



WF5 Unit 01 - Introduction to Websites.docx

Table of Contents

Chapter 1.	Examine several websites	5
A.	<i>Example Kalaam Media websites</i>	5
B.	<i>Key features to examine</i>	5
Chapter 2.	Three perspectives on a website	6
A.	<i>Which viewpoint is yours?</i>	6
Chapter 3.	A helpful website analogy	7
A.	<i>File Cabinets</i>	7
Chapter 4.	Definitions of common words	8
A.	<i>General website words</i>	8
B.	Wildfire system words	8
Chapter 5.	Prepare your computer	10
A.	<i>Check computer for viruses</i>	10
B.	<i>Web browser</i>	10
C.	<i>Keyboard</i>	10
Chapter 6.	Manage files on your computer	11
A.	<i>Overview</i>	11
B.	<i>How do I start?</i>	11
C.	<i>Files on my computer</i>	12
D.	<i>The root Documents folder</i>	12
E.	<i>Create a folder called Website</i>	13
F.	<i>Copy files from Kalaam Media</i>	13
G.	<i>Paste files into the new Website folder</i>	14
H.	<i>Remove flash drive</i>	14
I.	<i>Prepare folders you may need later</i>	16
Chapter 7.	You need a distribution strategy	17
A.	<i>You want people to use your content</i>	17
B.	<i>What are some ways you can distribute your content?</i>	17
Chapter 8.	Create your distribution strategy	18
A.	Who are you trying to reach?	18
B.	What do you want people to do when they access your content?	18
C.	Where do your visitors live and access your content?	19
D.	How will you inform others where to go to find your content?	19
E.	Now that you have your strategy, what do you do next?	21

Chapter 9.	Plan your website	22
A.	<i>An effective website starts with a plan</i>	22
B.	<i>Planning tips</i>	22
C.	<i>Now plan your website</i>	22
D.	<i>Your website is never finished</i>	23
E.	<i>Two examples of website plans</i>	23
Chapter 10.	The Art of Website Design	26
A.	<i>“Art” has two meanings</i>	26
B.	<i>Five elements of Website Design</i>	26
C.	<i>The first element: Whitespace</i>	26
D.	<i>The second element: Balance</i>	31
E.	<i>The third element: Colors</i>	33
F.	<i>The fourth element: Images</i>	35
G.	<i>The fifth element: Fonts</i>	35
H.	<i>Animated Text and GIF</i>	36
I.	<i>Life “below the fold”</i>	36
J.	<i>Life “above the fold”</i>	37
Chapter 11.	Domain Name selection	38
A.	<i>A good domain name is very important</i>	38
B.	<i>What is a good domain name?</i>	38
C.	<i>Standard domain names</i>	39
D.	<i>Internationalized Domain Names</i>	39
E.	<i>Choose your domain name</i>	40
Chapter 12.	Copyrights	41
A.	<i>What is copyright?</i>	41
B.	<i>What is the copyright status of a product?</i>	41
C.	<i>Who is the copyright holder of a product?</i>	43
D.	<i>What items need permission from the copyright holder?</i>	43
E.	<i>What is the best way to document copyright permission?</i>	44
F.	<i>Who keeps track of the copyright permissions on your website?</i>	44
G.	<i>What kind of acknowledgments are needed?</i>	45
Chapter 13.	Special copyright arrangements	47
A.	<i>Summer Institute of Linguistics (SIL)</i>	47
B.	<i>Jesus and Magdalena films</i>	47
C.	<i>Other organizations</i>	48
Chapter 14.	Kalaam Media apps	50
A.	<i>Online Scripture App</i>	50
B.	<i>Online Dictionary App</i>	50
C.	<i>Online Reader App</i>	50

D.	<i>App formats</i>	50
E.	<i>Chart of app options</i>	51
Chapter 15.	Security issues	52
A.	<i>General</i>	52
B.	<i>Security-sensitive regions</i>	52

Chapter 1. Examine several websites

A. Example **Kalaam Media** websites

Alternate website name (regular visitors use a different URL)	Country of focus
www.ethnosites.com	India
www.ethnosites.org	Indonesia
www.ethnosites.net	Philippines
www.ethnosites.biz	Sudan
www.ethnosites.in	Indonesia

B. Key features to examine

1. On each page there are language switcher buttons for changing from one Navigation Language to another Navigation Language.



Fig. 1. The language switcher

2. Note the website design and content.
 - a) How is the menu arranged?
 - b) What is on the Home or landing page?
 - c) What colors are used in the website design?
 - d) How are images used?
 - e) What media items are offered on the website?
 - f) How do visitors interact with the content?

Chapter 2. Three perspectives on a website

A. Which viewpoint is yours?

What is a website? Who sees it? What are they looking for and at?

1. IT development team

They see the technical side of the **Wildfire** system for building websites that we will never see and don't want to see.

2. Website Manager

You see the "back side" – the working screens of the **Wildfire** system for building websites. This is your main tool for creating and updating your website.

3. Website visitor

They see the "front side" – the public version of the website (once it is launched). This is the real reason for you to make the website. The website visitor should benefit from the content on your website.



Fig. 2. Perspectives on a website

Chapter 3. A helpful website analogy

A. File Cabinets

This is a comparison that seems to work for many.



Fig. 3. Illustration of websites

1. This **office room** is like the Internet.
2. **Kalaam Media** is one of the **file cabinets** in the office - a **very large** file cabinet.
3. Your website is one **drawer** in the **Kalaam Media** file cabinet.
4. The website menu is like the **file folders** in the drawer.
5. The content on your website is like the **papers** in the file folders.

Chapter 4. Definitions of common words

A. General website words



Fig. 4. Parts of a website page

1. **Page:** A specific section of your website that a visitor sees. A website may have many pages or just a few. Some websites have just one page that is very, very long.
2. **Page title:** The text at the top of a page. A website visitor may see it on the page. He will most likely see it in the address bar. He will most likely see it in the website menu. It will be noticed by search engines. It is a very important element of the website and requires thought and planning.
3. **Home page:** The “landing page” of the website – the first page that a website visitor sees. Your domain name will take them directly to this page.
4. **Menu:** A guide with clickable links that helps a website visitor see what is on your website and move easily from page to page. It is used for putting your pages into categories and organizing them in a certain order.
5. **Menu item:** A single piece of the menu. A link or button that identifies a page to your visitor.

B. *Wildfire* system words

1. **Media item:** An audio file or video file on your website.
2. **Play:** A link that allows you to listen to an audio file or watch a video file directly on a website.
3. **Download:** A link that allows you to save the file to your device for later use.

4. **Publication Language:** The language of the community you serve with your website. The media items you present on your website are **always** in the Publication Language.
5. **Navigation Language:** A language your visitors might read while looking for information on your website. The Publication Language is a Navigation Language, and you may have other Navigation Languages (languages of wider use in your region).
6. **Screen:** A specific part of the *Wildfire* website building system that you, the *Website Manager*, see as you create and edit your website. These screens are not seen by website visitors.

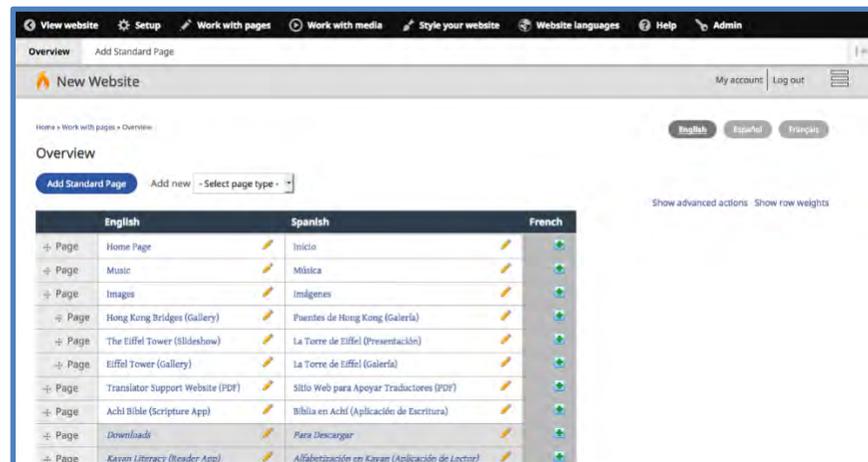


Fig. 5. Wildfire screen

Chapter 5. Prepare your computer

Before you start using the **Wildfire** system, you need to make sure your computer is ready.

A. Check computer for viruses

1. Install antivirus software if there is none.
2. Update antivirus software and virus files.
3. Run the antivirus software with a complete scan.

B. Web browser

1. Update web browser to latest version. (**Wildfire** works best on *Firefox* or *Chrome*.)

C. Keyboard

This step is usually completed by the local IT specialist.

1. Install font-specific keyboard software.
2. Install or update keyboard (font) software if needed.
3. Prepare information sheets for the users.

Chapter 6. Manage files on your computer

A. Overview

1. What is file management?

Where are my files?

What are my files?

How big are my files?

How old are my files?

2. Why does it matter?

You will be moving files from your computer to your website, so you need to know where to find them on your computer.

You can **Search**, but it is slow.

You can run out of space on your computer.

You may have more than one copy of a file.

3. Who does it?

Everyone who uses a computer.

B. How do I start?

1. In Windows, click on the **Start** button.



Fig. 6. Windows **Start** button

2. Select **File Explorer**.

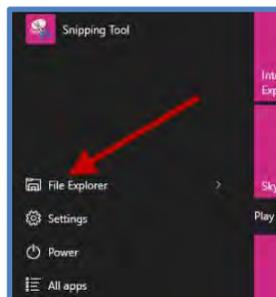


Fig. 7. Select **File Explorer**

3. Which folder are you viewing?

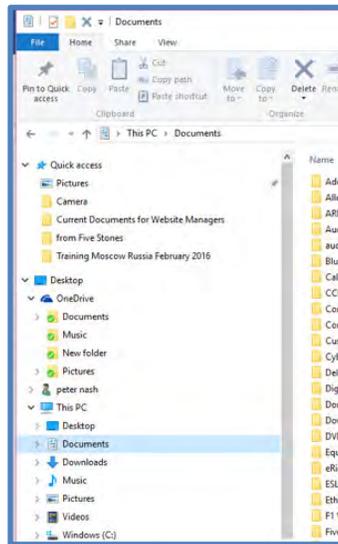


Fig. 8. Directory panel in **File Explorer**

C. Files on my computer

1. You may have many file folders. Most we will leave alone.

D. The root **Documents** folder

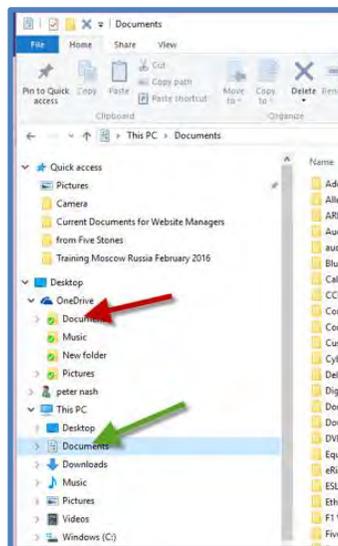


Fig. 9. Several **Documents** folders in file directory

1. If you have a **Documents** folder with a green check (see the red arrow above), you may ignore it. This is an online folder.

2. Click on **Documents** (see the green arrow above).

- E. Create a folder called **Website**
 1. In the left-hand pane, click on **Documents**.
 2. In the tool bar above the files list, click on **New Folder**.

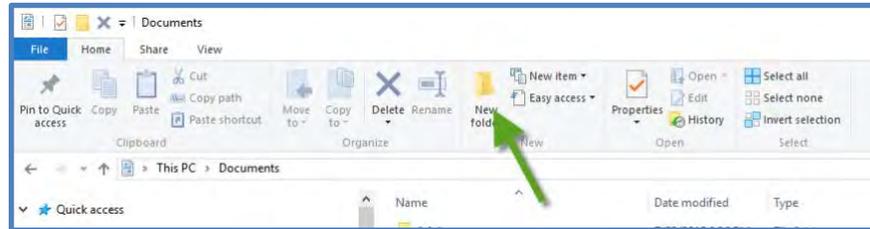


Fig. 10. **New folder in file directory tool bar**

- a) A new folder appears in the file viewing area, with the title *New folder*.



Fig. 11. **A new folder is created**

3. Name the folder **Website** by simply typing that word. You will over-write the words *New folder*.
 4. Press **Enter**.
 5. Press **Enter** again.
 6. You are inside the folder you just made, waiting for the next step.
- F. Copy files from **Kalaam Media**
(This step only applies in workshops.)

1. Insert the flash drive.



Fig. 12. **Flash drive with Kalaam Media shared files**

2. A new window with **File Explorer** should open automatically.

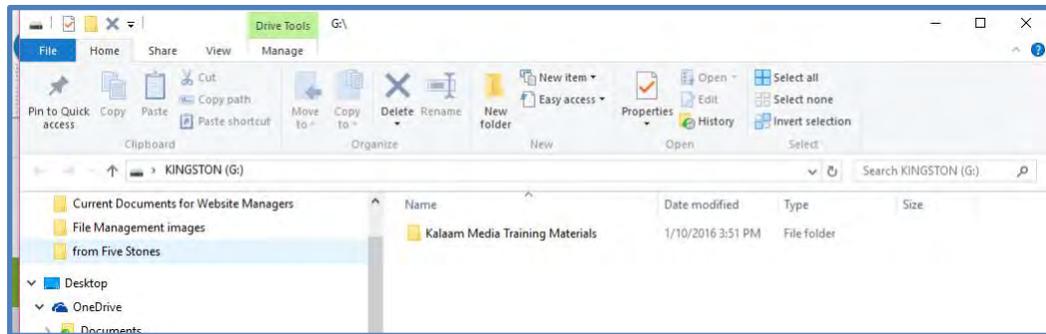


Fig. 13. File Explorer window for Kalaam Media flash drive

3. Click on the folder titled **Kalaam Media Training Materials**.
4. Copy the folder and all that is in it by entering **CTRL-C**.

G. Paste files into the new **Website** folder

1. Move to the window with the **Website** folder you created in a step E.
2. Click on the **Website** folder.

You can see your location in the address bar highlighted by the green circle.

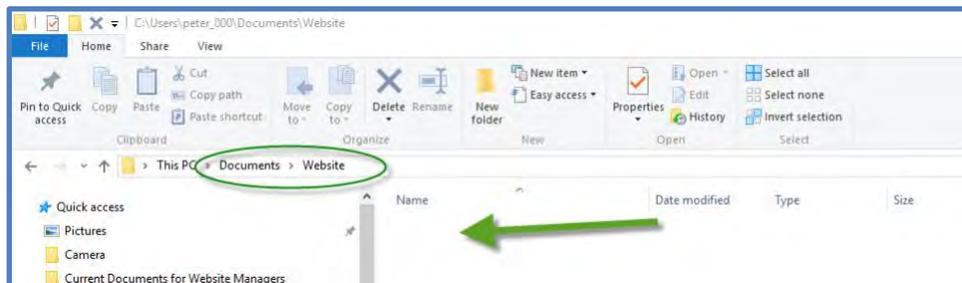


Fig. 14. File explorer window for **Website** folder

3. Make sure your mouse cursor is inside the file viewing area, as indicated by the green arrow.
4. Paste the folder copied from the flash drive and all that is in it by entering **CTRL-V**.
5. Wait until the process is complete.

H. Remove flash drive

1. You should be able to remove the flash drive with no additional steps. However, on some older systems and any MAC system you must “eject” the flash drive. The steps shown here are for a Windows system.
2. In the lower right-hand part of your screen, click on the “up” arrow.



Fig. 15. Click on up arrow at lower right of screen

3. Then click on the icon **Safely remove hardware and Eject Media** (looks like a flash drive).

On your system, you may have more icons, or you may have fewer, but you will have this one.

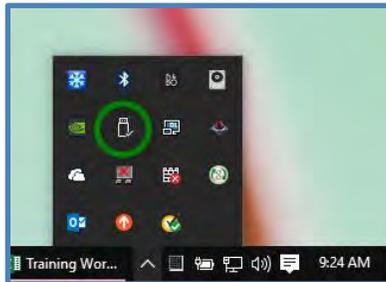


Fig. 16. Click on Flash Drive icon

4. Select **Eject DataTraveler 3.0**.

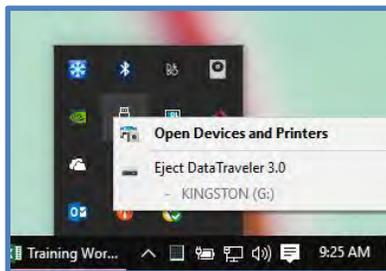


Fig. 17. Select **Eject DataTraveler 3.0**

5. You may remove the flash drive when you are told it is **Safe to Remove Hardware**.



Fig. 18. Confirmation - Safe to Remove Hardware

6. You may get this message saying that you may not remove the device. Close any programs (like **File Explorer**) which may be using the flash drive and try again.



Fig. 19. Warning message - Do not remove flash drive

- I. Prepare folders you may need later
 1. Open your **Website** folder.
 - a) Go to **Start**.
 - b) Open **File Explorer**.
 - c) Go to **Documents**.
 - d) Go to **Website**.
 2. Create New Folder.
 - a) Select **New Folder**.
 - b) Name as needed.
 - c) Press **Enter**.
 - d) Repeat as needed.
 3. Create several folders you may need later.
 - a) Music
 - b) Scripture Narration
 - c) Scripture text
 - d) Images
 - e) Videos
 - f) Miscellaneous
 - g) Others

Chapter 7. You need a distribution strategy

- A. You want people to use your content
 - 1. Translated Scripture.
 - 2. Other materials.
 - 3. Language dictionary.
 - 4. Information about your church.
 - 5. Information about your organization.
 - 6. Information about your school.
 - 7. Music you wrote.
 - 8. Videos of interest.

- B. What are some ways you can distribute your content?
 - 1. You can give it directly to people.
 - 2. You can create a print version.
 - 3. You can create a website.
 - 4. You can create a mobile app.
 - 5. You can include things in a social media system.
 - 6. You can distribute it to people by hand on an electronic storage device (USB flash drive, micro SD, etc.)

Chapter 8. Create your distribution strategy

A. **Who** are you trying to reach?

1. For your distribution plan to be effective, you need to consider who is most likely to engage with your content.
2. To make this easier, you can imagine one person who would represent your group. Later you should do this for other people in your area or country.
 - a) That person has a name.
 - b) That person has a gender.
 - c) That person has a place to live.
 - d) That person has a level of education.
 - e) That person has an occupation.
 - f) That person has a religion or a belief system.
 - g) That person has likes and dislikes.
 - h) Do you have a photo of him/her?
3. Can you make a sentence that would sum up his/her outlook on life or things that are important to him/her? For example:

Susan is a woman who values her family and works hard to provide and care for them. She is concerned about treatment of women in India, has no college degree, and uses her cell phone constantly. Her family are believers in Hinduism.
4. What is that person's status?
 - a) How much does her religion or value system affect her life?
 - b) What things does she lack?
 - c) How satisfied is she with her life?

B. **What** do you want people to do when they access your content?

1. Do you want them to read your content?
2. Do you want them to comment on your content?
3. Do you want them to download your content?

4. Do you want them to engage with a community of Jesus-followers who use the material you provide?
 5. Do you want people to strengthen their walk with Jesus because of engaging with your material?
- C. **Where** do your visitors live and access your content?
1. Their location makes a huge difference as you build your strategy.
 2. What is their geographical location?
 - a) This might determine if you use printed material (business cards, info cards, pamphlets or brochures).
 - b) Location may significantly affect the speed and ease of access to the internet.
 3. Where they go to use the internet?
 - a) Do they get internet access via their phones? Or via a computer?
 - b) What is the predominant telephone in the area? Android, iPhone, Microsoft, other?
 4. What do they do when using the internet?
 - a) Do they watch videos?
 - b) Do they listen to the radio?
 - c) Do they listen to music?
 - d) Do they watch YouTube videos?
 - e) What social media platforms do they use the most?
 - f) If you want to connect with them on social media, you need to know **where they are**, and **you need to go there**.
 - g) Is *Facebook*, *Instagram*, or other social media effective in reaching others?
 - h) Is it doing well? Explore, listen, and engage with others there.
- D. **How** will you inform others where to go to find your content?
1. Inform broadly.
 2. Reach as many as possible with your message by promoting your story or information different ways.

- a) *Facebook, Instagram, or other social media is one way to inform others.*
 - (1) You may need a different profile than your personal one.
 - (2) You also may want to make your posts public and not just for your friends.
 - (3) This can open your feed to negative comments, but that is okay if you know that up front and are prepared to deal with it.
 - (4) This method is more effective when also informing broadly to a group you already have relationships with.
- b) Radio advertising
- c) Google Ads
- d) Facebook Ads
- e) Handouts or flyers
- f) Word-of-mouth

Strategy	Plan
Write out a statement about a specific person you are trying to reach.	
What do you want people to do when they access your content?	
Where do your visitors live and access your content?	
How will you inform others where to go to find your content?	

E. Now that you have your strategy, what do you do next?

1. If you need to print something, you need to talk to someone else.
2. If you want to create a website, then you are at the perfect location.
3. If you want to create an app, we can help.
4. If you want to utilize social media, then we can give you some advice and help.

Chapter 9. Plan your website

- A. An effective website starts with a plan
1. As you look at more websites, your understanding of websites will grow.
 2. Website visitors have a goal.
 - a) They may want to download or listen to music.
 - b) They may want to watch or download videos.
 - c) They may want to read or hear an interesting story.
 3. They move around a website quickly while they are looking for it.
 4. How long will a website visitor stay?
 - a) A 3-minute visit is good.
 - b) A 10-minute visit is very unusual.
 - c) When they come to your website, they typically need to connect with your content within **10 seconds**, or they will go elsewhere.
 5. Use your website to engage the visitor with the content they are looking for.
 6. Avoid trying to impress your friends (or yourself). In other words, simple is OKAY.
- B. Planning tips
1. Label things clearly; don't make the visitor guess the meaning of anything.
 2. Give the website visitor exactly what they expect to find on your website.
 3. Give each page of the website a clear title that is easy to understand.
- C. Now plan your website
1. Include menu item titles, page titles, and a brief description of content.
 - a) It is like creating an outline of your website.
 - b) It is how you organize your “file cabinet”.
 2. Group your content (by topic or by file type).
 3. A resource could be available on more than one page (**Luke** video could be on **Video** page and **Luke** page)

4. Write out a page title for each media group or topic. Later, we will look more at these titles, so don't worry too much about the exact wording right now.
 5. Arrange pages in a logical order. This is the logic that you think your website visitors will use when they come to your website.
 6. Consider including pages such as **About us**, **Downloads**, or **Apps**.
 7. If you have more than 6 pages, group two or more of them into a category (menu level).
 8. Examples of good page titles
 - a) "The Way of Righteousness"
 - b) "Achi Bible Reader"
- D. Your website is never finished
1. It **can** change – whenever you need it to change.
 2. It **will** change – over time as your website grows.
 3. It **should** change – people like to see new things on a website.
- E. Two examples of website plans
1. These plans are from actual websites.
 2. There are many ways to organize your website.

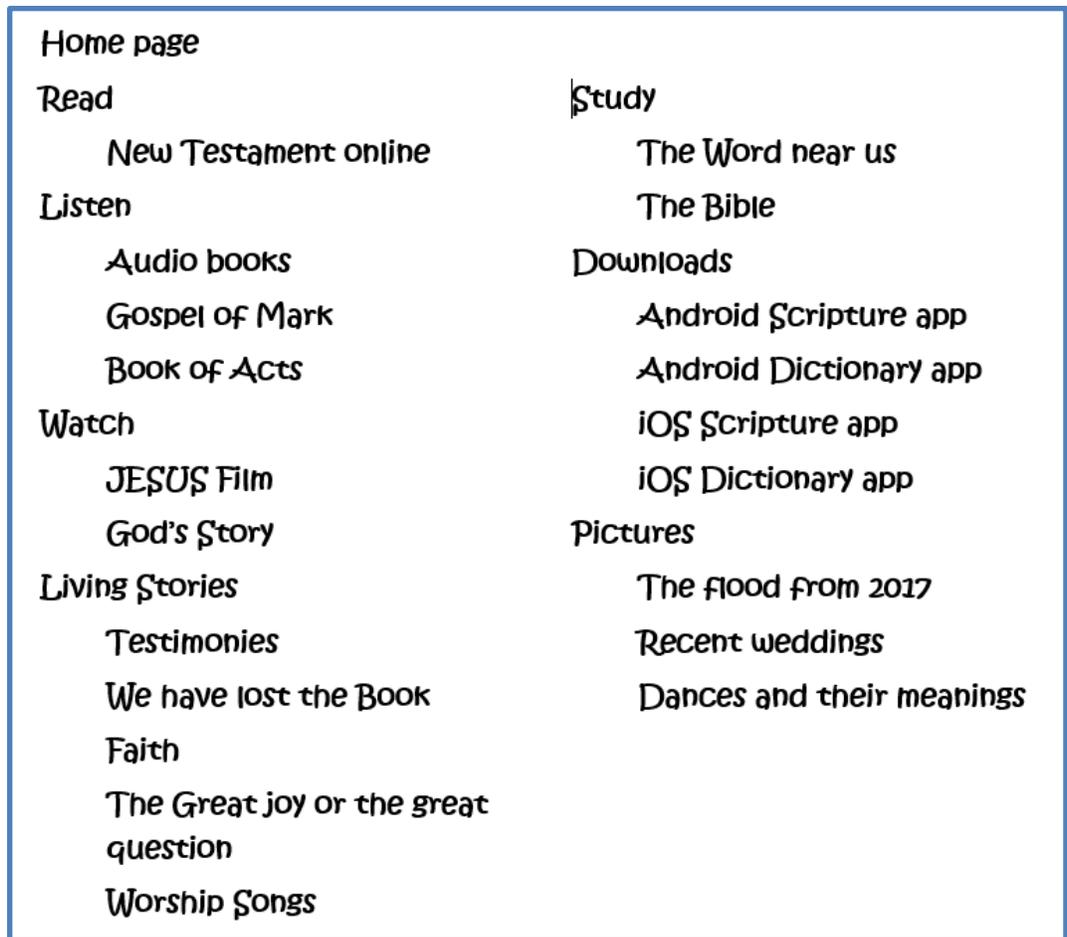


Fig. 20. Website plan – Example 1

Home page

Include a welcome and introduction to website

Videos in our language

Video about Joseph with sub-titles

Video about Joseph without sub-titles

Story of the Prophet

Music by our neighbors

Worship God

Miracles of the Prophet

Story of John

Books and writings in our language

Story of John

Story of the Prophet

Stories from the times of the prophet

Fig. 21. Website plan – Example 2

Chapter 10. The Art of Website Design

- A. "Art" has two meanings
 - 1. An **art** is a craft, technique, or skill.
 - 2. A work of **art** is something that is created with creativity, skill, and imagination.
 - 3. We might call this section: "The technique of making a website a work of art springing from your imagination."

- B. Five elements of Website Design
 - 1. You need whitespace.
 - 2. Your website should be balanced.
 - 3. Choose colors carefully.
 - 4. Images are powerful.
 - 5. Choose fonts wisely.

- C. The first element: **Whitespace**
 - 1. Whitespace refers to areas on a web page with no content - no text, no image.
 - 2. Good use of whitespace helps the website visitor to focus on the content.
 - 3. Good use of whitespace helps make the purpose of a web page clear.
 - 4. Good use of whitespace helps the visitor to scan the page quickly and decide if it is important to him or not.
 - 5. Good use of whitespace helps to increase readability.
 - 6. Bad use of whitespace can make the visitor leave the page quickly.



Fig. 22. Bad use of whitespace – content is too crowded



Fig. 23. Better use of whitespace – content stands out more

7. Whitespace

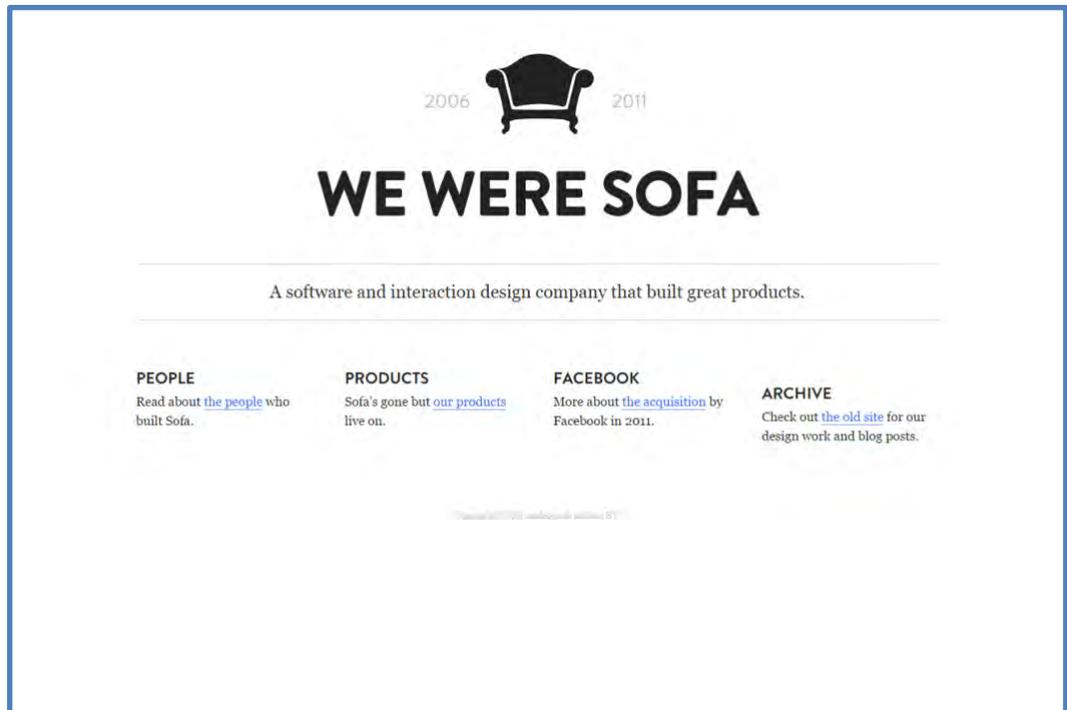


Fig. 24. Good use of whitespace

8. Whitespace that is not white.
 - a) White space does not need to be white to achieve the goal.
 - b) On this web page, the whitespace is tones of grey.

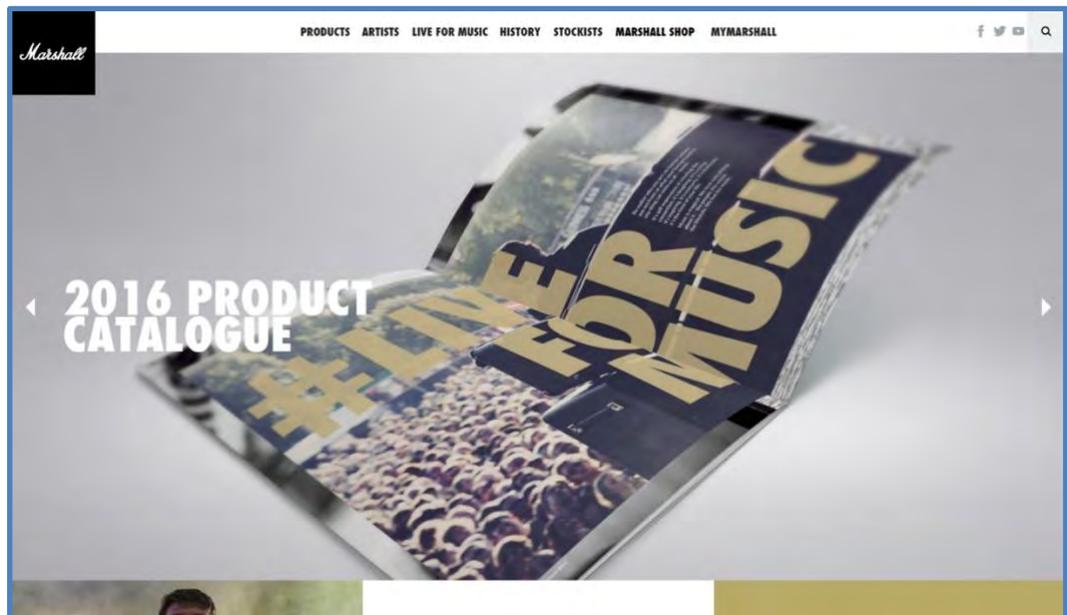


Fig. 25. Grey whitespace

c) On this web page, the whitespace is black.



Fig. 26. Black whitespace

9. Well-known whitespace

a) Everyone recognizes this whitespace!



Fig. 27. Google uses lots of whitespace

b) Google.com has many things to offer including email, news, calendar, maps, drive, translate, photos, Google+, shopping goodies, etc.

c) They put almost nothing on their home page. This leaves plenty of whitespace.

- d) To focus attention on something, the best thing you can do is to put “nothing” around it.

10. Poor use of whitespace

- a) There is no whitespace.



Fig. 28. No whitespace

11. Poor use of whitespace

- a) It is in the wrong place.

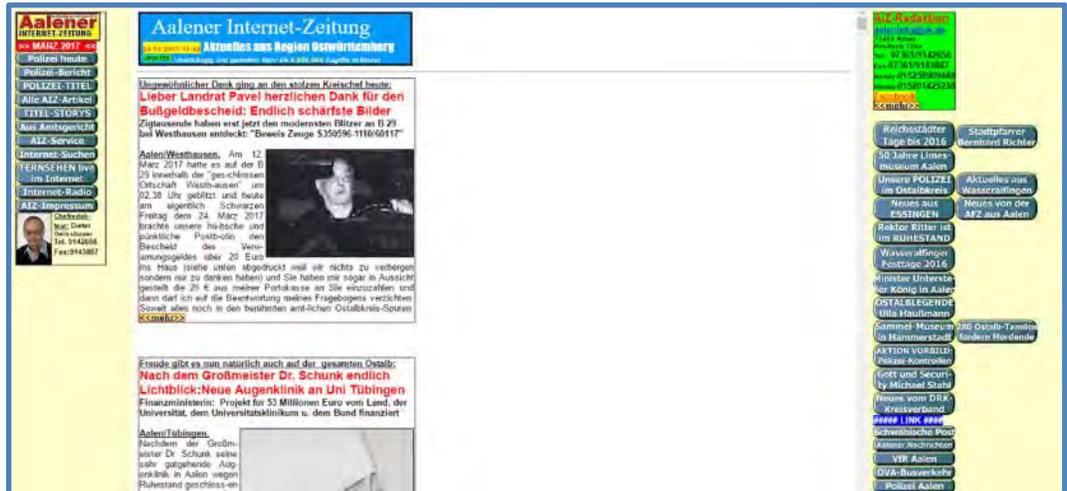


Fig. 29. Poor use of whitespace

12. Good use of whitespace

- a) Example of a **Wildfire** page which uses whitespace effectively.

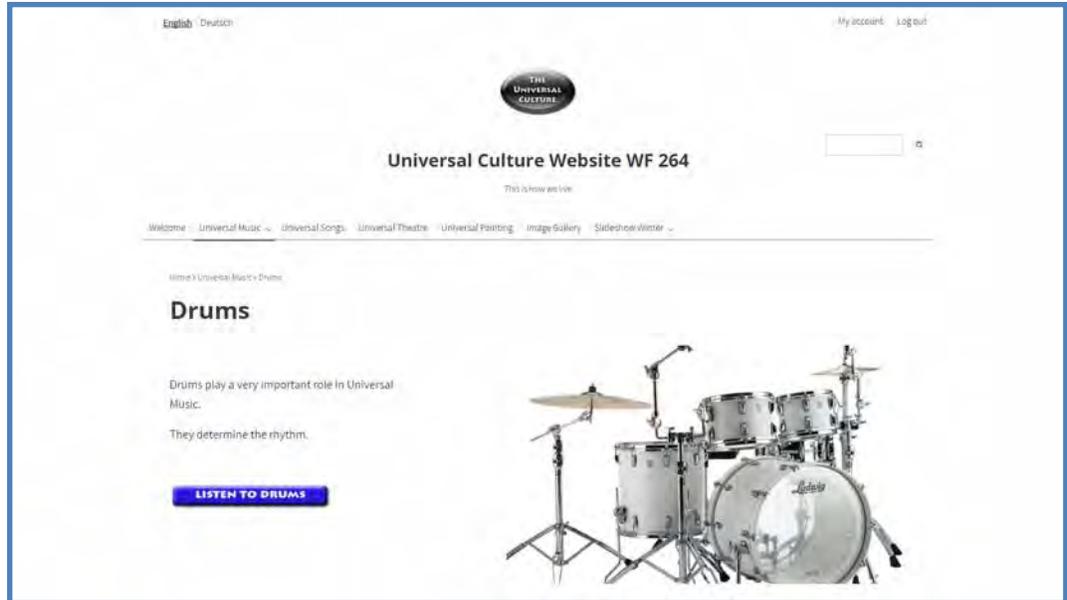


Fig. 30. Effective use of whitespace

D. The second element: **Balance**

1. Balance on a webpage is important for a positive user experience.
 - a) Every element on a page has a **visual** weight.
 - b) These elements should be in balance.
 - c) The red ball is smaller than the white ball, but the visual weight of the red makes up for its smaller size.

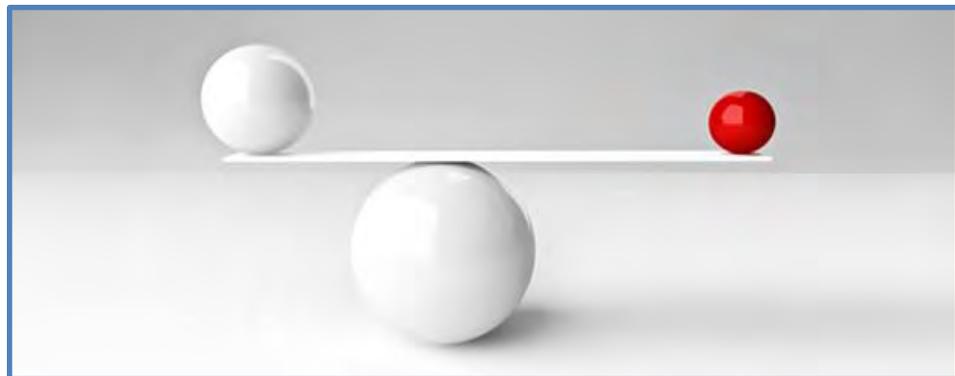


Fig. 31. Balance

2. Put your website visitors at ease by keeping a design balance.
3. The following examples, though different, represent effective balance.

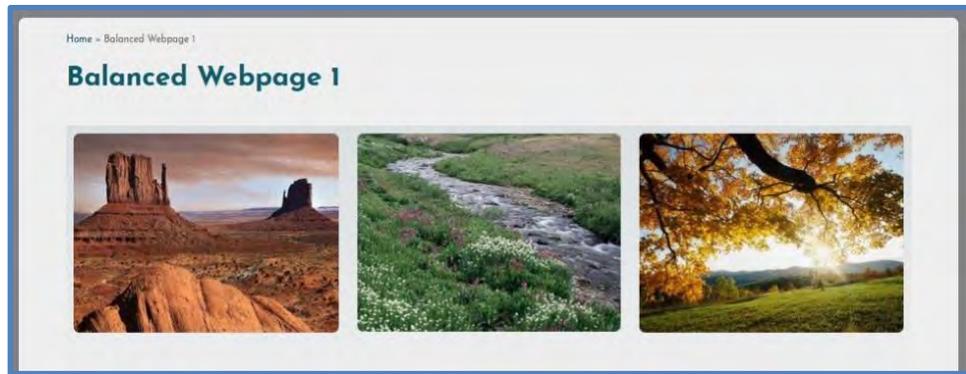


Fig. 32. *Balanced images*

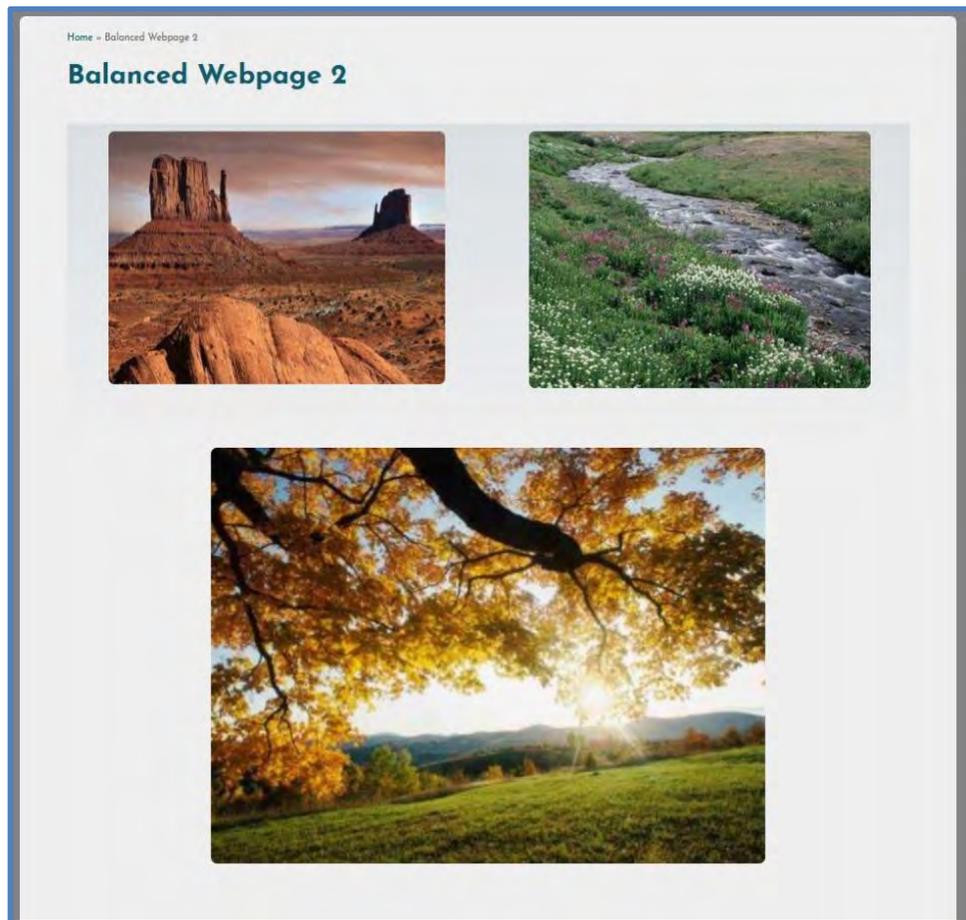


Fig. 33. *Balanced images*

4. In the next image, the breadcrumbs, title, text, and button on the left are in balance with the image on the right.

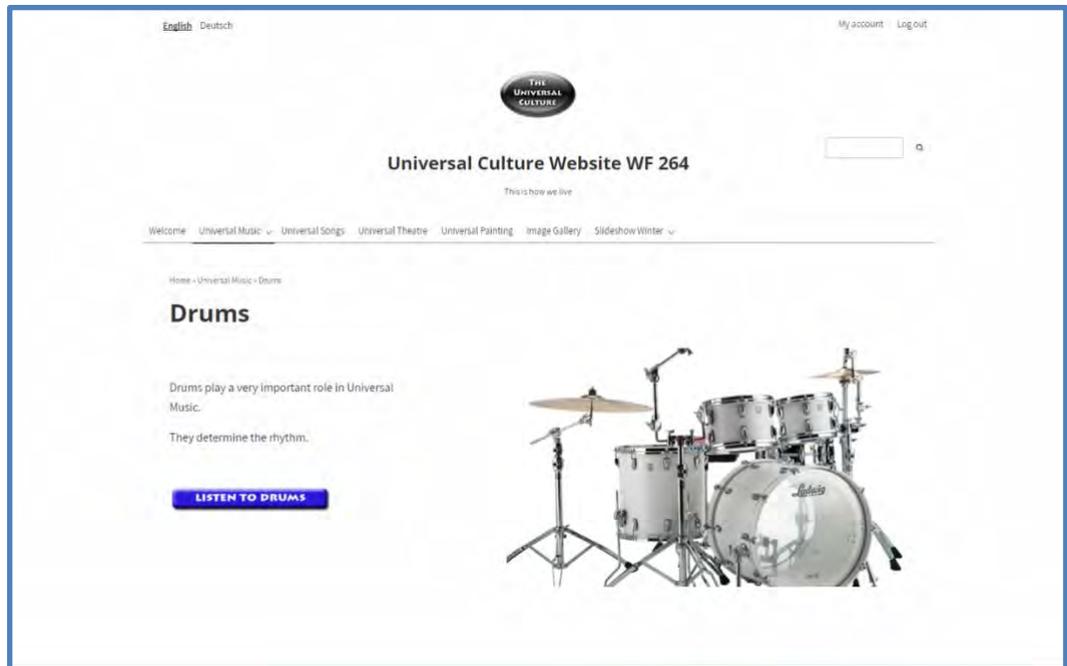


Fig. 34. *Balanced*

E. The third element: **Colors**

1. Colors should be carefully coordinated.
2. This example uses too many bright colors.

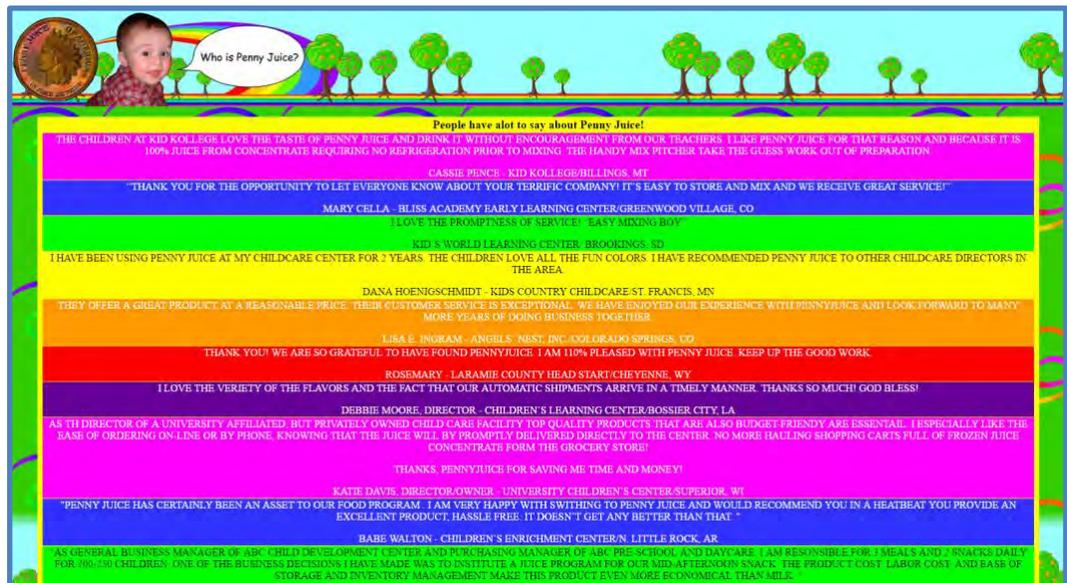


Fig. 35. *Too many colors*

- a) Nobody will read this (and not only because of the colors...).

3. This example has too many font colors.

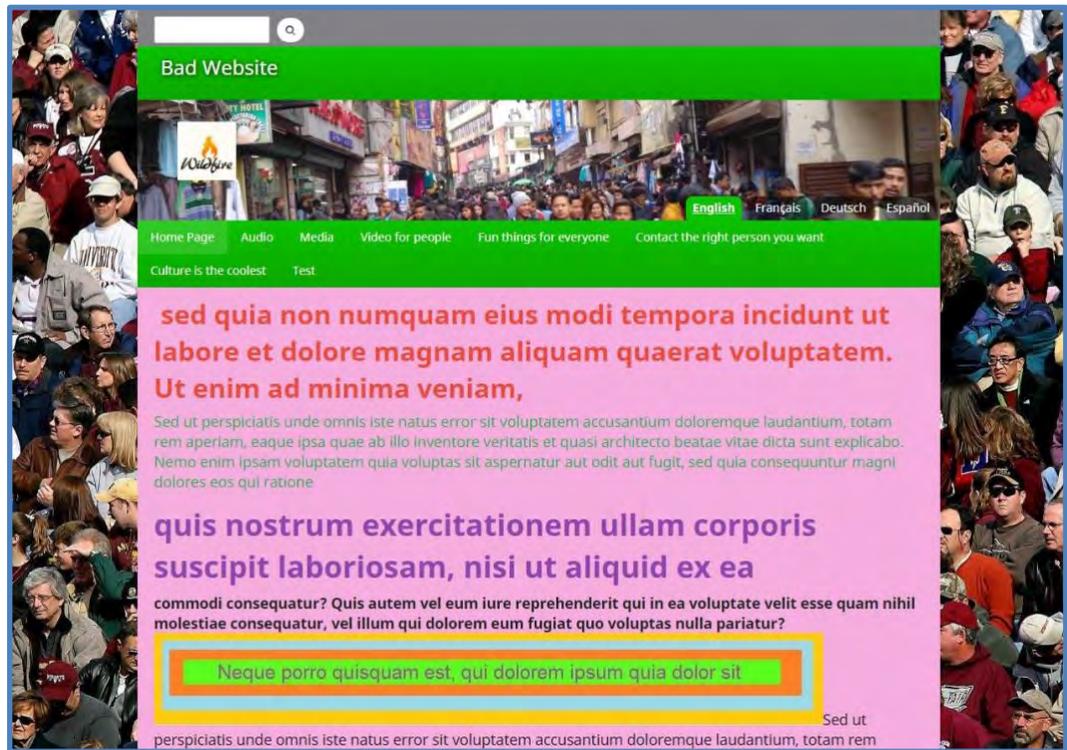


Fig. 36. Too many colors

4. Rules for colors
- Colors are NOT UNIVERSAL from region to region.
 - Colors are NOT UNIVERSAL from culture to culture.
 - Colors always have a message and carry emotions.
 - Red carries negative emotion in West Africa, positive in China.
 - Green stands for God, Religion, Authority in many Muslim societies, but is associated with death in South American cultures.
 - If you do not understand the cultural context, you must study it.
 - Your personal favorite color may be wrong for a website.
 - There are some helpful insights at this website:
<http://www.informationisbeautiful.net/visualizations/colours-in-cultures/>

5. Choosing color

- All *Website Managers* have access to preselected color schemes.

- b) Be careful: A few wrong color selections can ruin your website.

F. The fourth element: **Images**

1. Use images to attract the interest of a website visitor.
2. The website visitor will look at content in this order of interest and awareness (especially on small screens like telephones -- swipe, swipe, swipe!):
 - a) Image
 - b) Image caption
 - c) Page title
 - d) Text
3. Some rules for images in the content of your webpage.
 - a) Use large images
 - (1) Unless the internet connection speed is very limited.
 - (2) Unless internet connection data is expensive.
 - b) Use meaningful images which highlight the main message of the page.
 - c) Use image captions to restate the main message of the page.
 - d) Place images in a balanced way, using the multi-column feature of **Wildfire**.

G. The fifth element: **Fonts**

1. There are some good reasons to use a special font other than the standard font.
 - a) To properly display your language, you may need a font with special characters.
 - b) To properly display your language, there may be a need for a regional font.
 - c) A special font may distinguish your website from others.
 - d) A special font may add another dimension to the unique design of your website.
2. With font libraries, typography (fonts) has become an important factor to style your website.
3. **Wildfire** allows access to thousands of fonts from the Google font library. To access these, consult your *Digital Publishing Manager*.
4. Guidelines for the use of fonts:

- a) You should only use one or two different fonts on your website – one for headings and one for all other text.
- b) You should be sure the font is easy to read on a computer screen and on a smart phone screen. (Some fonts are difficult to read in smaller screens.)
- c) There is a trend to a bigger font size and less text.
- d) Prefer a sans-serif font for body text. It does not have any projections at the end of each stroke. It is more readable on electronic screens.

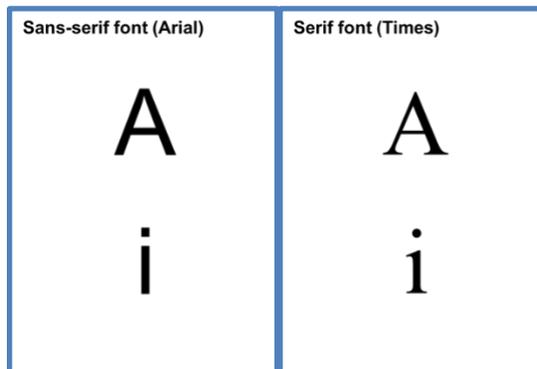


Fig. 37. Fonts

H. Animated Text and GIF

1. Rule of thumb:

- a) DO NOT USE!
- b) See this website for some good insights: www.biologyjunction.com

I. Life “below the fold”

1. In the early 1990’s, the concept of “above the fold” was applied to websites. It is a graphic design concept of print publications that refers to the location of an important news story or a visually appealing photograph on the upper half of the front page of a newspaper.
2. This principle was applied to websites and killed hundreds of thousands of them. The idea was to “squeeze as much as you can into the top of the screen.” This caused any sense of whitespace, readability, and pleasant appearance to vanish.
3. Today we have overcome this principle for websites. People have learned to scroll. *Facebook* is one example of what appears to be a single-page website. You scroll up and down to find what you need.

4. Still, the top part of a page is important. It should contain images or stories that inspire the interest of a visitor and make him want to scroll down to see more.
5. More information is available at these two websites.
 - a) uxmyths.com/post/654047943/myth-people-dont-scroll
 - b) www.iampaddy.com/lifebelow600

J. Life “above the fold”

Not on this website from a French company that claims to develop individual software solutions, commercial websites (!), hardware repair. It is a dull and uninteresting website.

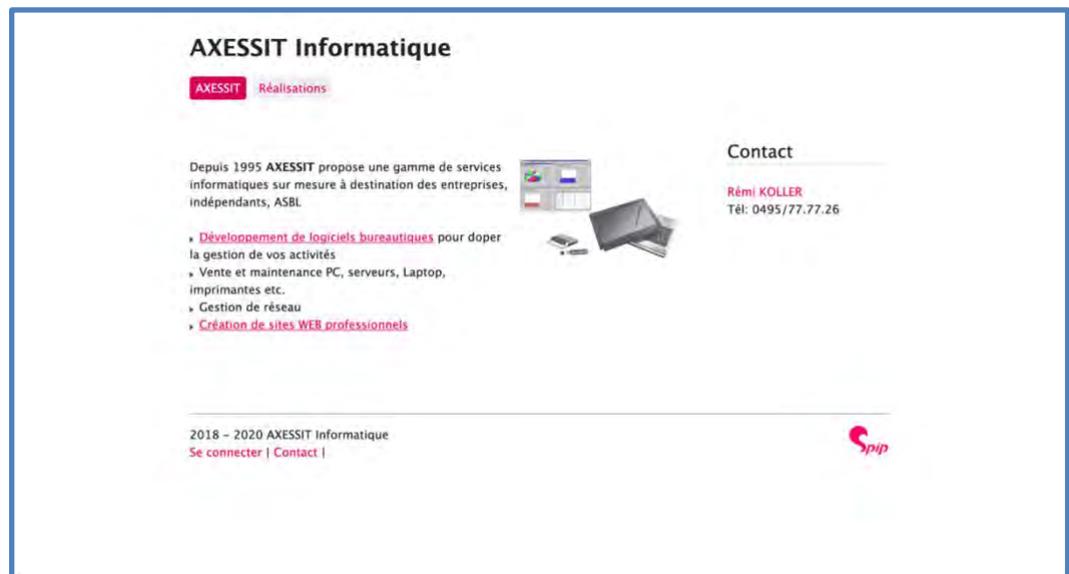


Fig. 38. A lifeless website

1. This website (axessit.net) was fortunately redesigned in 2020 and now looks better.
2. In this chapter, you have learned some good principles which should help you to avoid designing a website like this image.

Chapter 11. Domain Name selection

- A. A good domain name is very important
1. People need to find your website.
 - a) Your website visitor enters the domain name in his browser to access your website.
 - b) Later they might find your website on *Google* or other search engines.
 - c) Later they might find it on *Facebook* and other links.
 - d) In every case, you want a good domain name for them to use.
 2. Each domain name is unique.
 - a) Domain name registration is handled by an international organization.
 - b) Your domain name is unique and can have no duplicate.
 - c) There may be other similar domain names, but none are the same.
 3. Most domain names use “standard” characters.
 - a) Standard characters include the Latin (Roman) letters on a traditional English keyboard.
 - b) Standard characters include the letters written with one keystroke (not a sequence of keystrokes).
 - c) Upper-case and lower-case letters are treated the same in domain names.
 4. Some domain names use “special” characters.
 - a) These are called “internationalized domain names” (IDN).
 - b) These use characters from some languages, some countries, and some scripts.
 - c) The domain registry does not want to get similar sounding domain names.
 - d) We cannot know for sure if one will work until we try to register it.
 - e) If we register an Internationalized domain name, we suggest that you get a regular domain name as well.
- B. What is a good domain name?

1. The domain name should be easy to say.
2. The domain name should be easy to write.
3. The domain name should be easy to remember.
4. The domain name should be easy for search engines to find.
 - a) Use words that communicate meaning.
 - b) Use words that people are already looking for.
5. Get opinions from other people before you submit a request. This can include people you report to.
6. You can check to see if a domain name is available at: <http://instantdomainsearch.com/>

C. Standard domain names

1. Here are a few good domain names:
 - a) www.gilakmedia.com
 - b) www.VoiceofYakan.com
 - c) www.SuwalaYakan.com
2. Here are a few not-so-good domain names:
 - a) www.awal-n-rebbi-tamazight.com
 - b) www.tektitekotujqyol.com

D. Internationalized Domain Names

1. Example 1
 - a) The website visitor enters:
www.طلع-النور-في-تشاد.com
(This text may not display properly.)
 - b) This is what we registered, and this **may** show up in some browsers:
www.xn-----ozecr0bl4axw4h7ad4a6a0b.com
2. Example 2
 - a) This is what the visitor enters:

www.NIVÎSARÊDPÎROZ.NET

b) This is what we registered, and this **may** show up in some browsers:

www.XN--NIVSARDPROZ-SBB2CG.NET

c) We also registered this:

www.NIVISAREDPİROZ.NET

3. Example 3

a) This is what the visitor enters:

www.atëfëtanan.net

b) This is what we registered, and this **may** show up in some browsers:

www.xn--atftanan-u1ab.net

c) We also registered this:

www.atefetanan.net

E. Choose your domain name

1. Your workshop trainers or *Digital Publishing Manager* will instruct you further.

Chapter 12. Copyrights

A. What is copyright?

1. It is both very complicated and quite simple. Here it is in two short sentences.
 - a) **Every product that exists has a copyright holder (a named individual or organization that has a legal right to control the way in which a product is used).**
 - b) **To put a product on a website, we need permission from that copyright holder.**
2. International law says that copyright is in force as soon as something is written. The creator or author doesn't need to do anything.
3. In the case of a product created by an employee or contract worker, the organization or individual that makes payment for the service normally holds copyright to the product.
4. When a product is created by a volunteer worker, the organization that manages and supervises the work normally holds copyright.

B. What is the copyright status of a product?

1. There are several ways for the copyright holder of a product to inform others of their claim on a product. The standard copyright statement provides the name of the copyright holder and the date of first publication of the product together with the internationally recognized copyright symbol: ©

Example: © Kalaam Media, 2019

A product with this copyright statement indicates that **Kalaam Media** is the copyright holder and that this product was first published in 2019. This statement asserts ownership and control of rights. It does not provide any permission for sharing/distributing/using the product.
2. "Creative Commons" is a simple, clear way for the copyright holder to make his identity known, while at the same time giving permission for the product to be used in certain ways.
 - a) This provides an easy path for distribution. It facilitates re-distribution by making the user aware of what can be done with the product without requesting permission from the copyright holder.
 - b) Much more information is available here:

<https://creativecommons.org/licenses/>

- c) We suggest that the product owner use the creative commons license called “Attribution-NonCommercial-NoDerivs”
 - d) The *Attribution* element of the license says that the person using the product, such as a *Website Manager*, must tell who owns the product – that is, attribute or give credit to the owner by listing the name of copyright holder.
 - e) The *NonCommercial* element says that the *Website Manager* may not charge the website visitor for the product, and website visitors who redistribute/share the product with others must not charge for it.
 - f) The *NoDerivs* element says that the *Website Manager* is not allowed to change the product – that is, he is not allowed to make derived products for publication.
 - g) The *Creative Commons (CC) License* gives all visitors who access the product on the website permission to share the product with others. The permission is defined by the type of *CC License* assigned to the product.
 - (1) For example, a product on a website has the following copyright statement, license, and license statement:
 © Organization X, 2019 (CC: BY – NC – ND)

All users may distribute/share this content in any format or medium non-commercially, providing they have not altered it any way. All distributed/shared copied must carry this copyright statement, license, and license statement.
 - (2) The copyright statement names the copyright holder and states the date when the product was first published.
 - (3) The Creative Commons license code indicates that the product is licensed in accord with an internationally recognized convention.
 - (4) The license statement provides all users of the product with a clear understanding of the terms of the license without requiring them to have any knowledge of the Creative Commons licensing convention.
3. A “Memorandum of Understanding” (MOU) is one way for a copyright holder to grant permission for its products to be published on a website.
 4. A “permission” document, which may be called a *Publishing Agreement* or *Copyright Agreement*, is like a MOU and will work as well.
 5. There are other more complicated ways for the copyright holder to inform others of their claim on a product.

C. Who is the copyright holder of a product?

1. A **copyright holder** is not the same as a publisher.
 - a) It is possible for a copyright holder to be the publisher, but the two are not equal. Usually, the copyright holder is the creator of the product.
 - b) In many cases, the employer of the creator is the copyright holder.
2. The **publisher** is the person who makes the product available to the public. It does not matter if that is via print, on a DVD, through a website, or any other means.
 - a) The copyright holder may sell or donate certain rights to a publisher, which results in the publisher becoming the copyright holder of the published content. A MOU, copyright agreement, or publishing agreement is required to clearly define the rights granted by the copyright holder to the publisher.
 - b) It is quite normal for the copyright holder to retain rights to use and publish the content in other ways, which means that the publisher obtains rights only to its own published expression of the content.
 - c) Alternatively, a copyright holder may wish to give up all claims to the content and transfer full and exclusive rights to the publisher.
 - d) It is vitally important for the publisher to have a clear understanding of the rights granted and rights retained by the publisher. The purpose of the MOU or other form of agreement between the copyright holder and the publisher is to clarify these matters and specify any other conditions associated with the publication.

D. What items need permission from the copyright holder?

1. Every item needs permission -- everything.
Images, songs, text, videos, books, booklets, translations -- everything.
2. This is hard in some situations:
The person who created the item is unavailable.
The person who created the item does not want his name mentioned.
The person who created the item is unknown.
The person who created the item has died.
3. We understand that problems arise, and we can give you advice.
 - a) You must do what you can to find the copyright holder.

- b) If you cannot find the copyright holder, you need to communicate this.
 - c) If the copyright holder comes forward, we will un-publish the page until arrangements can be made.
4. In some cases, the copyright holder won't give his permission to use his products on your website. Then you may not use the products.
- E. What is the best way to document copyright permission?
- 1. Permission forms, MOUs, agreements, and contracts are all binding.
 - 2. We suggest that you use **permission forms** for **individuals** where you need copyright holder approval on just a few items.
 - a) We have a sample permission form you could use.
 - 3. For a **MOU**, you work from a standard document and adjust it for your specific situation. Since a **MOU** starts "pre-made", it is easier to create than a contract.
 - 4. We suggest that you use a **MOU** for **smaller organizations**. These may need approval from the CEO of that organization.
 - 5. We suggest that you use a **contract** (which may take the form of a Copyright Agreement or Publishing Agreement) for a **large organization** which may have many products. This may require legal advice and CEO-level approval.
- F. Who keeps track of the copyright permissions on your website?
- 1. The *Website Manager* is responsible for copyright approvals for everything on the website.
 - 2. **Kalaam Media** is very concerned about copyright permission on many products. It includes these items:
 - a) Scripture
 - b) Scripture-based material
 - c) Dictionary
 - d) Linguistic reports or documents
 - e) Media originating in the United States or other "western" countries
 - f) Materials that have been previously published.

3. **Kalaam Media** will assist in obtaining permission from the copyright holder for these items.
 4. The *Website Manager* keeps track of copyright permission on other products. These are produced in the country or language community. It includes these items:
 - a) Pictures from the community
 - b) Video that is produced locally
 - c) Music that is produced locally
 - d) Other items which are created in your community
 5. **Kalaam Media** will advise in obtaining permission from the copyright holder for these items.
- G. What kind of acknowledgments are needed?
1. It is normal for the copyright holder for each item of content to be identified. You can accomplish this in several ways.
 - a) It could be a statement at the bottom of the website page where the item appears.
 - b) It could be a statement in the video or text itself.
 - c) It could be a statement on the *Contact and Copyright* page of the website.
 2. Ideally, the copyright statement, license, and license statement would appear on each item of website content that can be individually downloaded by a visitor.
 - a) If the visitor redistributes or shares any item, the next user has the necessary license information and permission for use.
 - b) If a downloaded item carries no information concerning copyright and permission for use, it becomes open to being misused.
 3. In some cases, the copyright holder does not want his name on the website. You can use something like this:

All materials used with permission of the copyright holder.

 - a) You still need a permission document from that person, but the information will remain private.
 - b) It is still possible and important to apply a CC License and license statement to content of this kind.

4. In some cases, you just cannot find the copyright holder. You can put a statement to that effect on the *Contact and Copyright* page. You can use something like this:

*We tried to locate the copyright holder for this product but were not successful.
If you have additional information, please let us know.*

Chapter 13. Special copyright arrangements

A. Summer Institute of Linguistics (SIL)

1. SIL is the copyright holder of thousands of different products in more than a thousand languages. These include products in areas such as linguistics, literacy, anthropology, and training materials, as well as scripture items.
2. *SIL International* normally appears as the copyright holder of non-Scripture materials published by SIL. See sil.org/resources/publications.
3. Scripture and scripture-based materials for which SIL holds copyright are always published by another organization and are never published with SIL appearing as the copyright holder.
4. To achieve publication of scripture content for which SIL holds copyright, SIL enters into agreements with publishing partners. An agreement normally permits the publisher to place its own copyright mark on the published scripture or scripture-based content.
5. *Wycliffe Bible Translators* serves as one of SIL's publishing partners. Under this arrangement, scripture and scripture-based materials may be published under the copyright of *Wycliffe Bible Translators* or one of the organizations that make up *Wycliffe Global Alliance*.

Example: See [ScriptureEarth-Copyright-Page](#), where *Wycliffe Bible Translators of Canada Inc* is shown to be the copyright holder for all materials on the website.
6. For ***Kalaam Media*** websites, *SIL International* permits the use of the name *Wycliffe Bible Translators* as a copyright holder for Scripture content if the local SIL organization and its local partners consider this to be a good choice.
7. While SIL **must not** be used on ***Kalaam Media*** sites as copyright holder for Scripture content, it is also our preference that the name *SIL* not be listed on the website in **any** context.
8. On the *Contact and Copyright* page, in the field *This website is sponsored by*, enter your organization. (Never enter *SIL*.)
9. The same is true for the field *Unless noted otherwise, copyright for all materials is held by*.
10. We do not want your website to mention ***Kalaam Media***. We never want our name and *SIL*, or any other organization representing "western Christianity", listed on the same website, with the exception of *Wycliffe Bible Translators*.

B. *Jesus and Magdalena* films

1. The **Wildfire** website builder system has a built-in interface to access these films. The films appear as though they are on your website, although the content is streaming from another source.
2. Use the content block *Inspirational Films* to display either of these films on your website.
3. This complies with our copyright arrangement with the producers of the films.
4. Do not display these films on your website in any other manner.

C. Other organizations

1. *God's Story*

We ask them for permission for each language, so they have a record of where their materials are used. If we need the DVD, we buy it from them.

2. *Hope video*

We understand the contract arrangements they have with their partner organizations.

3. *Genesis video*

The copyright holder is the *Jesus Film* project, but permission and media come via *International Media Services* at JAARS.

4. *Luke video*

The copyright holder is the *Jesus Film* project, but permission and media come via *International Media Services* at JAARS.

5. *Global Recordings Network (GRN)*

They have approved our use of any of their materials. **Kalaam Media** has a current set of their files for easy access.

6. *Faith Comes by Hearing (FCBH)*

a) The **Wildfire** website builder system has a built-in interface to access their materials. The materials appear as though they are on your website, although the content is streaming from the FCBH servers.

b) FCBH files should never be uploaded directly to your website.

7. *The Way of Righteousness (TWOR)*

They are happy for us to use any of the translations of their materials.

<https://rockintl.org/index.php/resources/king-of-glory/10-kog-movie-languages>

8. *Digital Bible Library (DBL)*

A resource library with pre-arranged copyright agreements.

Chapter 14. Kalaam Media apps

A. Online Scripture App

1. The Scripture App presents Bible texts for your website visitors to read online.
2. In situations where the text is recorded in audio files, the app highlights the text and synchronizes it with the audio while it plays.
 - a) This provides a literacy tool embedded in a Scripture access tool on your website.

B. Online Dictionary App

1. The Dictionary App allows website visitors of your language community to gain quick access to their dictionaries by visiting your website in their language.
2. The Dictionary App is built based on LexiquePro or FLEX data input.

C. Online Reader App

1. The Reader App provides members of your language community access to your stories with pictures, text, and sound via your website.

D. App formats

1. Online apps for viewing on your website.
2. Android mobile apps for any Android device.
3. Progressive Web Apps (PWAs) for viewing off-line in a web browser.

E. Chart of app options

Scripture	Dictionary	Reading	Usable with no internet connection?
Online Scripture App (Viewable on any device with a browser)	Online Dictionary App (Viewable on any device with a browser)	Online Reader App (Viewable on any device with a browser)	No
Android Scripture App	Android Dictionary App	Android Reader App	Yes
Progressive Web App	Progressive Web App	Progressive Web App	Yes

Chapter 15. Security issues

A. General

1. Upon creation, all **Kalaam Media** websites are encrypted (*https* protocol).
2. Only those with approved credentials (username and password) can log in and make changes on a website.
3. **Kalaam Media** will never contact you and ask you to provide your log-in credentials. If you receive a communication of that nature, you may safely ignore it.
4. If you forget your password, there is a link on the log-in screen to reset it.
5. Please follow good security practices regarding your log-in credentials.
 - a) Choose a strong password. (**Wildfire** gives you feedback.)
 - b) Don't share your log-in credentials with others. If you want someone else to work on your website, ask your *Digital Publishing Manager* to set up an account for that person.

B. Security-sensitive regions

1. Your website may be related to a part of the world where the content you are publishing is security sensitive.
2. **Kalaam Media** offers a website template with no content or reference to the Bible or Scripture. If this interests you, ask your workshop trainer or *Digital Publishing Manager*. (This should be done before you start creating your website.)
3. There is also the option to mask the location at which the website is hosted.