BYGL Newsletter – New Website for 2008 is iPod-Ready!

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A new website was revealed on April 3, 2008 with the opening of the 2008 Buckeye Yard and Garden onLine (BYGL) Newsletter. The new site [ bygl.osu.edu ] was designed by the authors of this Educational Update. Weekly content is provided by members of the Ohio State University Extension Nursery Landscape Turf team, assisted by Cheryl Fischnich who handles the posting of all content into the BYGL’s new content management system.

As many of you know, the goal of BYGL is to “provide timely information about Ohio growing conditions, pest, disease, and cultural problems.” With approximately one thousand weekly email subscribers, the newsletter provides observations and recommendations useful for anyone involved in taking care of plants and the landscape throughout Ohio.

The new design presents the current issue of BYGL as the main content of the home page (Figure 1). Many of the stories are enhanced with a photo taken by team members or H&CS faculty. Double clicking on the photo presents a larger pop-up graphic. Clicking on the small printer or envelope icon in the top right of a story allows you to print or email a story to a friend.
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Figure 1: Article layout with pop-up photos.
In addition to browsing the current newsletter from the home page, it is also possible to access individual articles and text only alternatives of the newsletter by clicking on BYGL in the main menu. A list of Newsletter sections and display alternatives is presented (Figure 2).

Figure 2: Navigation options for BYGL newsletter.

- **BYGL Listing** - links to all issues for 2008 in multiple formats (Text, PDF, e-zine).
- **Text Only*** - links to all issues for 2008 in text only format.
- **Weekly Introduction** - listing of agents who participated on weekly conference calls.
- **Weather Watch** - listing of Weather Watch articles, sorted by issue.
- **Hort Shorts** - listing of individual stories presented in Hort Shorts, sorted by issue.
- **Bug Bytes** - listing of individual stories presented in Bug Bytes, sorted by issue.
- **Turf Tips** - listing of individual stories presented in Turf Tips, sorted by issue.
- **Industry Insight** - listing of individual stories presented in Industry Insight, sorted by issue.

Similar navigation options exist for **Coming Attractions** and **BYGLOSOPHY**.

A **Site Map** is also available in the main menu. This allows a user to scan a complete listing of all sections, categories, and titles for every story/content item in the BYGL website.

*Great page to bookmark for low bandwidth/dial up users.*
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Searching the site can be done in two different ways (Figure 3).

Figure 3: Search options for BYGL newsletters.

First, a user can click on Search 2008 BYGL if they want to search the entire website for any story/content item that matches their keyword(s). Second, a user can click on Search Archives if they want to search the entire archive of online BYGL newsletters going back to June 1, 1995.

Custom RSS Feeds

The new BYGL website automatically generates RSS news feeds from each section of content. As explained in May 2005 Educational Update, at [webgarden.osu.edu/buckeye2005.pdf] it is possible to (1) subscribe to RSS feeds as a means of gathering news stories without having to browse numerous news sources and (2) import RSS feeds directly into a website and present news stories simultaneously on multiple sites. The following feeds can be used free of charge:

5. Disease Digest: http://bygl.osu.edu/index.php?option=com_content&view=section&id=9&Itemid=60&format=feed&type=rss
8. **Coming Attractions:**
   http://bygl.osu.edu/index.php?option=com_content&view=section&id=12&Itemid=63&format=feed&type=rss

9. **BYGLOSOPHY:**
   http://bygl.osu.edu/index.php?option=com_content&view=section&id=13&Itemid=64&format=feed&type=rss

For example, we copied the code for the text only option to the Ohio Master Gardener Volunteer website, as a News Feed (Figure 4).

![Figure 4: BYGL newsletter automatically appears in OSUE Master Gardener Volunteer website each week.](image)

Now, the MGV website automatically displays the latest BYGL, Text Only Newsletter. This page on the MGV website will automatically display the next issue of BYGL, as soon as it becomes published. RSS news feeds can also be exploited by a website manager to “pull” text directly into their home page, from a respected site. For example, the latest Hort Shorts, Bug Bytes or Disease Digest articles would be great additions to Horticulture, Plant Pathology and Pest Management websites, designed for ornamental horticulture industries, researchers, and students.
Viewing BYGL on an iPod

The new BYGL website was also designed to be compatible with Apple’s new iPod Touch and the iPhone. Both of these portable devices support full web browsing using the Safari browser and connecting to the Internet using a wireless/wifi network (iPod Touch) or ATT data network or wireless/wifi network (iPhone). This enables anyone to receive and interact with the BYGL from the convenience of a handheld in any location with network access. Image and text quality are excellent on the 2” x 3” screen. Overall size is approximately 4.25” x 2.3”. The iPod can be turned sideways and the screen content will rotate for better viewing (Figure 5).

![Figure 5: BYGL on desktop monitor and iPod.](image-url)
Scrolling up and down the newsletter is done by dragging your finger on the screen in the direction you want the document to move. Clicking on the navigation tabs reveals the same options as on a desktop monitor. (Figure 6), clicking on a photo opens a larger image (Figure 7), emailing agents about a story is handled with the Contacts option (Figure 8).

Figure 6: Navigation options for BYGL on iPod. (Approximate size)

Figure 7: Clicking on a photo opens a larger image. (Approximate size)
Website tie-in to BYGL Newsletter

This issue of *Educational Update* provides a tour of the functions and options available in the BYGL website. This site serves as a tie-in to the weekly email (and FAX) copy of the newsletter. Email subscriptions to the weekly newsletter are free and open to the public. If some are asking, “Which came first? The BYGL or the Website? The answer is obvious, it was the BYGL. However, every email newsletter campaign must have an active website affiliated with it to serve as an archive for past issues, a repository of related information and services, a source for high quality photos, and a recruiting agent for expanding the visibility of the content.

inVirtual Perspective Technology Team

The OSU inVirtual Perspective Technology Team consists of Dr. Tim Rhodus, Professor; Bud Witney, Systems Manager, and Elaine Eberlin, Systems Specialist. The team is responsible for the design and maintenance of the systems, databases, and much of the content contained in the numerous web sites positioned within Horticulture & Crop Science in Virtual Perspective and OSU PlantFacts (hcs.osu.edu). Online access to this document is available at: hcs.osu.edu/insight.

Figure 8: Click on Contacts to email an agent about a story. (Approximate size)