

# Webmasters Guide: PMTNM Affiliate Content Syndication

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### Who This Is For

Affiliate webmasters who want their public announcements displayed on PMTNM.org.

### Quick Start

#### Step 1: Choose a Page

Select a public page on your site where you'll add the news container. This can be:

- Your homepage
- A dedicated news/announcements page
- Any public URL

#### Step 2: Add the PMTNM News Container

Add the following HTML 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 or announcement (keep it under 200
characters for best display).</div>
    
    <a class="pmtnm-news-link" href="https://yoursite.org/event-details">Learn more</a>
  </div>
</div>
```

#### Step 3: Notify PMTNM

Contact the PMTNM webmaster to register your feed URL. Provide:

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

## HTML Structure Reference

### Required Container

```
<div id="pmtnm-news">  
  <!-- News items go here -->  
</div>
```

### News Item Template

```
<div class="pmtnm-news-item">  
  <div class="pmtnm-news-title">Title (required)</div>  
  <div class="pmtnm-news-description">Description (required)</div>  
   <!-- optional -->  
  <a class="pmtnm-news-link" href="link-url">Link text</a> <!-- required -->  
</div>
```

### Multiple Items Example

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

## Content Guidelines

## Limits

- **Maximum 4 items** will be pulled per affiliate
- Items are processed in order (first 4 in the container)
- Descriptions should be under 200 characters for optimal display

## Images

- Format: JPG, PNG, or WebP
- Recommended size: 600x400px minimum
- Must be publicly accessible (no authentication required)
- Include descriptive `alt` text for accessibility
- Use HTTPS URLs

## Titles

- Keep concise (under 60 characters recommended)
- Clearly describe the event or announcement
- Avoid ALL CAPS

## Descriptions

- Plain text only (HTML tags will be stripped)
- Focus on the key information
- Include dates, times, locations when relevant

## Links

- Must be public URLs (no login required)
- Use HTTPS when possible
- Link to the full event details page

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## What Content Is Appropriate

### ☑ Good Examples:

- Upcoming events (recitals, workshops, meetings)

- Educational programs and initiatives
- Competition announcements
- Local MTA news and updates
- Community outreach events

### ❑ Not Appropriate:

- Internal member communications
- Financial or governance matters
- Personal information about members
- Content requiring login to view
- Commercial advertising

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## How Syndication Works

1. **You publish** content on your website using the `#pmtnm-news` container
2. **PMTNM fetches** your page automatically (typically every 30 minutes)
3. **Content appears** on PMTNM.org homepage and affiliate news page
4. **Updates propagate** after the next fetch cycle

## Where Your Content Appears

- **PMTNM Homepage:** <https://pmtnm.org/#affiliate-news> (shows 4 items total from all affiliates)
- **Affiliate News Page:** <https://pmtnm.org/affiliate-news.php> (shows up to 20 items)

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## Styling Your Container

The `#pmtnm-news` container can be styled however you like on your own site. PMTNM only reads the content, not your styling. You can even hide it:

```
#pmtnm-news {  
  /* Your local styling */  
  background: #f5f5f5;  
  padding: 20px;  
}
```

```
/* Or hide it completely if you don't want it visible on your site */
```

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

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## Troubleshooting

### Content Not Appearing?

1. Verify your container ID is exactly `id="pmtnm-news"` (lowercase, no spaces)
2. Check that each item has the required classes
3. Ensure your page is publicly accessible (no login required)
4. Confirm PMTNM has your correct feed URL registered

### Images Not Showing?

1. Verify the image URL is publicly accessible
2. Use HTTPS URLs
3. Check that the image exists and loads in a browser

### Content Outdated?

- PMTNM fetches content periodically (typically every 30 minutes)
- After updating, wait for the next sync cycle
- Contact PMTNM webmaster for an immediate refresh if urgent

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## Opting Out

To stop syndicating content:

1. Remove the `#pmtnm-news` container from your page, OR
2. Contact PMTNM to have your feed URL removed

Your content will be removed from PMTNM.org after the next fetch cycle.

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## Support

Questions? Contact the PMTNM web team:

- Use the contact form at <https://pmtnm.org/contact-form.php>
  - Reference "Affiliate Content Syndication" in your message
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## Affiliate Admin Access

If you're designated as an **Affiliate Admin**, you can update your feed URL directly:

1. Log in to PMTNM.org
2. Access your affiliate admin dashboard
3. Update the Feed URL field
4. Changes take effect on the next fetch cycle

Contact the PMTNM Super Admin to request affiliate admin access.