Xitranet

'LocalNEWS'
Introduction &
System Overview

Introducing
The 'LocalNEWS'
Publishing Platform
From Xitranet.

xitranet ©

Bigger Than A Newspaper, Better Than A Directory ! Welcome To LocalNEWS, Your New Online Community Hub !

• Have Your Say Today !

What You Think Matters !

Are you concerned about interest rates, fake news, Council inaction, jobs, the state of our schools, our roads, the cost of health care, cyber bullying, superannuation & more ?

The time has come to take back the high ground - **Don't be silent – *Have your say***, make sure your voice is heard ! Speak out, stir things up, agitate for change, take a stand against inequality, push a social agenda ! **Join us now for FREE** & have your say today !

• Boost Your Business !

Everyone's affected by the health of our local business community.

And How fat are your margins ? Last year alone *at least* one dollar in every twenty got spent on the internet - *How much of that action did you get ?*

Don't just sit back - *Grab your share* ! **Join us now for FREE** and make sure you're seen ! Get your business in front of the Customer groups that matter most now.

We all benefit when our local business community is booming,
Everybody benefits when all our Citizens can have their say !

Our Mission :

- **To encourage Members to become 'Citizen Reporters'** so they can tell our stories.
- **To promote local businesses** to local Customers.
- **To provide 'Crowd Funding' facilities** for good causes & local entrepreneurs.
- **To deliver employment opportunities** via 'Jobs & Projects' listings.
- **To support local culture** with 'Live Online Discussions' & free 'Event' listings.
- **To ensure fairness & honesty** with 'Local Media Partner' control over content.

The Proof :

Global results confirm local communities can fight back & win. 'The Hastings Independent' in the UK & 'Hoodline' in San Francisco are just two amongst the thousands of community focused news and information web services that have already taken up the challenge.

And change is coming fast here in regional Australia. Federal Government research shows younger regional Australians have significantly increased their use of, and preference for, online news & information services :

'There are interesting findings about where regional Australians go to get local news' said acting Australian Communications & Media Authority Chairman, Richard Bean.

'*For example,* the proportion of regional Australians using websites (26%) to access local and community news has significantly increased since 2013*'*.

'The 2017 report also presents **new findings** on the availability of, and preferences for, local news, sport, weather and community events, **with a particular focus on the way age influences how regional Australians want to access community content & news**' he added.
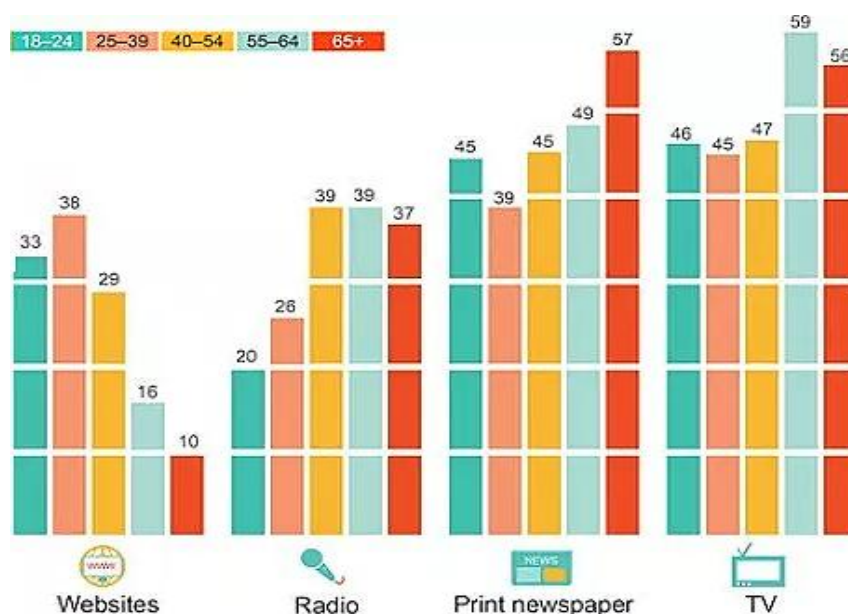
Going Up Like A Rocket : Websites as a 'Local News' & 'Local Information' resource for regional 18 – 54 yr. olds now almost equals radio & print and is closing in fast on broadcast TV !

Take Action, Join Now & Win !

Joining LocalNEWS is FREE! And if you're lucky enough to be amongst the first 10 new Members who join each week, you automatically go into the monthly draw with a chance to:

Win a 'Platinum Media Package'
Valued at over $500 !

You can use your $500 'Platinum Media Package' any way you like : You can use it to promote your favorite charity, an upcoming event or an important cause.

Promote your business ! You can use your Media Package to promote your own business! Get $500 worth of system display advertising space for free - *How good is that !*

Everybody Wins With LocalNEWS !

Unfortunately, you may not be lucky enough to win a 'Platinum Media Package' but every Member wins with LocalNEWS !

All LocalNEWS Members can :

- **Create 'Classified Ads' for FREE**
- **Create 'Event Listings' for FREE.**
- **Post 'Job / Project' Listings, Apply for 'Jobs' & Bid on 'Projects' for FREE.**
- **Create 'Crowd Funding' Projects for FREE.**
- **Apply to become a 'Citizen Reporter', 'Sports Reporter' or 'Social Reporter' for FREE.**

Note : To join for free you'll need to enter the systems weekly 'Registration PassPhrase'.

Privacy & security matters to us. The weekly 'PassPhrase' protects our Registration system from abuse by persons not residing in our area.

You can quickly find the current weekly 'PassPhrase' within our Local Media Partner's content or by calling our Media Partner anytime during office hours, Monday To Friday.

LocalNEWS System Overview :

The general public has shown by their rapid uptake of services such as 'Facebook', 'Twitter' & 'YouTube' that they have a great interest in 'Creating News' & that they have mastered the tools necessary to do the job.

If you've mastered those skills then you're ready to start creating 'Classified Ads', 'Events', 'Crowd Funding Projects' or 'News Stories' for your LocalNEWS System.

'News Stories' are the core element of the LocalNEWS system. **For Local Citizens**, 'News' can mean anything from 'Pothole Reports' targeted at the Local Council to school sports day event results – we want them all !

For the Business Community, 'News' can mean anything from important 'Time Critical' information such as 'Sales Events' or 'New Product Lines', to the introduction of a new Staff member, announcement of a new specialty or new services etc. – All News is important !

Whatever the News Topic, 'if its local it belongs on LocalNEWS !'

Above : A typical 'LocalNEWS' Website 'Homepage'.

'LocalNEWS' | Main 'News Categories' :

Site HomePage | Loads first on site access. Professional 'Pro-Journalist' created News extracted by our **Local Media Partners (LMP) from their existing 'News' sources**. Section features the 'Local Media Partners' Masthead. This 'News Category' Includes subscription based 'Ear' & 'Banner' Advert 'Zones'.

'Citizen' News : Local news created '**By The people, For The People**'. Content created by LMP approved 'Citizen Reporters'. Speak out, have your say ! This 'News Category' Includes subscription based 'Ear' & 'Banner' Adzones. (Full LMP Editorial control over all content).

'Retail' News (**Advertorial Content**) **:** By Subscription 'News Category' focused on Member created content promoting Local Businesses to local customers.

News Stories in this section are automatically included in the 'Latest News' Front page story rotor, displayed chronologically amongst 'Local', 'Citizen', 'Sport' & 'Social' News. Be seen ! Tell all your business stories here ! This high profile 'News Category' also Includes subscription based 'Ear' & 'Banner' Adzones' (Full LMP Editorial control over all content).

'Sports' News : Focused on promoting all School, College, Adult & Kids Sporting Activities with content created by LMP approved 'Sports Reporters' – Go heavy on promoting your Sport or Team ! This 'News Category' Includes subscription based 'Ear' & 'Banner' Adzones' (Full LMP Editorial control over all content).

'Social' News : News content created by LMP approved 'Social Reporters' with a focus on Community orientated special interest and fund raising group activities. Make a difference & have fun ! Includes 'Ear' & 'Banner' Adzones' with advert placement by subscription (Full LMP Editorial control over all content).

LocalNEWS 'Sections' & 'Categories' :

For ease & convenience the LocalNEWS data structure is divided into 'Sections' & 'Categories'.

The 'Service Guides' Section | 6 x 'Parent Categories' :

- **[1] 'B2B'** : 12 'Sub-Categories ' of 'Business To Business' service providers.
- **[2] 'General'** : 20 'Sub-Categories', from 'Accommodation' to 'Everything Else'.
- **[3] 'Professional'** : 10 'Sub-Categories' of 'Professional Service' providers.
- **[4] 'Trades'** : 12 'Sub-Categories' of 'Trade Services Providers' (Example 'Trade' below).
- **[5] 'Restaurants'** : 6 'Sub-Categories' of 'Restaurant' types & related services.
- **[6] 'Weddings'** : 8 'Sub-Categories' of 'Wedding' related service providers.

Clicking a 'Sub-Category' opens its 'HomePage'. Example next page Sub-cat 'Plumbing & Drainage'.

Typical 'Sub-Category HomePage' Page Layout :
Example | '**[4]** Trades' > 'Z053 Plumbing & Drainage' Sub-Category (Page Top) :

The top section of each 'Service Guides Sub-Category' displays a 'Sub-Category Header Graphic' followed by a 'Sub-Category Adzone'. 'Business Members' who have a current subscription to that 'Adzone' can Upload a 'Banner Ad' to that Adzone via their 'Member HomePage' > 'News' Button.

Below that 'Sub-Category Adzone' the '**Latest Category News Story**' Intro displays in large format.

Below : Example 'Banner Ad' for an 'Adzone' (Can be 'Static' or 'Animated' for extra punch !)

Scrolling down that page reveals more 'Latest News Stories' & Sub-Category 'Supplier Listings' :

Typical 'Sub-Category HomePage' Page Layout (Continued):
Example | '[4] Trades' > 'Z053 Plumbing & Drainage' Sub-Category (Page Bottom) **:**
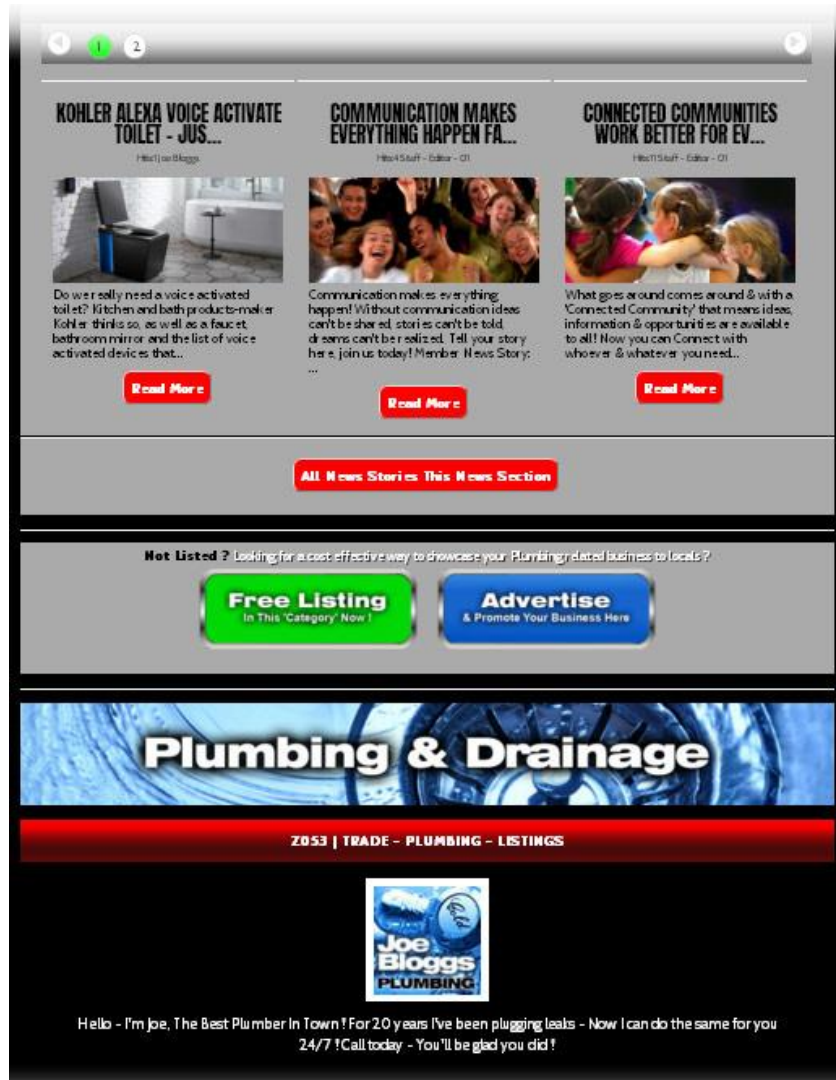
'Latest Sub-Category News Story Intros' Small Format, Max. 9

Button Link To **All 'News Stories' Ever Published** In This Sub-Category (Archive).

Logo / Avatar Click Link To Members 'Member Profile'

Clicking a 'Sub-Category News Story' intro takes the User to the full text of that News Story, which in turn features a Click link to the Authors 'Member Profile'. **Clicking a 'Logo /Avatar'** in the **'Sub-Category Listings' section takes the User directly to that Members 'Member Profile'.**

The Retail 'Shopping' Section :

Welcome to the ultimate Local Shopping Directory, featuring 14 'Sub-Categories' for local retail business listings, with each 'Sub-Category' featuring 'Member Listings' & 'Latest Category News' (Plus 'Sub-Category Banner Adzone' for each Sub-Category).

Retail 'Shopping' | 14 x Sub-Categories :

- **Z008** - Service Guides - Retail - **Arts & Crafts**
- **Z023** - Service Guides - Retail - **Beauty**
- **Z013** - Service Guides - Retail - **Electrical & Computers**
- **Z104** - Service Guides - Retail - **Fashion**
- **Z107** - Service Guides - Retail - **Fashion Accessories**
- **Z022** - Service Guides - Retail - **Food & Liquor**
- **Z105** - Service Guides - Retail - **Footwear**
- **Z108** - Service Guides - Retail - **Home Improve**
- **Z079** - Service Guides - Retail - **Jewelers**
- **Z017** - Service Guides - Retail - **Medical & Pharmacy**
- **Z109** - Service Guides - Retail - **Shopping Centers**
- **Z106** - Service Guides - Retail - **Surfwear**
- **Z126** - Service Guides - Retail - **Gym & Fitness**
- **Z127** - Service Guides - Retail - **Lifestyle / Home Décor**

Typical 'Shopping Category Header Graphic' (Fashion : Z104):

When A 'Header Graphic' is Clicked the system takes the User to that Sub-Category's 'HomePage' which displays 'Latest Category News Stories' (displayed chronologically) followed by 'Member Listings', with each 'Member Listing' having a Click link to that Members 'Member Profile'.

Service Guides Section | 6 x 'Parent-Categorys' :

[1] 'Business To Business' Parent Category | 12 x Sub-Categories :

- **Z064** - Service Guides - B2B - **Art & Design Services**
- **Z110** - Service Guides - B2B - **Business Organizations**
- **Z111** - Service Guides - B2B - **Contract Cleaning**
- **Z069** - Service Guides - B2B - **Computers & Software**
- **Z067** - Service Guides - B2B - **Corporate A.V. Services**
- **Z066** - Service Guides - B2B - **Marketing & Advertising**
- **Z068** - Service Guides - B2B - **Meeting / Conference Venues**
- **Z072** - Service Guides - B2B - **Merchandise & Workwear**
- **Z070** - Service Guides - B2B - **Office Supplies**
- **Z062** - Service Guides - B2B - **Printing & Photocopying**
- **Z065** - Service Guides - B2B - **Website & Internet Services**
- **Z071** - Service Guides - B2B - **Workplace OHS**

[2] 'General Information' Parent Category | 20 x Sub-Categories :

- **Z007** - Service Guides - General - **Accommodation**
- **Z010** - Service Guides - General - **Banks & Financial**

[2] 'General Information' Parent Category | Sub-Categories (Continued) :

- **Z012** - Service Guides - General - **Education (Schools, College etc.)**
- **Z015** - Service Guides - General – **Entertainment**
- **Z016** - Service Guides - General - **Hire - Car, Bike & Boat Etc.**
- **Z112** - Service Guides - General - **Taxi**
- **Z113** - Service Guides - General - **Retirement Villages**
- **Z018** - Service Guides - General - **Petrol & Diesel**
- **Z025** - Service Guides - General - **Tourist Attractions**
- **Z026** - Service Guides - General - **Other (Everything Else)**
- **Z081** - Service Guides - General - **Boats & Marine ***
- **Z082** - Service Guides - General - **Caravan ***
- **Z083** - Service Guides - General - **Cars ***
- **Z084** - Service Guides - General - **Computers ***
- **Z085** - Service Guides - General - **Farm ***
- **Z086** - Service Guides - General - **Motorcycle ***
- **Z087** - Service Guides - General - **Pets ***
- **Z088** - Service Guides - General - **Real Estate Agents ***
- **Z090** - Service Guides - General - **Sports & Gym ***
- **Z089** - Service Guides - General - **Utes & 4WD ***

* These 'Sub-Categories' have a 'Matched Classified Advert Category'.

'Matched Sub-Categories' : When a 'Members' registers on the LocalNEWS system, that 'Member' can't 'List' themselves in a 'Classified Advert Sub-Category', so they need instead to list themselves in a matched 'Service Guides - General' Sub-Category.

For example, let's say a 'Member' sells '**Real Estate**', so during Registration that 'Member' chooses the 'Listing Category' '**Z088** - Service Guides - General - **Real Estate**'.

That Member then starts creating 'News Stories' about properties for sale, so logically those News Stories should display in both the '**Z088** - Service Guides - General - **Real Estate'** Listing Category & the **'Z088** - Classified - **Real Estate'** Classified Ad Category & so on.

To ensure this happens those two Categories are 'Matched' – meaning the System displays the same 'News Stories' in each Category.

[3] 'Professional' Parent Category | 10 x Sub-Categories :

- Z063 - Service Guides - Professional - **Accounting Services**
- Z011 - Service Guides - Professional - **Construction & Home Builders**
- Z114 - Service Guides - Professional - **Dental**
- Z115 - Service Guides - Professional - **Doctors**
- Z116 - Service Guides - Professional - **Insurance Brokers**
- Z073 - Service Guides - Professional - **Legal / Law Services**
- Z117 - Service Guides - Professional - **Optometrists**
- Z019 - Service Guides - Professional – **Property Related Professional**
- Z024 - Service Guides - Professional - **Travel Agents**
- Z048 - Service Guides - Professional - **Photographers & Copywriters**

[4] 'Trades' Parent Category | 12 x Sub-Categories :

- **Z009** - Service Guides - Trade - **Automotive & Repairs**
- **Z045** - Service Guides - Trade - **Electrical & Air Conditioning**
- **Z050** - Service Guides - Trade - **Garden, Landscaping, Lawn Mow Etc.**
- **Z014** - Service Guides - Trade - **Handyman**

[4] 'Trades' Parent Category | Sub-Categories (Continued):

- **Z046** - Service Guides - Trade - **Paint & Decorate**
- **Z052** - Service Guides - Trade - **Pest Control**
- **Z053** - Service Guides - Trade - **Plumbing**
- **Z049** - Service Guides - Trade - **Pool & Spa**
- **Z051** - Service Guides - Trade - **Removals & Storage**
- **Z123** - Service Guides - Trade - **Roofing**
- **Z124** - Service Guides - Trade - **Tree Services**
- **Z125** - Service Guides - Trade - **Window Cleaning**

[5] 'Restaurant' Parent Category | 6 x Sub-Categories :

Section Includes 'Banner' Advert 'Zones' with advert placement by subscription.

- **Z020** - Service Guides - Restaurants - **BYO**
- **Z021** - Service Guides - Restaurants - **Fast Food**
- **Z119** - Service Guides - Restaurants - **Bar & Grill**
- **Z120** - Service Guides - Restaurants - **Cafe**
- **Z121** - Service Guides - Restaurants - **Home Delivery**
- **Z122** - Service Guides - Restaurants – **Licensed**

Great For Business !

[6] 'Wedding' Section | 8 x Sub-Categories :

Section Includes 'Banner' Advert 'Zones' with advert placement by subscription.

- **Z128** - Service Guides - Weddings - **Catering**
- **Z060** - Service Guides - Weddings - **DJ, Video & Audio Services**
- **Z059** - Service Guides - Weddings - **Florists**
- **Z080** - Service Guides - Weddings - **Honeymoon**
- **Z057** - Service Guides - Weddings - **Limo Hire**
- **Z058** - Service Guides - Weddings - **Wedding Dresses**
- **Z055** - Service Guides - Weddings - **Wedding Planners**
- **Z056** - Service Guides - Weddings - **Wedding Venues**

'Classified Adverts' Section | Sub-Categories :

Displays Member Created 'Classified Ads', Section Includes 'Banner' Advert 'Zones' with advert placement by subscription (Optional LMP Editorial control of Classified Ad content).

- **Z081** - Classified - **Boats & Marine** *
- **Z082** - Classified – **Caravan** *
- **Z083** - Classified – **Car** *
- **Z084** - Classified – **Computer** *

'Classified Adverts' Section | Sub-Categories (Contiued):

- **Z085** - Classified – **Farm** *
- **Z086** - Classified – **Motorcycle** *
- **Z087** - Classified – **Pets** *
- **Z088** - Classified - **Real Estate** *
- **Z090** - Classified - **Sports & Gym** *
- **Z089** - Classified - **Utes & 4WD** *

* These 'Sub-Categories' have a matched 'Service Guides - General' Section Sub-Category.

'Jobs & Projects' Section :

Displays Member created 'Job & Project' listings : With 'Buy / Bid' functionality plus listing auto-response. Section Includes 'Banner' Advert 'Zones' with advert placement by subscription (Optional LMP control of Classified Ad content).

'Local Events' Section :

Displays Member created 'Events Lisitings'. Section Includes 'Banner' Advert 'Zones' with advert placement by subscription (Optional LMP Editorial control of Event listing & Event content).

Special 'Member Features' :

Your Very Important 'Member Profile' :

Every 'Member' Has A 'Member Profle' | Each 'Member Profile' features :

- 'Logo / Avatar' – Upload your own or choose from library !
- 'Profile Story - **Body Copy**' - Tell them about yourself &/or your business !
- 'Profile Story - **Main Image**' - Upload | Show them your shop, office or product !
- 'Profile Story - **Click-To-Call**' feature – Get Calls From Hot Prospects 24/7 !
- '**Email-To-You**' feature- Let Users send Emails directly to you from your 'Member Profile' !
- '**News Story List**' - Archive of all your 'News Stories' !
- '**Location Map' -** Show your shop / office location on your map – or not, for privacy.
- '**Event listings**' - Displays all your current Events' !
- '**Classified Ads**' - Displays all your current 'Classified Ads' !

Fabulous 'Click-To-Call' Smartphone Feature :

Available in your 'News Stories' : This feature allows the 'User' to tap the 'Click-To-Call' icon & have their Smartphone auto-dial a pre-programmed telephone number of your choice. No more looking around for a pen & piece of paper – The 'User' can just Click the icon & talk directly to you.

Dynamic 'YouTube' Video Within 'News Stories' Feature :

'Reporters', 'Business Members' & 'Advertisers' can insert 'YouTube' videos links into their 'News Stories' by simply entering a 'YouTube Video ID' during story creation. You can use the 'YouTube' video replay facility to show product information videos, advertising material, customer testimonials or any other form of newsworthy content. If you don't have a YouTube video you can just leave this option blank and the 'Has Video' icon will not display.

If You Must 'Link To FaceBook' Feature :

'Reporters', 'Business Members' & 'Advertisers' can provide 'Users' with a one Click link to their 'FaceBook' page by simply pasting their 'FaceBook URL' into their 'News Creation' form.

If you don't want to offer a link to a FaceBook profile, just leave the option blank and the 'FaceBook' Icon will not display.

LocalNEWS 'Adzone Subscriptions':

Savvy 'Business Members' who understand the power of focused advertising will soon want to 'Subscribe' to an 'Adzone' or two.

For example : **You sell Cars ?** Then you could get started with just a subscription to the '**Z083 - Service Guides - General – Cars'** Adzone – *Be seen when a User is thinking about Cars !*

But If You Really Want To Move Some Stock - You may well be wanting to subscribe to the '**Z029 - Local News - Front Page - Ear Right** ' Adzone as well & so on !

All 'Adzone' subscriptions are for a set period of time & have a fixed price. 'Adzone Advertisers' automatically receive system generated bi-weekly Email reports specifying exactly the number of times their advert has been displayed & the number of 'Click-throughs' made to either a 'Member Profile' or an 'External Website'.

Adzone Subscriber 'Advanced News Stories' :

Only 'Adzone Subscribers' can create 'Advanced News Stories'. 'Advanced News Stories' offer the Author of that News Story special additional in-article features not available within a Standard News Story.

'**Adzone Subscribers**' can use 'Advanced News Story' to **display a animated 'Slogan'** & their own '**Reporter Banner Advert**' at the head of their 'Advanced News Story', provide a **Link To an 'Event'**, link to a **'Classified Advert'** or '**Document Download**' from within that News Story !

A 'Reporter Ad' can have a Click link to either a 'Member Profile' or to an External Website.

This is a great way to enable 'Users' to quickly respond to your information & offers !

With just one Click you can connect the 'User' directly with the page on your own website which contains further information on the subject of your Advanced News Story, OR you can send them straight to your system 'Member Profile' – you choose !

Adzone Subscribers : Add A New 'Advanced News Story' Every Day !

Why hold back ? Subscribing 'Advertisers' can create an unlimited number of 'Advanced News Stories' during their 'Adzone Subscription' period. And **REMEMBER**, All 'Category News Stories' are displayed 'Chronologically' meaning that the **'Latest News Story'** in each **'Sub-Category'** always displays <u>FIRST</u> & **BIG** - First Is Good, Bigger **Is** Better !

Getting Ready For 'LocalNEWS' :

'LocalNEWS' directs 'Users' to your 'LocalNEWS Member Profile' for more information.
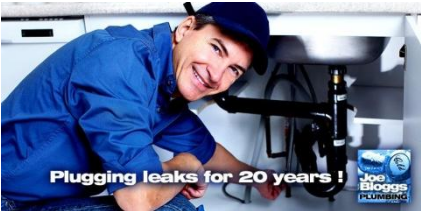

Above : Typical 'Edit / Create Member Profile' Screen, visible to Member after Login.

Things You Need To Create Your 'LocalNEWS Member Profile' :

You only get one chance at making a great first impression, so the better the quality of your 'LocalNEWS Member Profile' elements the more professional your Business will look to 'Users'.

Note : **'Private Members' are invisible** to 'Users' but still have a 'Member Profile'. That 'Member Profile' can be activated as needed (Eg; When running a 'Garage Sale' where a 'Location Map' is required, or when applying for a 'Job' where a 'Member Profile' could be used as a private online resume etc.).

Item :	Specification :	Information :
Uploadable 'Logo' / 'Avatar' * (Or Select From Library)	(w)**100px** X (h)**100px** RGB Color image. Max file size : 50kb in '.jpg' format	**Displays on 'Member Lists', 'Member Profile' & 'News Stories'.** Either Upload a version of your Logo with a solid background that fits comfortably within the required size, upload a correctly sized photo, or choose an 'Avatar' from the library.

Upload 'Profile Background Image' (Or Select From Library)	(w)**800px** X (h)**200px** RGB Color image. Max file size : 50kb, '.jpg' format (With image 'Center of Interest' offset to right)	**Displays behind your 'Logo'** when your 'Member Profile' is viewed by a service 'User' (See Page 9 for illustration). You can 'Update' this image as often as you like (Eg : Update the image when you are doing a sales promotion).
For Your 'Member Profile Story' You'll Need :		
'Click-To-Call' Telephone Number (Or Leave Blank)	Your Local Mobile / Static contact telephone number with 'Leave Message' service.	**This is the telephone number a 'User' can auto-dial from their Smartphone 24 / 7.** As such using a telephone number with 'Message / Call Forwarding' facility is a good idea.
'Member Profile Story Body Copy' * (Some Copy Required)	**Tell Them Why You're Great** ! **Use your PC's word processor (WP)** to type up as much copy as you need to describe your business & services. 'Save' WP content as '.txt' file, open that '.txt' file > copy contents > paste into 'Body Copy Field'.	**Do not 'format' your 'Member Profile' Body Copy on your PC, paste only data from '.txt' files.** Please don't make any untrue or misleading Statements in your 'Body Copy'. All 'Member Profiles' are check by an 'Editor'
Uploadable 'Main Image'* (Or Leave Blank)	(w)**800px** X (h)**400px** RGB Color image. Max file size : 50kb, '.jpg' format	**How Good Do You Want To Look? Main Image displays below your 'Click-To-Call' number on your 'Member Profile'.** You can 'Update' this image as often as you like (Eg : Update the image when you are promoting a 'Special Offer').
'Banner Advert' (Optional) (Or Select From Library)	(w)**728px** X (h)**90px** RGB Color image. Max file size : 95kb, '.jpg' format OR Animated '.gif' format.	**'Adzone Subscriber' Feature :** Link Banner To A 'Member Profile' Or To An 'External Website'.

That's All For Now Folks ! **The next thing to do is join up for FREE then download the 'User Manual' ! Have fun getting ready & see you soon on LocalNEWS !**