

Affiliate Content Syndication Guide

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Get Your News Featured on PMTNM.org

Local music teacher associations can have their announcements automatically displayed on the PMTNM.org homepage. This guide explains how to set up your website for content syndication.

How It Works

1. **You add a special HTML container** to a page on your website
2. **PMTNM automatically pulls your content** during scheduled syncs
3. **Your news appears** on the PMTNM.org homepage and affiliate news page

No login credentials or complex integrations required!

Quick Setup (3 Steps)

Step 1: Choose a Page

Select any public page on your website:

- Your homepage
- A dedicated news/announcements page
- Any publicly accessible URL

Step 2: Add the News Container

Copy this HTML template to your page:

```
<div id="pmtnm-news">  
  <div class="pmtnm-news-item">  
    <div class="pmtnm-news-title">Your Event Title</div>
```

```
<div class="pmtnm-news-description">
```

```
  A brief description of your event (under 200 characters works best).
```

```
</div>
```

```

```

```
<a class="pmtnm-news-link" href="https://yoursite.org/event-details">Learn More</a>
```

```
</div>
```

```
</div>
```

Step 3: Contact PMTNM

Email the PMTNM webmaster with:

- Your affiliate name
- The URL of the page containing your `#pmtnm-news` container

HTML Reference

Required Elements

Element	Class	Required	Description
Container	<code>id="pmtnm-news"</code>	<input type="checkbox"/> Yes	Wrapper for all news items
Item	<code>pmtnm-news-item</code>	<input type="checkbox"/> Yes	One per news item (max 4 shown)
Title	<code>pmtnm-news-title</code>	<input type="checkbox"/> Yes	Event/announcement title
Description	<code>pmtnm-news-description</code>	<input type="checkbox"/> Yes	Brief summary
Image	<code>pmtnm-news-image</code>	Optional	Event image
Link	<code>pmtnm-news-link</code>	<input type="checkbox"/> Yes	Link to full details

Multiple Items Example

```
<div id="pmtnm-news">
```

```
<!-- Item 1 -->
```

```
<div class="pmtnm-news-item">
```

```
<div class="pmtnm-news-title">Spring Recital 2025</div>
```

```
<div class="pmtnm-news-description">
```

```
  Join us for our annual spring recital featuring students of all levels.
```

```
</div>

<a class="pmtnm-news-link" href="https://example.org/recital">Register Now</a>
</div>

<!-- Item 2 -->
<div class="pmtnm-news-item">
  <div class="pmtnm-news-title">Teacher Workshop</div>
  <div class="pmtnm-news-description">
    Professional development on modern pedagogy techniques.
  </div>
  <a class="pmtnm-news-link" href="https://example.org/workshop">Details</a>
</div>
</div>
```

Content Guidelines

What to Include

- Upcoming events (recitals, workshops, meetings)
- Educational programs and initiatives
- Competition announcements
- Local MTA news and updates
- Community outreach events

What NOT to Include

- Internal member communications
- Financial or governance matters
- Personal member information
- Content requiring login to view

Best Practices

- **Titles:** Keep under 60 characters
 - **Descriptions:** Keep under 200 characters
 - **Images:** Use HTTPS URLs, minimum 600x400px
 - **Links:** Use public URLs (no login required)
-

Frequently Asked Questions

How often does PMTNM sync content?

Content is typically synced every 30 minutes. Updates appear after the next sync cycle.

How many items can I display?

Up to **4 items** will be pulled from your container. Items are processed in order.

Can I style the container on my site?

Yes! The container can be styled however you like on your own site. PMTNM only reads the content structure, not your CSS. You can even hide it:

```
#pmtnm-news { display: none; }
```

My content isn't appearing. What should I check?

1. Container ID is exactly `id="pmtnm-news"` (lowercase)
2. Each item has the required classes
3. Page is publicly accessible (no login required)
4. PMTNM has your correct feed URL registered

How do I stop syndicating?

Either remove the `#pmtnm-news` container from your page, or contact PMTNM to remove your feed URL.

Need Help?

Contact the PMTNM webmaster:

- Use the [Contact Form](#)
- Reference "Affiliate Content Syndication" in your message

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