Unwired News Service

Unwired News Service (UNS) is a company that was started in 2005 as a monthly hi-tech news magazine, *Unwired Magazine*. As its popularity grew, it moved to publishing weekly issues on-line to its many subscribers. In order to keep with the times UNS has increasingly embraced social media, as a means of planning and promoting *Unwired Magazine*.

Unwired Magazine tries to balance the topics it covers in each of its issues. Currently it expects that each issue contain content that deals with at least 8 out of the current 12 topic areas that it covers. (One of the current topic areas is always the "emerging topics area" which was originally identified in 2004-03-12). In order to keep current, UNS is constantly revising the list of current topic areas. UNS also keeps track of previous topic areas so that it can analyze how its topic areas have changed over time. Each topic area includes a short name (that is unique among the topic areas that are considered current topic areas), a description, the date when the topic was first made a current topic area, and the date when the topic ceased being a current topic area.

UNS limits its social media to following hi-tech issues that could lead to content for *Unwired Magazine* and making short postings pointing at current or upcoming content in *Unwired Magazine*. UNS social media representatives (UNS-SMRs) follow a wide variety of hi-tech social media discussions and also a wide variety of other news sources that deal with hi-tech issues, and identify those issues that the staff of *Unwired Magazine* might deal with. Each UNS-SMR is given one or more current topic area to specialize in.

Since it is likely that similar hi-tech issues will be identified multiple times and/or by multiple UNS-SMRs, each hi-tech issue is given a name, the name of the UNS-SMR and the date first identified by that social media representative, as well as a short description and a list of references to sources of information on the hi-tech issue. References include a URL to point at the original source of information, a brief description of what the reference says, and a rating of the reliability of the information. Further references can be added to a hi-tech issue at a later time by a UNS social media representative. UNS-SMRs also classify each hi-tech issue in terms or one or more current topic areas. They can also classify it as belonging to the "emerging topics area" if it does not fit any of the existing current topic areas or any previous topic areas. When a hi-tech issue is no longer of current interest, it is given an end date. The name of the hi-tech issue could then be reused at a future date.

The UNS advertising department follows the hi-tech issues created by the UNS-SMRs to identify possible advertisers. It also provides UNS social media representatives with social advertising assignments where they are to create posts for UNS advertisers to make on identified social media sites. Each social advertising assignment is assigned to be posted on a particular social media site. If postings are to be made to multiple different sites they are dealt with by multiple assignments. Each social advertising assignment is focused on a particular hi-tech issue where it best belongs (and thus will be dealt with by the SMR who created the hi-tech issue).

Social advertising assignments include: the name of the advertiser, the date that the posting is to be made, the general content of the posting to be made (which will be customized by the social media representative for each site). When the posting has been made, the SMR will record the actual content of the posting and a reference to the location of the posting with the assignment information.

The editor of *Unwired Magazine* is responsible for giving assignments of three types of content {features, columns, and advertisements} to individual writers (including the editor who is also a writer) on staff. Each assignment will relate to one or more hi-tech issues. Each assignment is given a unique short working title by the editor. In order to ensure that the working title is unique, the working title is composed of two parts, a short descriptive title and a sequence number (with the first time the descriptive title is used having sequence number = 1). Each time that the working title is reused for a new assignment, the sequence number is incremented to differentiate this assignment from previous assignments.

Each assignment is also given: a short description that describes the expectations of the assignment, the type of content the editor has assigned, a list of applicable topic areas that the assignment should deal with, a proposed publication date, a deadline for completion and a series of descriptive terms. The descriptive terms come from a standard set of descriptive terms and their definitions that the magazine uses to describe different pieces of content.

Writers may be working on a number of assignments at any given time. Writers are expected to record the date when they complete an assignment and to suggest a formal title. The working title is just a short form that is used to identify the assignment between the editor and the writer. When an assignment is published it will be given a formal title that will be used by the general public to refer to it.

Changes to deadline, descriptive terms, and/or writer can be made only by the editor. If the editor is not satisfied with the quality of a completed assignment, then the editor can remove the completion date from its record.

Once the editor is satisfied with an assignment, it is scheduled to be published in one or more upcoming issues of *Unwired Magazine*. While most assignments will appear on only one publication date, some assignments (especially advertisements) may appear in many different publication dates. It should be possible to find an assignment by considering
>the list of assignments included in a particular publication date
>the list of assignments that fit certain descriptive terms
>the list of assignments assigned to a particular writer
>the list of assignments not yet completed