The New York Observer
Migration from Drupal to Wordpress

Austin Smith
Alley Interactive
It'll Be Hugout! Brokers Lick Their Chops Over City’s Biggest Listing—But Who Wants 42 Rooms?

"It hasn't happened before." A Lawrence Kaiser IV, the high-end

FROM THE PAPER

A Penis Named Malcolm Gladwell
Nicholson Baker is best known for his imaginatively erotic novels, like The Fermata, in which the hero stops time to undress and admire women...

Why Are All the Dealers Flocking to Hong Kong? A Visit to the Fortune Cookie Art Fair
Last week the massive Hong Kong Exhibition Center hosted a triple-header—the four-year-old art fair Art HK, a luxurious Christie's auction preview; and a...

Is Barack Obama's Jewish Vote Rushing Into Republican Arms?
For partisans of President Barack Obama, the headlines were alarming, "Jewish Donors Warn Obama on Israel," said The Wall Street Journal. "Obama's Jewish Backers...

Les Filles du Blog
Although many intellectual and literary magazines have come under scrutiny lately for a lack of female bylines (yes, again; it's an annual event), two...

Wee Hours: Chelsea Handler,
Patent Trolls Come in All Shapes and Sizes
Democrats Party with Rangel, Aretha Franklin Gives Wal-Mart a Shout Out

Rick Perry Can Win Long Island, Says Peter King [Video]

SURVEY SAYS
Poll: More Women, Less Scandal

NY-9

By Reid Pillifant 8/11 4:32pm 1
Why Wordpres?
A network of sites
netaustin:observer5 netaustin$ ls wp-content/themes/nyo_tech/src
_global_colors.scss global.scss politickerny.scss
betabeat.scss ie.scss print.scss
carousel-skin.scss observer.scss screen.scss
THE NEVERENDING STORY

Why Not Rebuild the Twin Towers in Williamsburg? Or 'Atop of Obama's Head?'

ALTERNATIVE TO WHAT?

Alt-'s Not Dead! But Are Downtown Alt-Weeklies Headed for Retirement?

DOWNTOWN IS THE NEW UPTOWN

Jesse Eisenberg's Play That He Wrote: Now Cast, Ready To Invade Off-Broadway Star from The Hangover

What If Bike Lanes Are Better Than Drugs?

Sotheby's Walks Away From Union Negotiations

Mitt Romney's Iowa Diet

Katie Couric No Fan of Journalists; Kim Cattrall Indulges In Girl Talk

Despite Diminished Digital Staff, Vanity Fair Relaunch A Soft Success

Facebook is Slightly Less Chill After Mark Zuckerberg Calls App 'Lame'

The Atlantic Signs with ICM to Shop Content in Hollywood

STOCKPILING

Democrats Party with Rangel, Aretha Franklin Gives Wal-Mart a Shout Out

2012

Rick Perry Can Win Long Island, Says Peter King [Video]

SURVEY SAYS

Poll: More Women, Less Scandal

Observer

PolitickerNY
```php
/** Absolute path to the WordPress directory. */
if (!defined('ABSPATH'))
    define('ABSPATH', dirname(__FILE__) . '/');

require_once 'hosts.php';

/** The name of the database for WordPress */
define('DB_NAME', $db_name);
define('DB_USER', $db_user);
define('DB_PASSWORD', $db_pass);
define('DB_HOST', $db_host);

define('DB_CHARSET', 'utf8');
define('DB_COLLATE', '');

if ($url) {
    define('WP_SITEURL', $url);
    define('WP_HOME', $url);
}

/** Sets up WordPress vars and included files. */
require_onceABSPATH . 'wp-settings.php';
```
netaustin:observer5 netaustin$  ls hosts/
betabeat.com.php  observer.omgit.net.php
betabeat.omgit.net.php  politickerny.com.php
maschas.com.php  politickerny.omgit.net.php
observer.com.php

<?php

$local_settings = array(
    'db_name' => 'observer_wp',
    'db_user' => 'observer',
    'db_pass' => '**********',
    'db_host' => 'obsdb',
    'url' => 'http://www.observer.com',
    'syndication_zone' => 'live',
);

// For clustering
ini_set('session.save_path', "/var/www/observer.com/files/sessions/");
define('WP_CACHE', TRUE);
define('ENABLE_CACHE', TRUE);

global $memcached_servers;
$memcached_servers = array('default' => array('172.16.18.202:11211'));

header("X-Head-Server: " . php_uname('a'));
$site_config = array(
    'betabeat' => array(
        'slots' => array(
            'Top_728x90' => 'Obs_Tech_Front_Top_728x90',
            'Logo_100x50' => 'BetaBeat_100x50',
            'Right1_300x250' => 'Obs_Tech_Front_Right1_300x250',
            'Right2_300x250' => 'Obs_Tech_Front_Right2_300x250',
            'Bottom_728x90' => 'Obs_Tech_Front_Bottom_728x90',
        ),
        'tips' => 'tips@betabeat.com',
        'twitter' => 'betabeat',
        'twitter_display' => 'Betabeat',
        'facebook' => 'http://www.facebook.com/pages/Betabeat/140251696042305',
        'shortname' => 'Tech',
        'title' => 'BetaBeat',
        'ga' => 'UA-1212249-9',
        'chartbeat' => 'betabeat.com',
        'disqus_forum' => 'nyotech',
    ),
);
Drupal for Facebook has been enabled, but not properly installed. Please read the README.txt.

The directory /tmp/files has been created.

The main article type. When in doubt, use this. You must fill out a title, body, author, and primary channel.

Plain Title:

Rich Title:

If you need to add HTML to your title, do it here. This title will be displayed on the article page but not in the RSS feed or in the browser title bar.

Rubric:

Dek:

This deck goes into the article preview on the collage. It can be no longer than 120 characters.

Classification

Primary Term:

Select a primary term for this Article.

Channel:

- None -
- Commercial Observer
- Culture
- Media
- No Channel
- Opinion
- Politics
- Real Estate
- Style

Choose as many channels as pertain to this article.

Polls:

- None selected -

Select the poll group this node belongs to. Select "None" for articles UNLESS this is the one article which will exist in the collage to open the polls dialog.
Blogs and Series:

- None -
2008 Senate Race
2010 Spring Arts
A Critic's View
Art Diary
At the Movies
At the Theater
Back of the Envelope

Tags:
A comma-separated list of terms describing this content. Example: funny, bungee jumping, "Company, Inc."

Audio:

Choose File
No file chosen
Maximum Filesize: 100 MB
Allowed Extensions: txt mp3

Body:

Path:

Disable rich-text

You may embed videos from the following providers: blip.tv, google, imeem, last.fm, livevideo, metacafe, myspace, revver, twistage, ustream, ustreamlive, vimeo, youtube, zzz_custom_url. Just add the video URL to your text area in the place where you would like the video to appear, i.e. http://www.youtube.com/watch?v=px0jmvdh.

- Web page addresses and e-mail addresses turn into links automatically.
- Lines and paragraphs break automatically.

More information about formatting options

To insert a page break, you must click "Disable rich-text" and insert <!--pagebreak--> where you want the page break to go. You should put this on a line of its own, not inside any other tags.

To create a pull quote, use the following code: <div class="pullquote"><p>Here is the quote that I want to showcase.</p></div>
Main Image:

- No file chosen
- Maximum Filesize: 100 MB
- Allowed Extensions: jpg jpeg png gif

- Click browse to choose an image, then click upload. As soon as the file is done uploading, you can supply a caption and credit.
- Grab images by the handle and drag them up and down to change the order in slideshows.
- The first image in the list will be featured on the article page.
- If there is no collage image, the first image will be automatically cropped and used in the collage.
- Text entered into the Alternate Text fields should be the image's caption.
- Text entered into the Title fields should be the image's credit.

Add another item

Thumbnail Image

Upload your main article image here. As long as your image is not larger than 2 MB, the system will process it into a web-friendly file size.

If your image is taller than it is wide, you will be given the option to use the cropping tool to select an area of the image to be displayed as the teaser thumbnail.

Thumb Image:

- No file chosen
- Maximum Filesize: 100 MB
- Allowed Extensions: png gif jpg jpeg
- Images must be larger than 360x240 pixels

Thumb Image Legacy:

- No file chosen
- Maximum Filesize: 100 MB
- Allowed Extensions: jpg jpeg png gif

NOTE: This upload option should only be used to edit articles published before August 2010.

Byline

Authors:

- 

- 

Add another item

Custom Author:

Only fill this in if you wish to override the list of authors. If you fill this in, it will be the only authoring information displayed.
<table>
<thead>
<tr>
<th>Field</th>
<th>Type</th>
<th>Null</th>
</tr>
</thead>
<tbody>
<tr>
<td>ID</td>
<td>bigint(20)</td>
<td>NO</td>
</tr>
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<td>post_author</td>
<td>bigint(20)</td>
<td>NO</td>
</tr>
<tr>
<td>post_date</td>
<td>datetime</td>
<td>NO</td>
</tr>
<tr>
<td>post_date_gmt</td>
<td>datetime</td>
<td>NO</td>
</tr>
<tr>
<td>post_content</td>
<td>longtext</td>
<td>NO</td>
</tr>
<tr>
<td>post_title</td>
<td>text</td>
<td>NO</td>
</tr>
<tr>
<td>post_excerpt</td>
<td>text</td>
<td>NO</td>
</tr>
<tr>
<td>post_status</td>
<td>varchar(20)</td>
<td>NO</td>
</tr>
<tr>
<td>comment_status</td>
<td>varchar(20)</td>
<td>NO</td>
</tr>
<tr>
<td>ping_status</td>
<td>varchar(20)</td>
<td>NO</td>
</tr>
<tr>
<td>post_password</td>
<td>varchar(20)</td>
<td>NO</td>
</tr>
<tr>
<td>post_name</td>
<td>varchar(200)</td>
<td>NO</td>
</tr>
<tr>
<td>to_ping</td>
<td>text</td>
<td>NO</td>
</tr>
<tr>
<td>pinged</td>
<td>text</td>
<td>NO</td>
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<tr>
<td>post_modified</td>
<td>datetime</td>
<td>NO</td>
</tr>
<tr>
<td>post_modified_gmt</td>
<td>datetime</td>
<td>NO</td>
</tr>
<tr>
<td>post_content_filtered</td>
<td>text</td>
<td>NO</td>
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<tr>
<td>post_parent</td>
<td>bigint(20)</td>
<td>NO</td>
</tr>
<tr>
<td>guid</td>
<td>varchar(255)</td>
<td>NO</td>
</tr>
<tr>
<td>menu_order</td>
<td>int(11)</td>
<td>NO</td>
</tr>
<tr>
<td>post_type</td>
<td>varchar(20)</td>
<td>NO</td>
</tr>
<tr>
<td>post_mime_type</td>
<td>varchar(100)</td>
<td>NO</td>
</tr>
<tr>
<td>comment_count</td>
<td>bigint(20)</td>
<td>NO</td>
</tr>
<tr>
<td>hide_from_front</td>
<td>tinyint(4)</td>
<td>NO</td>
</tr>
</tbody>
</table>

24 rows in set (0.00 sec)
Home Page Featured Articles

Article 1:
Patent Trolls Come in All Shapes and Sizes

Article 2:
For Israeli Startups, New York Is The Promised Land

Article 1 Image: [Image]
400x300

Article 1 Image Alt:

Article 2 Image: [Image]
200x150

Article 2 Title Override:
$post = array(
    'post_title' => $node->title,
    'post_content' => $node->body,
    'post_status' => 'publish',
    'post_author' => $wordpress_uid,
    'post_date' => date('Y-m-d H:i:s', $node->created),
    'post_name' => _make_slug($node->title),
);

if (!empty($node->field_deck[0]['value'])) {
    $post['post_excerpt'] = $node->field_deck[0]['value'];
}

$wordpress_post_id = wp_insert_post($post);
Alec Baldwin

Alec on HuffPo: Suck it up and pay the bill...
mysql> select count(*) from wp_posts;
+----------+
| count(*) |
+----------+
| 164811   |
+----------+
1 row in set (0.00 sec)

mysql> select count(*) from wp_terms;
+----------+
| count(*) |
+----------+
| 52722    |
+----------+
1 row in set (0.00 sec)

mysql> select count(*) from wp_term_relationships;
+----------+
| count(*) |
+----------+
| 379045   |
+----------+
1 row in set (0.00 sec)
**W3 Total Cache**

Improve site performance and user experience via caching: browser, page, object, database, minify and content delivery network support.

The most complete WordPress performance framework.

Recommended by web hosts like: MediaTemple, Host Gator, Page.ly and WP Engine and countless more.


W3 Total Cache improves the user experience of your site by improving your server performance, caching every aspect of your site, reducing the download times and providing transparent content delivery network (CDN) integration.

An inside look:
Memcached Object Cache

Use memcached and the PECL memcache extension to provide a backing store for the WordPress object cache.

Memcached Object Cache provides a persistent backend for the WordPress object cache. A memcached server and the PECL memcache extension are required.

Authors: ryan, sivel
Tags: cache, memcached
Enterprise vs. DIY
Code vs. Config vs. Content
Actions vs. Hooks
Questions?

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@netaustin