wissahickon to Pittsburgh's Three Rivers. Now, elected officials are pushing for the elimination of the Keystone Fund; which has directed millions of dollars toward projects to reducing pollution, protecting critical open spaces, creating and improving parks, and revitalizing our waterways and riverbanks.

**Many rivers and streams categorized as unsafe**

If you know Pennsylvania's streams and rivers, you know what's at stake. From the rocky outcrops of the Wissahickon to the restored Nine Mile Run in Pittsburgh, our local streams and rivers are tranquil and beautiful. We go hiking, fishing or for a walk along their footpaths; our kids explore the stream banks and ride their

Urge your legislator to protect our rivers and streams by defending the Keystone Fund.

[SEND YOUR MESSAGE](#)

KEY FACTS





# Custom backgrounds

51

## COLOR AND BACKGROUND SETTINGS

### Body background color

Enter a hex color number to change the body background color

### Path to body background image

### Body background image

This image will be repeated horizontally. This needs to be a fairly big image

### Donate button color

Enter a hex color number to change the Donate button color. Default is *C54A26*.





# Design Flexibility

The screenshot shows the website layout with the following elements highlighted by numbered callouts:

- 1:** Site logo (Environment Colorado)
- 2:** Header background including the background image and site title (Research & Policy Center)
- 3:** Search settings per domain for SOLR?
- 4:** Custom link (DONATE button)
- 5:** Site background image
- 6:** Site background color
- 7:** Main Nav provided by Domain Menu Block
- 8:** Content background color

- 1 Site logo. Controlled by Domain Theme
- 2 Header background including the background image and site title. Controlled by Domain Theme.
- 3 Search settings per domain for SOLR?
- 4 Custom link. Custom block / behavior added to Domain Conf settings. Includes a color setting.
- 5 Site background image. Custom theme setting controlled by Domain Theme
- 6 Site background color. Custom theme setting controlled by Domain Theme
- 7 Main Nav provided by Domain Menu Block
- 8 Content background color. Custom theme setting controlled by Domain Theme

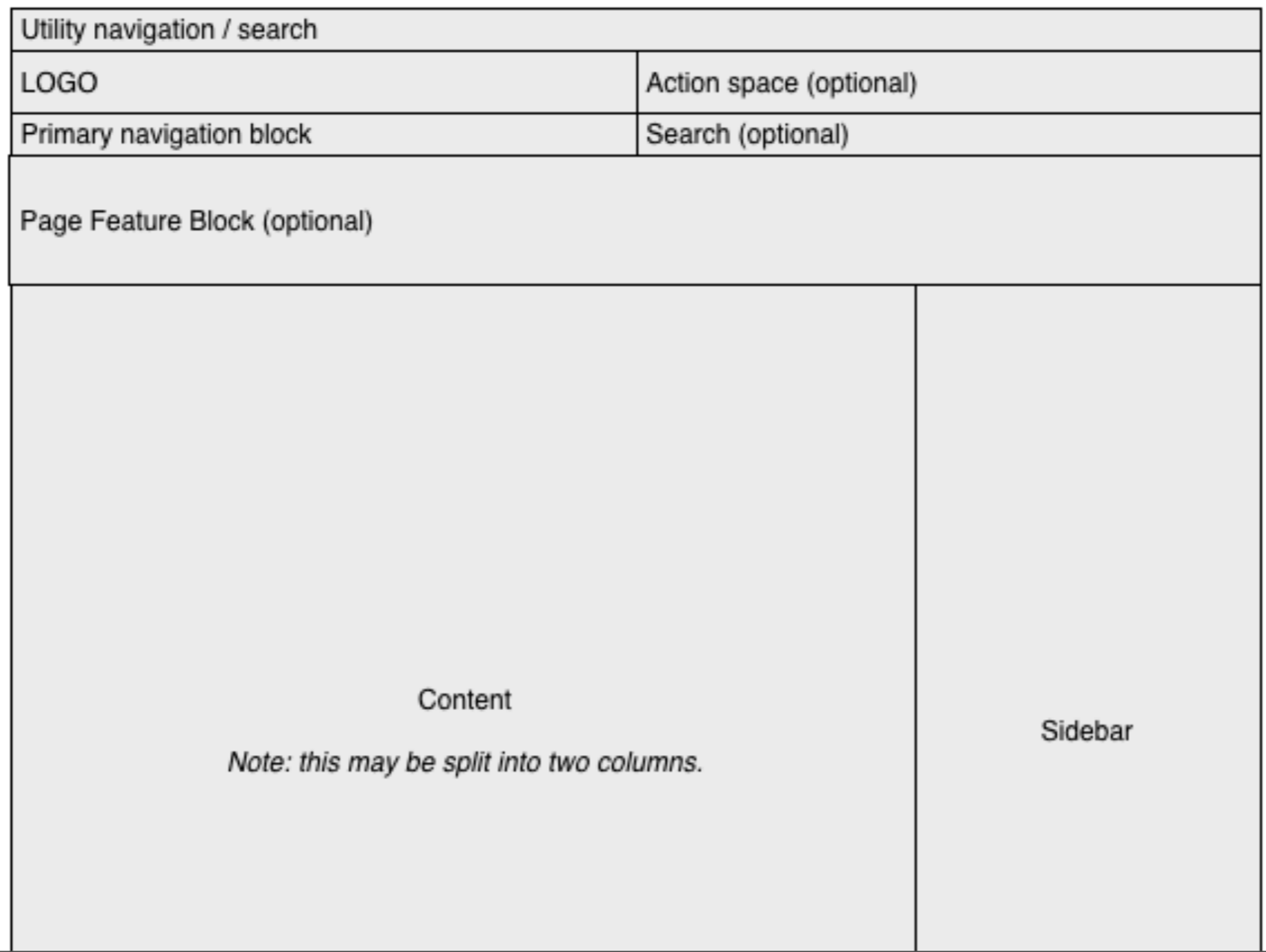




# Design Structure

## PUBLIC INTEREST NETWORK -- Functional Wireframes

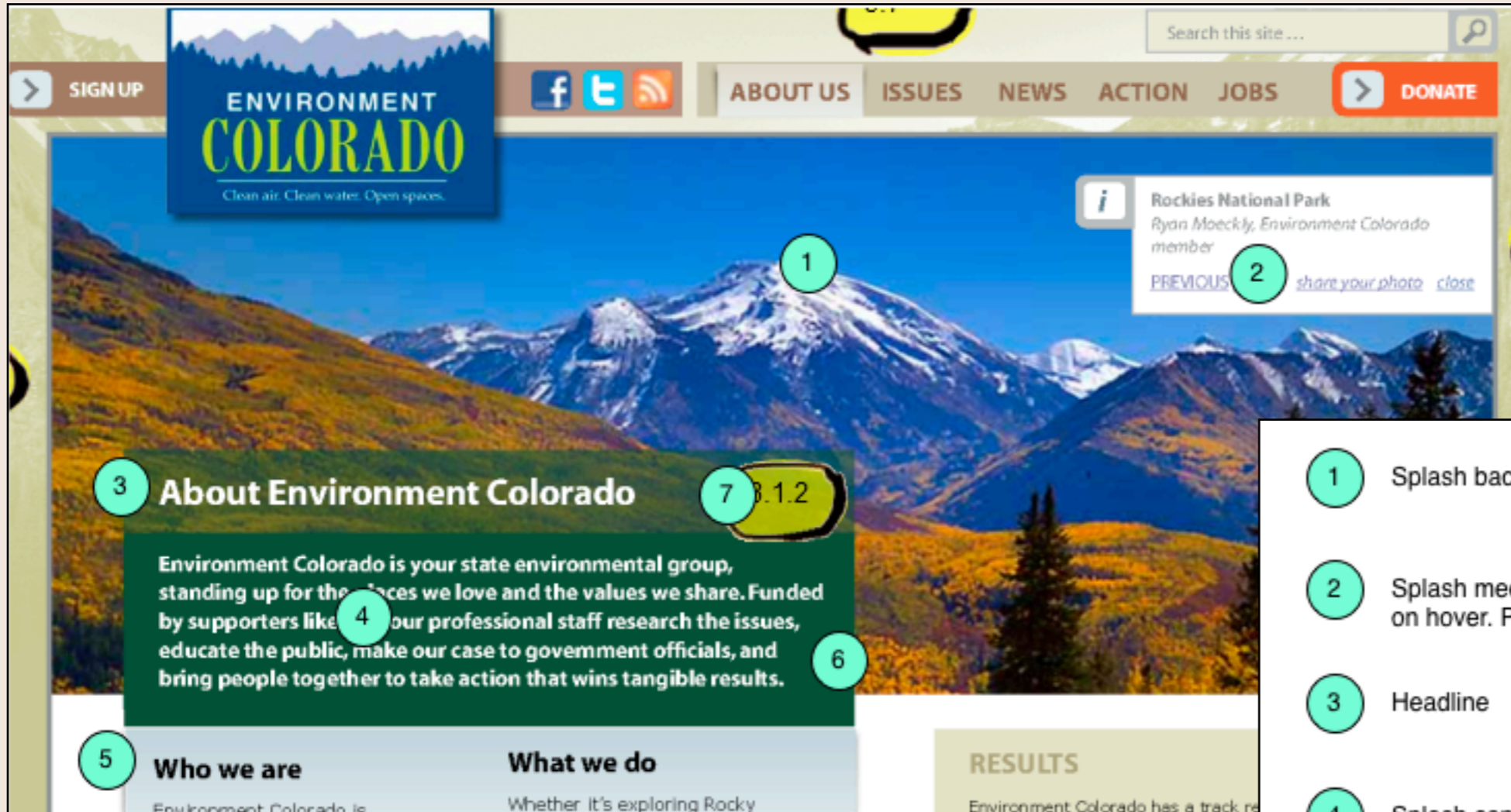
### 1. General page layout







# Professional Photography



- 1 Splash background image
- 2 Splash media caption (if present). Appears on hover. PREV/NEXT is deprecated.
- 3 Headline
- 4 Splash caption
- 5 Body headline
- 6 Splash color (hex value)
- 7 Splash color (hex value) with transparency % from Splash transparency.





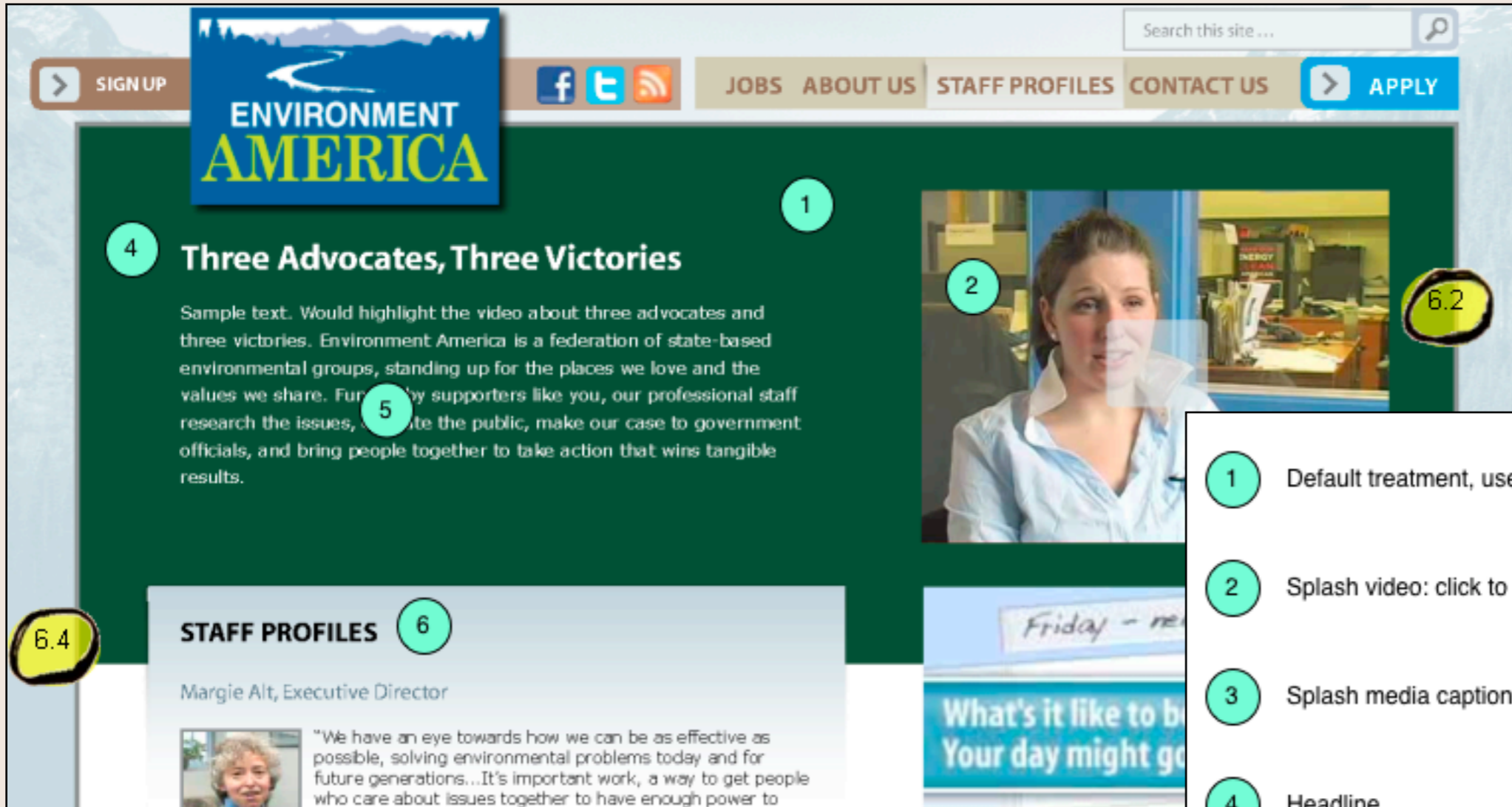
# Photo Features



- 1 Default treatment, uses theme background color
- 2 Splash image
- 3 Splash media caption
- 4 Headline
- 5 Splash caption
- 6 Body headline



# Video Features



The screenshot shows the Environment America website with several callouts:
 

- 1**: Points to the green background of the main content area.
- 2**: Points to a video player with a play button overlay.
- 3**: Points to the text below the video player.
- 4**: Points to the article headline.
- 5**: Points to the first line of the article text.
- 6**: Points to the 'STAFF PROFILES' section header.
- 6.2**: Points to a video player within the staff profile section.
- 6.4**: Points to the 'STAFF PROFILES' section header.

- 1 Default treatment, uses theme background color
- 2 Splash video: click to play (YouTube)
- 3 Splash media caption (if present)
- 4 Headline
- 5 Splash caption
- 6 Body headline





# Colors and backgrounds

## ▼ SPLASH HEADER

### Splash background

Select the image you would like to use for the background of the Splash area.

Select media

### Splash background color



### Splash background transparency

80

Select the amount of transparency you would like to see for the background of the text area for the splash section of the home page.

### Splash caption



More than half of our streams are at risk of pollution, threatening rivers, lakes and drinking water. As Congress fights EPA action, thousands of us are speaking out. [Learn more.](#)





# Setting custom colors

## ▼ SPLASH HEADER

### Splash background

Select the image you would like to use for the background of the Splash area.

Select media

### Splash background color



A color picker tool is overlaid on the page. It features a large square with a blue-to-black gradient and a white circle in the center. To the right is a vertical rainbow color bar. Further right are two columns of color selection boxes: the top row shows a blue box and a darker blue box; the middle row shows 'R 23', 'G 84', 'B 137' and 'H 207.86', 'S 83.211', 'B 53.72'; the bottom row shows a '# 175489' field and a small color wheel icon.

the background of the text area for the splash section of the home page.

More than half of our streams are at risk of pollution, threatening rivers, lakes and drinking water. As Congress fights EPA action, thousands of us are speaking out. [Learn more.](#)





# Editorial Needs


## Decision-making tools

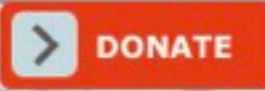
- ▶ Content sharing
- ▶ Localize content
- ▶ Legal review
- ▶ Opt-out of content







# Editorial Control










## RESEARCH & POLICY CENTER

[ABOUT US](#) [OUR RESEARCH](#) [RESULTS](#) [NEWS](#)

### PLUG IN TO CLEAN ENERGY

Efficiency is the cheapest and cleanest way to cut our fossil fuel use and pollution. It seems intuitive enough: *Use less energy. Save fuel, and save money.*

But with the numerous federal, state and local organizations and agencies ready to help citizens retrofit their homes and businesses, offering rebates, discounts, financing and other kinds of incentives, it can be tough to figure out where to start. This guide is designed to help you **cut through the clutter and pick what works for you**, so you can get on the path toward a more efficient home or business, one step at a time.



A home energy audit is a great place to start. Many of the programs listed here require an audit before you get started, so be sure to read the eligibility requirements and set one up. This process is often free or discounted through the efficiency program, and the auditor will present you with a range of options to improve the energy performance of your building.

After your audit, it's time to get started. Work your way down the list as you make improvements and want to do more. The more you do, the more you save.

### QUICK LINKS

[GET STARTED](#)

---

[TOP 10 DIY ENERGY EFFICIENCY TIPS](#)





# Content Management

Home » Administration

## Affiliated content

The table below shows all the affiliates sites whose content you may edit. Click on the site name link to see all content assigned to that affiliate. Note that not all users may view unpublished content.

ID ▲	SITE CONTENT	CONTENT COUNT	UNPUBLISHED	SITE
-	<a href="#">Content assigned to all affiliates</a>	6	0	
1 *	<a href="#">Environment America content</a>	468	6	<a href="#">View environmentamerica.org</a>
2	<a href="#">Environment Arizona content</a>	109	2	<a href="#">View environmentarizona.org</a>
3	<a href="#">Environment Arizona Research &amp; Policy Center content</a>	40	0	<a href="#">View environmentarizonacenter.org</a>
4	<a href="#">Environment Alpha content</a>	23	0	<a href="#">View environmentalalpha.org</a>
5	<a href="#">Environment Colorado content</a>	370	3	<a href="#">View environmentcolorado.org</a>
6	<a href="#">Environment Colorado Research &amp; Policy Center content</a>	78	1	<a href="#">View environmentcoloradocenter.org</a>





# Reassign Content

If you select *Change affiliate publishing options*, you should confirm the *Affiliate publishing options* settings below.

## ▼ AFFILIATE PUBLISHING OPTIONS

### Update behavior

- Replace old values with new settings
- Add new settings to existing values
- Remove selected domains from existing values

Defines how new grants will be applied to the updated nodes.

### Publishing options:

- Send to all affiliates

Select if this content can be shown to all affiliates. This setting will override the options below.


### Publish to

- Drupal
- San Francisco
- One





# Copy content

Are you sure you want to copy *Huge Victory for Mount Rainier*? 

VIEW

EDIT

COPY

REMOVE SYNDICATION

### New content title

Huge Victory for Mount Rainier

Published

***Huge Victory for Mount Rainier*** is currently published to:

- Environment Washington
- Environment Washington Research and Policy Center

### New publishing options

- Send to all affiliates
- Do not send to all affiliates
- Localize to selected sites

*Localize to selected sites* creates a new copy assigned to the selected site(s).  
It will remove the selected site(s) from the original content.

### Publish to \*

- Environment America
- Environment Alpha





# Opt-out of content

[Home](#) » [Issues](#) » [Expand Mount Rainier National Park](#)

## Expand Mount Rainier National Park

VIEW

EDIT

COPY

REMOVE SYNDICATION

***Huge Victory for Mount Rainier*** is currently published to:

- Environment Washington
- Environment Washington Research and Policy Center

### Remove syndication options

You may remove this content from the sites shown below.

### Remove from: \*

- Environment Washington
- Environment Washington Research and Policy Center

Submit

Cancel





# Editorial Control

**ENVIRONMENT AMERICA**

SIGN UP ABOUT US ISSUES NEWS ACTION JOBS DONATE

## The Best of America

From Acadia National Park in Maine to Washington's Mount Rainier and the San Juan Islands, too many of our parks, forests and other wild places are threatened by mining, logging and development. Our staff and members are working to defend the places we love from shortsighted exploitation.

### Big victory for the Grand Canyon

The Grand Canyon is one of the world's natural wonders, from its jagged cliffs to the winding Colorado River that runs through it.

Incredibly, mining companies had staked more than 1,100 claims to mine for uranium right next door to the Grand Canyon. The consequences could have been

President Obama can save 1,000 acres of the San Juan Islands from destructive development—but he'll only do it if we can show massive public support.

**PROTECT THE SAN JUAN ISLANDS**





# Technical Profile

“Our members haven’t hired us to be experts at deploying complicated websites. They have given their money so that we can take a stand for the places we love. Our new setup allows us to spend more time educating the public or fighting the powerful interests that threaten our planet and our health.”

-- Jesse Littlewood, Team Lead for Environment America





# Questions?

## Thank you!

- ▶ Ken Rickard
- ▶ [rickard@palantir.net](mailto:rickard@palantir.net)
- ▶ [@agentrickard](#)







# What did you think?

68

<http://munich2012.drupal.org/program/sessions/environment-america-running-60-affiliates-drupal>

Click the “Take the Survey” link.