

MODULE TYPE:

Auto-fed

Content fed into modules based on news items, jobs, cases or events added to database and tagged to a section.

Latest Developments:

Latest Developments

- > 09.15.08
Headline lorem ipsum dolor sed ut perpicitias unde
- > 09.02.08
Headline lorem ipsum dolor sed ut perpicitias unde
- > 08.11.08
Headline lorem ipsum dolor sed ut perpicitias unde

> [More News](#)

SIGN UP FOR E-ALERTS:

Latest Developments in Stop Polluters

- > 09.15.08
Headline lorem ipsum dolor sed ut perpicitias unde
- > 09.02.08
Headline lorem ipsum dolor sed ut perpicitias unde
- > 08.11.08
Headline lorem ipsum dolor sed ut perpicitias unde

> [More News](#)

- LINKS TO:**
- press release detail page
 - news page (anchor linked to article selected)

- RULES:**
- manually added
 - right column
 - phase 1

Riverkeeper Work:

Relevant Riverkeeper Work

- CAMPAIGNS
- > Stop Polluters
 - > Drink NYC Tap Water
- CASES
- > Last Action: 09.12.08
Case title
 - > Last Action: 09.12.08
Case title
 - > Last Action: 09.12.08
Case title
- > [More Stop Polluters Legal Cases](#)

- SUCCESSSES
- > 09.12.08
The Storm Kind Case
 - > 09.12.08
Croton Harmon
 - > 09.12.08
Indian Point
- > [More Successes](#)

- LINKS TO:**
- campaigns
 - cases
 - success stories

- RULES:**
- maunually added
 - right column
 - phase 1

Select Active Cases

- CASES
- > Last Action: 09.12.08
Case title
 - > Last Action: 09.12.08
Case title
 - > Last Action: 09.12.08
Case title
- > [More Pollution Cases](#)

*Only cases are auto-fed

Tags:

Tags

Pollution Newtown
Riverkeeper water river
watershed Indian Point
advocacy litigation wildlife
New York Tarrytown

LINKS TO:

- same page, with filtered content

RULES:

- hard-coded into news pages
- right column
- phase 1

Events Calendar:

October 2008						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

LINKS TO:

- same page, with filtered content
- event detail page (if only one event for date exists)

RULES:

- hard-coded into events pages
- dates highlight when event entered to database matches the date
- right column
- phase 1

Jobs:

Jobs

- Recently posted jobs:
- Hudson River Program Director
posted August 18, 2008
 - Policy Department Staff Attorney
posted August 8, 2008

LINKS TO:

- job page

RULES:

- hard-coded into events pages
- right column
- phase 1

MODULE TYPE:

Promos

Created once, added manually as needed throughout site

Graphic Promos:

PHOTOSHOP TEMPLATES

WHY WE CARE:

About 4 billion PET bottles end up in the waste stream.

LEARN MORE >

Template 1

UPCOMING EVENT

New York Water Fest
October 12, 2008

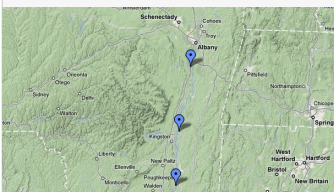
LEARN MORE >

UPCOMING EVENT
Our Hudson Past, Present Future

LEARN MORE >

Template 3

Water Quality Testing



> Check the water quality near you

Template 2

LINKS TO:

- Our Work
- Hudson River
- News & Events

RULES:

- manually added
- right column
- phase 1

EXTERNALLY PROVIDED

LINKS TO:

- sponsor website

RULES:

- dimensions provided
- manually added
- right column
- phase 1

Graphic / Text Promos:

Shop Riverkeeper



Read our full history in our comprehensive book "The

Riverkeepers" by John Cronin and Robert F. Kennedy Jr.

Visit our store >

Eco-Gifts



Give the gift of education and travel by buying a tour. Read more about travel opportunities:

Endangered Encounters >
Victor Emanuel Nature Tours >

Unsung Hero



RIVERKEEPER MEMBER:
Judith Enck

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae" More >

* Phase 2

LINKS TO:

- section promoted

RULES:

- manually added
- right column
- phase 1

Text Promos:

Supporter Quote

Why Joe Smith cares:

"New developments were slated to go up in my neighborhood and I didn't want my kids to loose out on the wonders of the Hudson."

Template 1

Green Tip #28

Turn down your water heater thermostat; 120 degrees is usually hot enough.

Read more tips like this >

Template 1

Retail Partners

Shop with our partner companies and each company donates a portion of the proceeds to Riverkeeper for every purchase that is made through our website links. See all participating companies >

Template 1

Partners

Pace Environmental Litigation Clinic
Pace University School of Law
78 North Broadway
White Plains, NY 10603
p: 914.422.4343
f: 914.422.4437

Pace Clinic Website >

Template 1

Contact Info

VOLUNTEER CONTACT
Heartie Look
e: hlook@riverkeeper.org
p: 914.422.4437

VOLUNTEER FORM
> Online volunteer form

Template 2

LINKS TO:

- section promoted
- external supporter / partner site
- email link

RULES:

- manually added
- right column
- phase 1

MODULE TYPE:

Manually updated as added

These modules contain content which have to be manually edited, but don't change often.

Internal Links:

RIVERKEEPER PUBLICATIONS

Publications

- THE JOURNAL:
 - > SPRING 2008 Journal Title
 - > FALL 2007 Journal Title
 - > [More Publications](#)

Template 1: links

Publications

- GUIDE:
 - How to read water quality report
 - Water Filtration Guide

Template 2: downloads

- LINKS TO:
- about us / publications
 - pdf downloads

- RULES:
- manually added
 - right column
 - phase 1

RELATED CONTENT

Related Info

- LETTERS
 - > Last Action: 09.12.08 Letter Title
- PRESS RELEASES
 - > Last Action: 09.12.08 Case title

Template 1: links

Related Info

- HOW TO
 - A Citizens Guide to State Environmental Quality Review (SEQR)
 - DEC Freedom of Information Act
- FORMS
 - DEC Freedom of Information Request Form
 - Watchdog Pollution Site Documentation

Template 2: downloads

- LINKS TO:
- various, as needed
 - pdf downloads

- RULES:
- manually added
 - right column
 - phase 1

External Links:

MORE INFORMATION

Recommended Links

- > Recommended link name Link description lorem ipsum dolor sit link description.
- > Recommended link name Link description lorem ipsum dolor sit link description.

Description: This module is used for bio pages, for team members to recommend links.

Additional Resources

- Download New York City Council's August 2002 Water Conservation Initiative (doc, 138 kb.)
- Download New York City Council's August 2002 Water Conservation Initiative (doc, 138 kb.)

Template 1: downloads

Additional Resources

- > NYC Department of Health and Mental Hygiene
- > Surfrider Foundation
- > What type of water testing is done in New York State?

Template 2: links

- LINKS TO:
- external websites
 - pdf downloads, locally hosted

- RULES:
- manually added
 - right column
 - phase 1

IN THE NEWS

Riverkeeper in the News Highlights

- 09.12.08: New York Times Article Title Article Title (pdf, 1.1MB)
- 09.12.08: New York Times Article Title Article Title (pdf, 1.1MB)
- 09.12.08: New York Times Article Title Article Title (pdf, 1.1MB)

Template 1: downloads

Description: Selected articles about Riverkeeper, as pdf's hosted on Riverkeeper site.

In the News

- > Article Title, PUBLICATION NAME Link description lorem ipsum dolor amet link description.
- > Article Title, PUBLICATION NAME Link description lorem ipsum dolor amet link description.

Template 2: links

Description: This module is used in the bio for a member of the Riverkeeper featured in external news sources, to highlight selected articles.

- LINKS TO:
- external publication articles
 - pdf downloads, locally hosted

- RULES:
- manually added
 - right column
 - phase 1

Cross Linking:

REINFORCE CONTENT RELATIONSHIPS

Riverkeeper Teams

- Tracy Brown also works with:
- > Gwendolyn Chambers Communications Producer
 - > Renee Cho Communications Coordinator

* Phase 2

About Us

- > Riverkeeper's Future Vision Lorem ipsum dolor sit amet.

* Phase 2

Relevant Riverkeeper Work

- CAMPAIGNS
- > Watershed Protection
 - Component Name
 - Component Name
 - Component Name
 - > Drink NYC Tap Water
 - Component Name
 - Component Name
 - Component Name

- LINKS TO:
- rarely changing pages

- RULES:
- manually added
 - right column
 - phase 1/2

Our Methods in Stop Polluters

- > Enforcement & Litigation
- > Patrol Boat
- > Research
- > Watchdogs & Activists

PROMOTE ADDITIONAL CONTENT

Success Story

- CASE: Concrete Polluters Case
- COURT DECISION: Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae... [Read More >](#)

Unsung Hero

- RIVERKEEPER MEMBER: Judith Enck
- "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae" [More >](#)

* Phase 2

- LINKS TO:
- never changing, but sometimes new pages

- RULES:
- manually added
 - right column
 - phase 1/2

MODULE TYPE: **Manually updated as added**

These modules contain content which have to be manually edited, but don't change often.

FAQ:

FAQ

- > Can I select a specific campaign for my donation to go towards?
- > Where does my donation go?
- > Lorem ipsum sit amet funding?

* Phase 2

LINKS TO:
- FAQ for section in reference

RULES:
- manually added
- right column
- phase 1

Stats:

THIS YEAR:

3,450
people attended

\$24,500
raised

768
new members attended

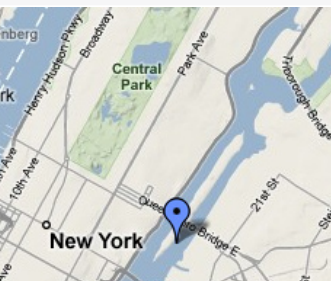
Participate in the next Water for Life October 11, 2009 [Register Now >](#)

LINKS TO:
- item promoted (event promo shown)

RULES:
- manually added
- numbers & identifiers ediable (can feature as many/ as few facts as desired)
- right column
- phase 1

Map Reference:

Location



> [View full area map](#)

LINKS TO:
- google maps location specified

RULES:
- manually added
- right column
- phase 1 version of phase 2 feature

MODULE TYPE: **Modules with Interactivity**

These offer option to search, subscribe, or share

Search News:

Search News

LINKS TO:
- Search Results

RULES:
- hard-coded in News & Events
- right column
- phase 1

Share Module:

Spread the Word



LINKS TO:
- External posting function
- Take Action / Spread the Word

RULES:
- manually added
- right column
- phase 1

E-Alert Sign-up:

Latest Developments

- > 09.15.08
Headline lorem ipsum dolor sed ut peripitias unde
- > 09.02.08
Headline lorem ipsum dolor sed ut peripitias unde
- > 08.11.08
Headline lorem ipsum dolor sed ut peripitias unde

> [More News](#)

LINKS TO:
- Convio sign-up process

RULES:
- added manually
- right column
- phase 1
- a confirmation and error message options will have to be designed for the sign-up modules

SIGN UP FOR E-ALERTS:

E-Alert Sign Up

Sign up to receive e-alerts about new Riverkeeper publications, like newsletters and the journal, becoming available online. [View Sample >](#)

E-Alert Sign Up

Sign up to receive e-alerts about new Riverkeeper publications, like newsletters and the journal, becoming available online. [View Sample >](#)

Thank You!

You will receive an email confirmation soon.

MODULE TYPE: **Left Column only**

These modules are action-oriented and therefore designed for the left

Action Alerts

Action Needed

- > [Letter to your Representative](#)
Description lorem ipsum dolor sed ut peripitias unde
- > [More Action Items](#)

LINKS TO:
- Convio driven advocacy
- Convio driven donation process
- Email links

RULES:
- added manually
- left column
- phase 1

Donations Needed

Aren't ready to become a member but wish to support our mission? View our various [donation opportunities>](#)

Volunteers Needed

Opportunities include:

- Volunteer Job
- Volunteer Job
- Volunteer Job
- Volunteer Job

Contact:
Heartie Look
Email: hlook@riverkeeper.org

Allies Needed

If you are interested in becoming a Riverkeeper ally, please contact [Brian Wiley](#) at 914.xxx.xxxx.

MODULE TYPE:
Fed from external source
Images come from Flickr or YouTube

Riverkeeper on YouTube



Down the Hudson
Lorem ipsum dolor sit amet.

[Watch the Video on YouTube>](#)

LINKS TO:
- Related Riverkeeper Flickr photos
- Related Riverkeeper YouTube video

RULES:
- manually added
- right column
- phase 1

Past Events Photos



[See more Waterfest pictures on our Flickr site >](#)

MODULE TYPE:
Uneditable
Created once and never edited.

DONATE NOW!

Take Action

- > JOIN US
- > VOLUNTEER
- > ADVOCATE FOR CHANGE
- > SPREAD THE WORD

LINKS TO:
- Take Action section
- Donation process in Convio

RULES:
- hard coded on all pages
- left column
- phase 1

Removed:
These modules were removed or changed because of redundancy.

Sample Letters

HUDSON RIVER POWER PLANT FISH KILLS
[Download Sample letter >](#)

GE PCB'S
[Download Sample letter >](#)

TAPPAN ZEE BRIDGE
[Download Sample letter >](#)

SWIMMABLE RIVER
[Download Sample letter >](#)

No longer needed as module. Content presented in Convio.

More Resources

[Download New York City Council's August 2002 Water Conservation Initiative \(doc, 138 kb.\) >](#)

[Read the DEP's Water Saving Tips >](#)

[Read the DEP's NYC Water Saver's Workbook >](#)

[Read the EPA's Tips to Use Water Efficiently >](#)

[Read the EPA's WaterSense Product Labeling >](#)

Replaced by "Additional Resources"

Traveling Exhibit

Come see our exhibit celebrating the 400th anniversary of finding the Hudson near you:

- Tarrytown, NY from March 1st through April 20th, 2009
- Pier 40, Manhattan from April 21st through May 5th, 2009

[See more of our events >](#)

Replaced by graphic version of event promo for consistency.

PAST EVENTS PHOTOS

[SEE MORE WATERFEST PICS ON OUR FLICKR SITE >](#)

Replaced by banner slide-show