



## MMP WEBSITE TIPS AND RULES OF THE ROAD:

This website is high-function, and designed in its total to give a professional look. We envision MMP as an alternative to the Big-Box movie experience, and want to stand out that way. Please observe the guidelines below. If you have questions or suggestions to make this better (or easier), please let me know at [info@meaningfulmovies.org](mailto:info@meaningfulmovies.org).

The site is built in WordPress by assembling and modifying a series of plug-ins or apps. In most circumstances, this is no problem. But occasionally there are attributes and verbiage that are part of the plugin that cannot be modified, and may seem a bit quirky. WordPress is amazing, but this is its nature. Again, feel free to ask questions.

1. Open a second window with the same page you're editing – it makes it easy to toggle over and see how it looks as you go.
2. Do not use ALL CAPS. Use 'first letter capitalized' format on titles; otherwise use sentence format. The website will adjust to make everything consistent and professional looking.
3. When cutting and pasting into any of the editors, **always** use the "paste as plain text" function. If at all possible, use unformatted text for your original. (If you're using MS Word, there's a "Clear All Formatting" button under the 'Home' tab.)
4. When editing and adding text, use the text style "Paragraph" for all general text. Use the "Heading" for main titles.
5. IMDB is a great site for general info (director, release date, length of film). The descriptions are a bit iffy since they can be put up by anyone. For descriptions, better to go to the film's website.
6. Text is better created off-line. The text boxes do not have spellcheck. Poor grammar and spelling can quickly undermine a site's professionalism.

## PHOTOS AND OTHER IMAGES:

1. Sources for images (it is legally mandatory and important to everyone's protection that you use only images that you have permission to use):
  - a. Press packages from the filmmakers or distributors
  - b. Film's website (usually the best source) – if the image is on their website, and you are promoting their film, one can assume implied permission (but not a guaranty). Email the filmmakers or distributors with copies or/and links to promotional materials asking them to please contact you if they have any issues (and permanently save your email with your files for your event).
  - c. Images from the open sources listed in the document, "PUBLIC DOMAIN RESOURCES FOR IMAGES", located under "MMP Resources" in the Forums.
  - d. Other images you have personally secured copyright permission to use.
  - e. Images/photos you have created yourself
- f. If you cannot find appropriate images, you can use your 'Snipping' tool to capture images from the trailer or the film itself. There are many of these. The one for Microsoft lives in the 'Accessories' program folder.