

BREAKING NEWS



How to cover breaking news with BLOX CMS

Thursday, October 3, 2017



Today's agenda: What's new in BLOX CMS

- **Get ready** by preparing your website, staff and office.
- **Get the story quick** “Email a story,” BLOX Go, and Content Exchange.
- **Spread the word** with products like Email Reach, BLOX Go, social media and special sections.



Before anything happens...



Speed versus accuracy dilemma

- 45% of journalists publish first, correct later (2014, *ING*)
- Google and Facebook algorithms link to unvetted, inaccurate stories

Erroneous reports about Tom Petty's death cause confusion

By SANDY COHEN, AP ENTERTAINMENT WRITER •
LOS ANGELES — Oct 3, 2017, 1:49 AM ET

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Las Vegas Shooter Reportedly a Democrat Who Liked Rachel Maddow, MoveOn.org and Associated with Anti-Trump Army

October 2, 2017 by Jim Hoft

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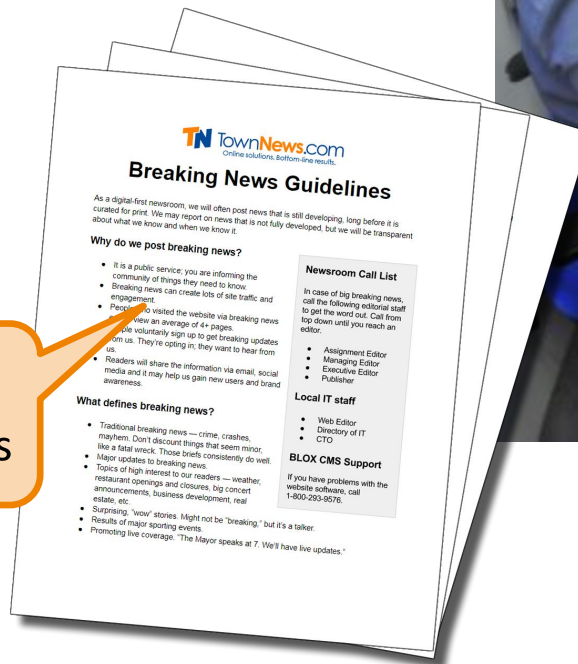
Guest post by **Joe Hoft**



Newsroom preparation

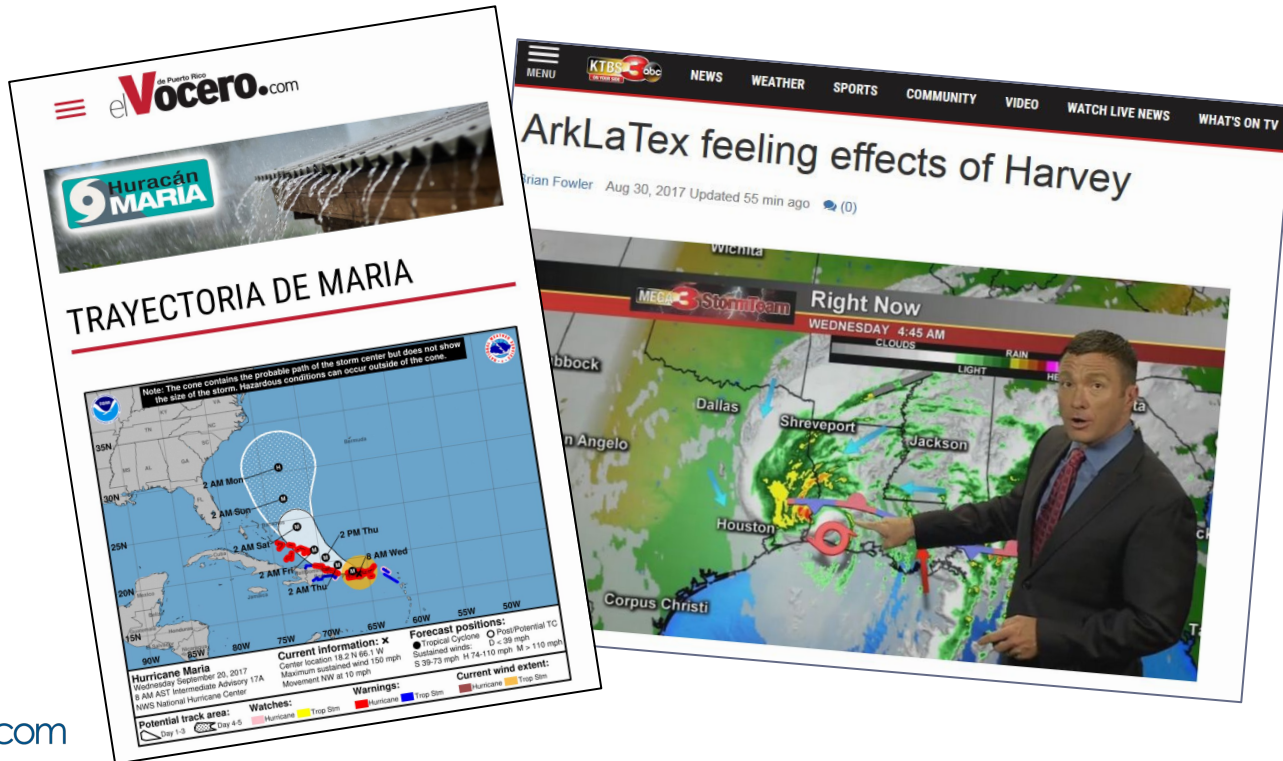
- Organize “What To Do” procedure
- Create a Call List for all staff
- Review your local “Breaking News” guidelines or create your own using our template
- Provide training to newsroom

Copy the “template” from
bit.ly/breakingnewsguidelines



Disaster recovery measures

- Prepare for localized issues such as fire, flooding, power outage, etc.
- Have a plan if staff can't get to the office
- Have an operational backup for appliances safely stored off-site



Ad strategies

- “Share of voice” ad spots vs. CPM-based ad spots
- Programmatic ads, Paid Recs will help monetize breaking news or viral traffic

The screenshot shows the homepage of The Daily News, Galveston County, Texas. The header includes the weather (83° Broken Clouds), the newspaper's name, and a search bar. Below the header, the date is October 3, 2017, and it notes the newspaper's history (Texas' Oldest Newspaper • Publishing Since 1842 • Celebrating 175 Years). A navigation bar lists various sections: News, Sports, Opinion, Features, Communities, AP, Services, Advertising, Special Sections, Marketplace, and e-Edition. The main article is titled "Friendswood, Santa Fe shake up districts with upset wins" by James Lacombe, published 3 hours ago. The article features a photo of a football player in a blue jersey with the number 15, celebrating on the field. To the right of the article is a sidebar with a "Most Popular" section listing several articles, and a "YOUR KID FAKED SICK" advertisement with a green outline of a person and a "join me" button.

Prepare home page

- Optimize “breaking news” flag set up with block using an urgent flag
- Breaking news and other flags are posted faster, and the frontpage cache time has been reduced



Layout suggestions



Editorial: Full Article

- “Hammer” headline for a large impact headline
- Show photo gallery and additional headline elements
- Choose to show lots of text and information, or truncate it

Multiple images will make a frontpage photo gallery.

AT&T 6:35 AM 91%
elvocero.com

el **V**ocero.com

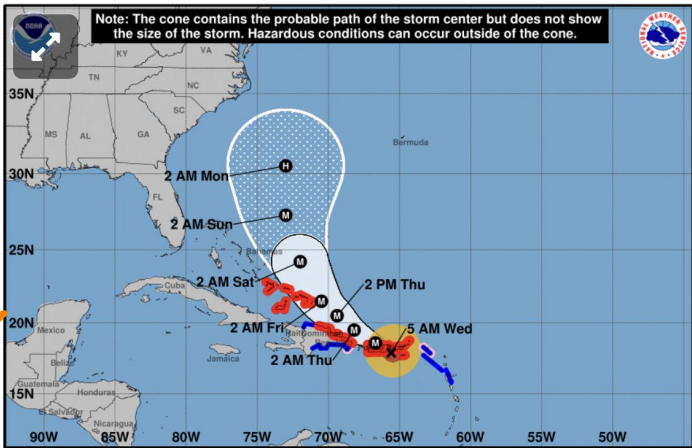
Clásico y deportivo. Así es **zona**
La revista que define el estilo del hombre moderno. ¡Búscala hoy!

Con vientos sostenidos de 155 millas por hora

TOCA TIERRA

Huracán María entra por Yabucoa

Actualizado hace 19 min 0



Note: The cone contains the probable path of the storm center but does not show the size of the storm. Hazardous conditions can occur outside of the cone.

Hurricane Maria
Wednesday September 20, 2017
5 AM AST Advisory 17
NWS National Hurricane Center

Current information: x
Center location 17.9 N 65.6 W
Maximum sustained wind 155 mph
Movement NW at 10 mph

Forecast positions:
● Tropical Cyclone ○ Post/Potential TC
Sustained winds: D < 39 mph
S 39-73 mph H 74-110 mph M > 110 mph

Potential track area:
Day 1-3 Day 4-5

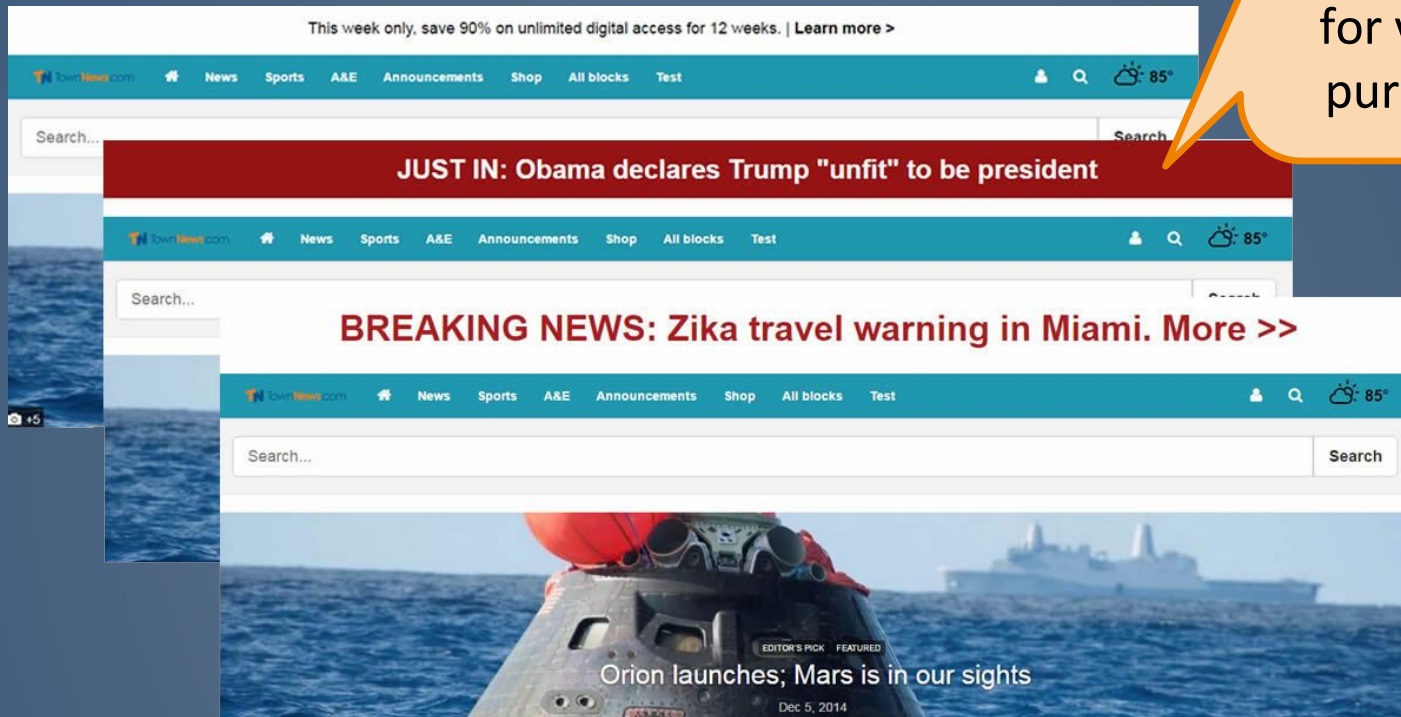
Watches:
Hurricane Trop Stm

Warnings:
Hurricane Trop Stm

Current wind extent:
Hurricane Trop Stm

Utility: Message

Different font sizes and colors for varied purposes

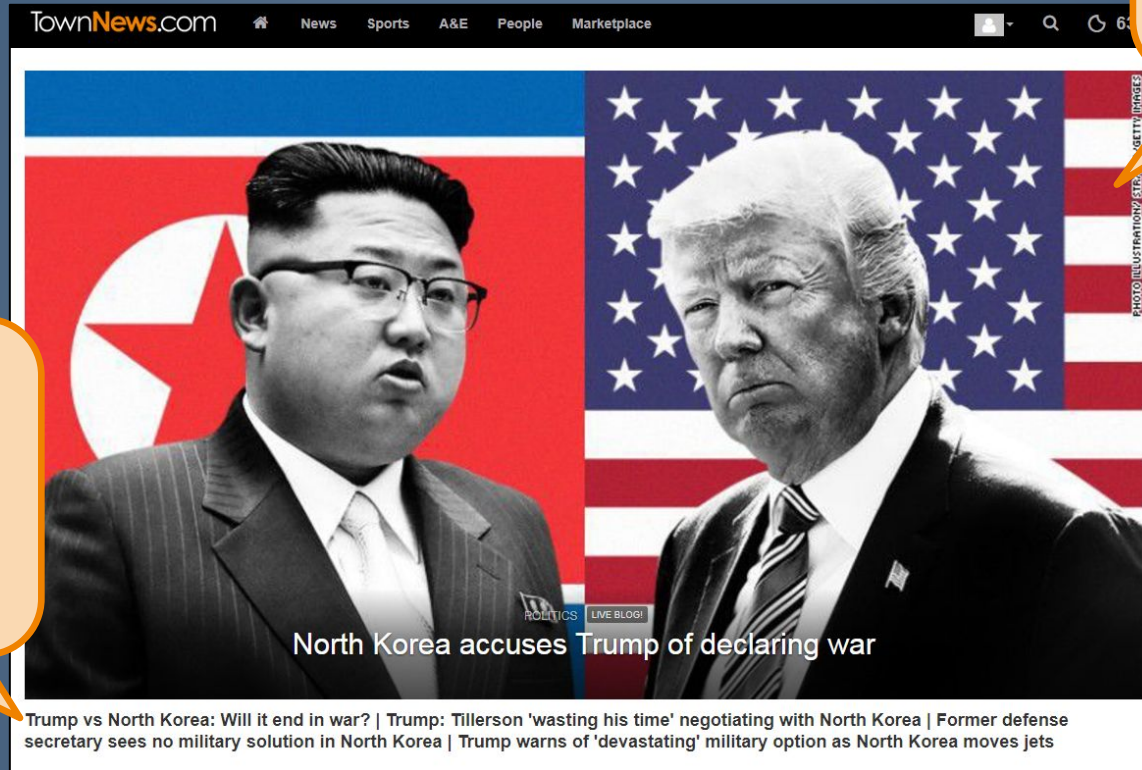


- Use with Skyline Utility Region to create breaking-news alert
- Can be used in Frontpage Skyline or Global Skyline
- Link to an asset, or it can just simply be a message
- Also useful for subscription promotions

Using Additional Content

Card: Feature also works well as big news block!

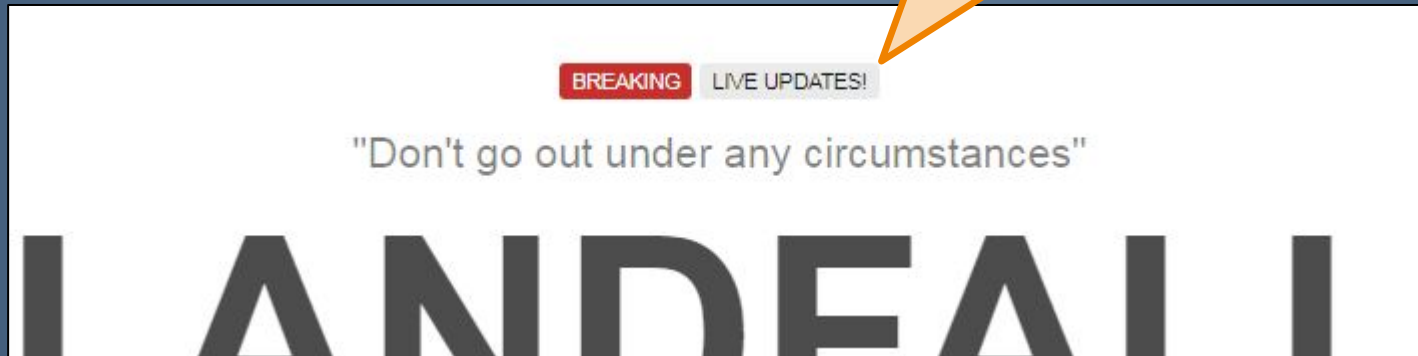
Child or sibling assets continue the coverage.



- Many blocks have an “Additional Content” option
- Show below article in vertical or horizontal list
- Great for showing other related stories: siblings or child assets

Live reports & special content

Use a custom flag to promote extra content or live reporting.



- Update frequently throughout the day
- Use an HTML asset with a service like Scribble for live updates
- Custom property of “note” with custom text creates a flag

Disable specialty blocks

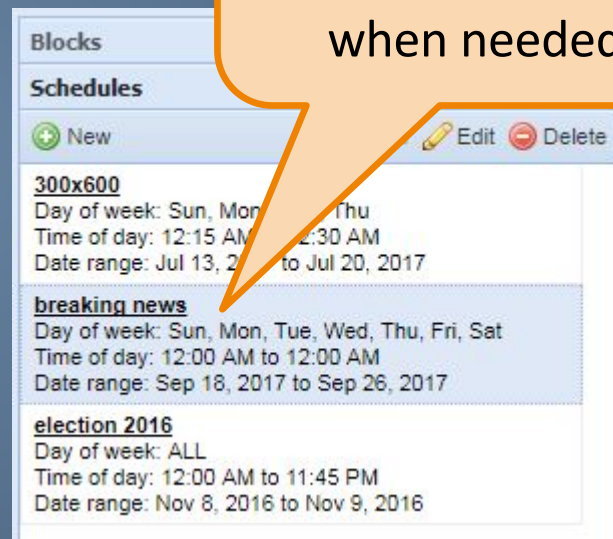


- Some impact blocks can be kept on your main layout, but disabled
- Disabled blocks, within reason, have no impact on site speed
- If needed, enable the block on the fly

Create layouts in advance

- Create pre-built layouts with BLOX CMS scheduling
- Multiple schedules for different needs:
 - **Big news:** giant headline and story, most other blocks removed for speed
 - **Developing news:** Big headline, other news blocks remain
 - **Exclusive news:** Play up exclusivity with a special layout

Create multiple schedules in advance and activate them when needed!



Get the story quick



Stake your claim

- Get the story online as soon as you have the facts, based on your organization's reporting standards
- Return the asset to the editorial workflow for editing and review
- Add to the same asset over time to preserve the URL, if possible

“Graf-and-dash” at The Advocate:

Reporters write three paragraphs and quickly publish the story. This allows the digital desk to establish a link for social media, breaking news, newsletters, etc.

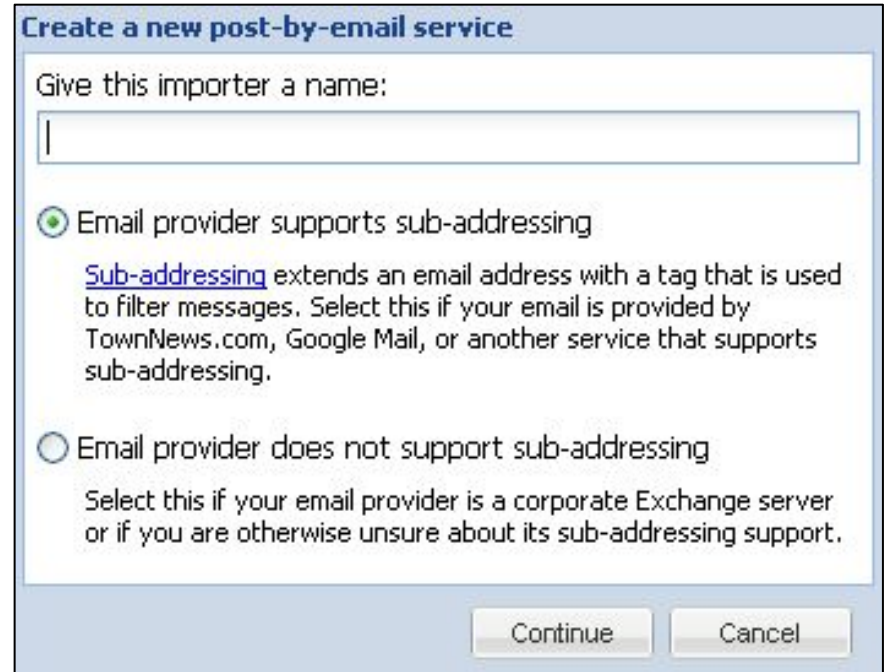
BLOX Go mobile reporting

- Train field reporters to use BLOX Go from their phones
- Search and edit content
- Post articles with any flag type (breaking news, top stories, etc.)
- Upload multiple photos and videos together directly from smart phones or tablets



Post-by-email service

- Editorial -> General Settings
-> Content Importers
- Set up an address for the main mobile reporters
- Include:
 - Breaking news flag
 - Auto-publish
 - Additional photos
 - Email sender is set as the author



The screenshot shows a dialog box titled "Create a new post-by-email service". It contains a text input field for naming the importer, followed by two radio button options. The first option, "Email provider supports sub-addressing", is selected. Below it is a descriptive paragraph about sub-addressing. The second option is "Email provider does not support sub-addressing", with a descriptive paragraph below it. At the bottom right are "Continue" and "Cancel" buttons.

Create a new post-by-email service

Give this importer a name:

☒ Email provider supports sub-addressing

[Sub-addressing](#) extends an email address with a tag that is used to filter messages. Select this if your email is provided by TownNews.com, Google Mail, or another service that supports sub-addressing.

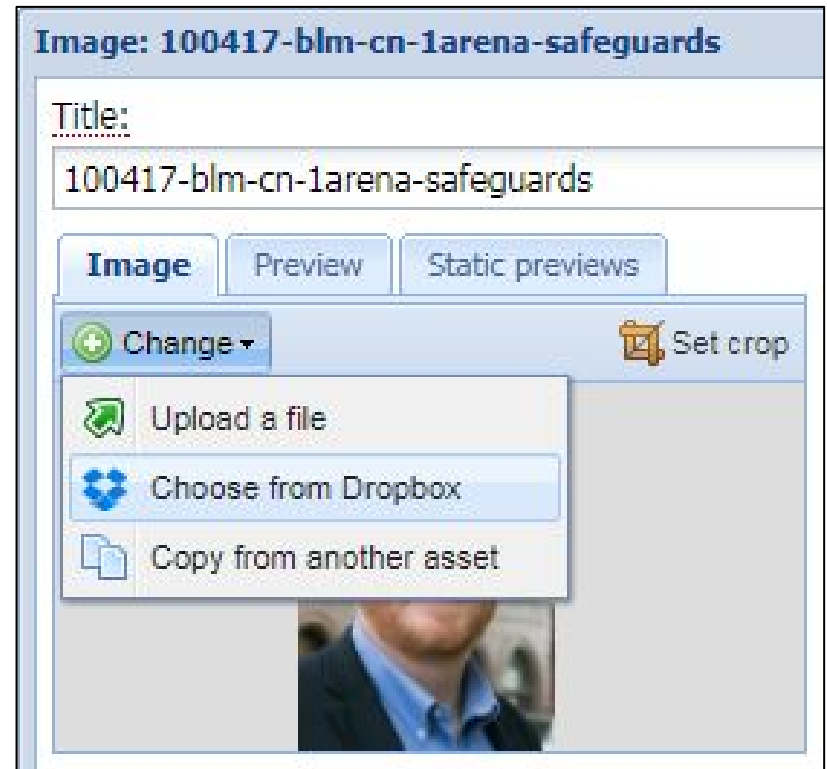
☐ Email provider does not support sub-addressing

Select this if your email provider is a corporate Exchange server or if you are otherwise unsure about its sub-addressing support.

Continue Cancel

Dropbox integration

- Set up a company Dropbox account in advance
- Save items from Reporters and photographers into the account
- Newsroom editors can create assets from the shared files

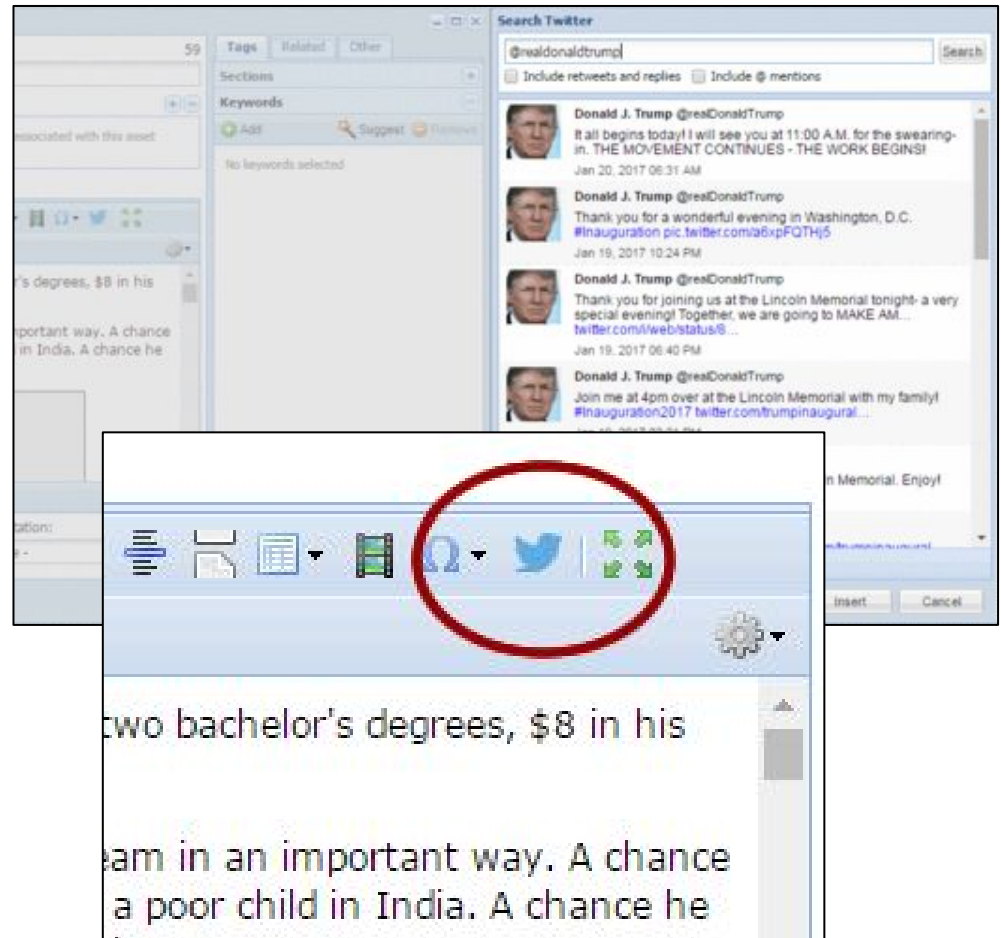


Integrate relevant tweets

- Use the integrated Twitter button
- Search by verified accounts
- Include replies

Now available in
BLOX Total CMS*

** Version 2.17*



Add depth of coverage

- Add related content, photos and video from CNN, Newsy or the TownNews.com Content Exchange Network

The screenshot displays the 'Import syndicated content' interface. On the left, there is a sidebar with a 'Channel' dropdown set to 'TownNews.com Content Exchange'. Below this are search fields for 'Search text' and 'Slug', and a 'Type' filter section with checkboxes for Article, Image, Collection, Audio, HTML, Link, Video, and YouTube. A 'Category' dropdown is also present, currently showing 'Agriculture'. The main area is titled 'Select items to import' and features a table with columns for 'Type', 'Title', 'Status', and 'Start date/time'. The table lists several items, including a story about White House pets, a cinema roundup, movie news, and a legal injunction. At the bottom right, there is a section for 'Items to add to asset' which currently shows 'No items selected'. A footer bar indicates 'Page 1 of 1639' and 'Displaying assets 1 - 25 of 40952'.

Import syndicated content

Channel: TownNews.com Content Exchange

Search | Saved searches | Reset | Search

Search text:

Slug:

Type: ☐ Article ☐ Image ☐ Collection ☐ Audio ☐ HTML ☐ Link ☐ Video ☐ YouTube

Category: ☐ Agriculture

Select items to import

Type	Title	Status	Start date/time
	From ponies to raccoons, bobcats and lots of cats and dogs, the White House has been home to more than its share of animals. Although the Trumps have said they currently have no plans to bring a pet to the White House, most other first families have. Here's a look back at over 100 years of presidential pets.		
☐	This week in arthouse cinema: Dench plays the queen, punk music in Tulsa and Monty Python		Oct 5, 2017 11:15 AM
	Judi Dench plays another English queen, Bobby plays Billie Jean King, and a documentary look at the evolution of punk music in Tulsa are among many highlights in speciality cinema this week.		
☐	New movies this week: a sequel 35 years in the making and a tennis match from 44 years ago		Oct 5, 2017 08:30 AM
	A sci-fi classic finally has a sequel, the battle for equality extends to the tennis court and a tale of snowbound survival are among the stories opening on movie screens this weekend.		
☐	Judge grants Elkton injunction		Oct 4, 2017 05:26 PM
	A judge has granted a preliminary injunction to prevent a suboxone clinic from moving into Elkton Centre.		

Page 1 of 1639 | Displaying assets 1 - 25 of 40952

Select and import items to add | Add to asset

Spread the word



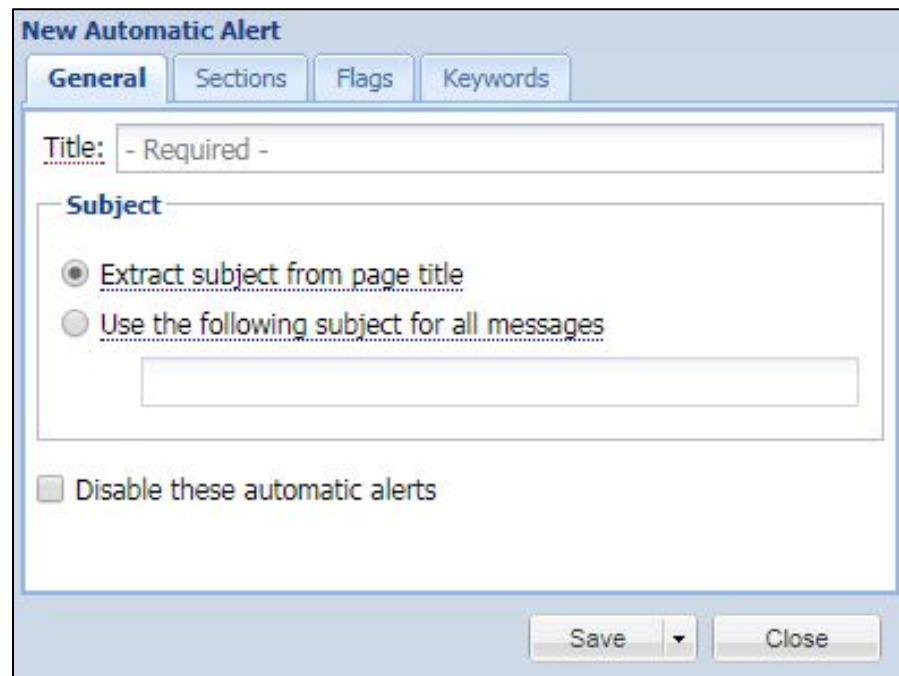
Social Media Broadcast

- Connect to various social media accounts:
 - Twitter
 - Facebook user or page
- Edit social messages before sending
- Send live links immediately
- Create multiple channels to different sections

The screenshot displays a web interface for social media broadcasting. On the left, a news article is partially visible, discussing a "seventeen-year-old" and "Saturday night" events. On the right, a configuration panel titled "Miscellaneous properties" is open, showing a "Broadcast" section. This section includes a list of "Channels to broadcast to" with checkboxes for "Twitter Breaking" (checked), "Local News" (unchecked), and "Breaking News" (checked). Below this, there are sections for "Twitter" and "Facebook". The Twitter section shows a preview of a tweet: "George Zimmerman found not guilty in Trayvon Martin case" with "60 characters remaining". The Facebook section has a text input field labeled "Additional comment (optional)". At the bottom of the panel, there are expandable sections for "Location", "Custom properties", and "Revisions", each with a plus icon.

BLOX Email Reach Automatic Alerts

- Automatic Alert emails show the story as the headline or can use title plus dynamic date
- Emails show the full main image and summary
- Set up any “triggers” - flag, section or keyword
- Available with BLOX Email Reach



The screenshot shows a 'New Automatic Alert' dialog box with four tabs: 'General', 'Sections', 'Flags', and 'Keywords'. The 'General' tab is active. It contains a 'Title' field with the placeholder '- Required -'. Below it is a 'Subject' section with two radio button options: 'Extract subject from page title' (which is selected) and 'Use the following subject for all messages'. There is an empty text box below the second option. At the bottom of the dialog is a checkbox labeled 'Disable these automatic alerts' and two buttons: 'Save' and 'Close'.

Create a special URL and hashtag

- Use a hashtag trending in social media or create your own
- When sharing news to AP, CNN or regional associations ask them to include your URL for coverage
- Share your story with related orgs or other interested parties

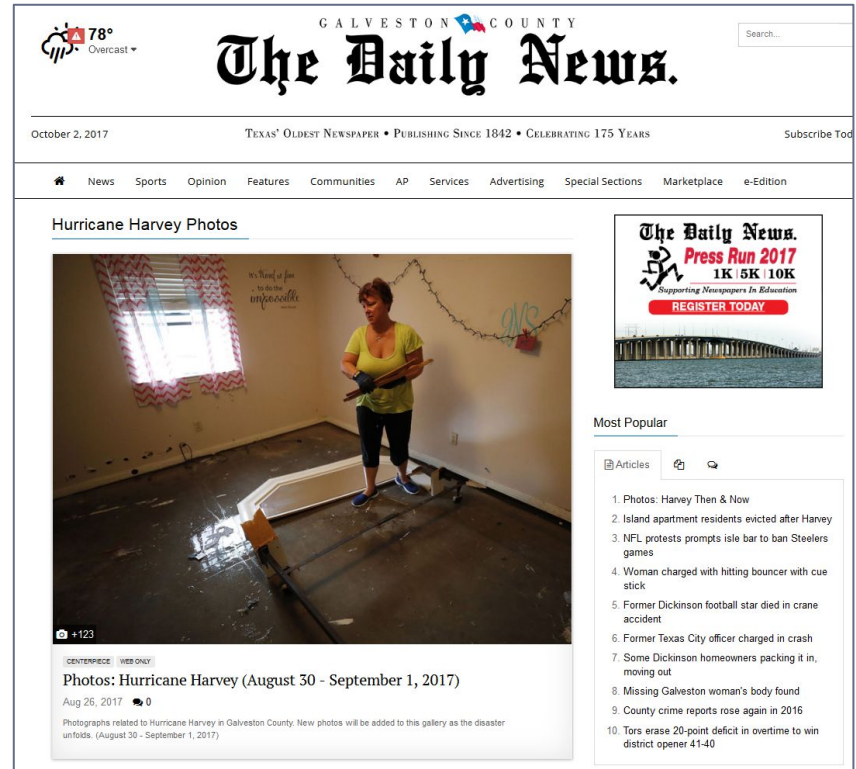
Example:

www.elvocero.com/maria/

The screenshot shows the Vocero.com website with a focus on Hurricane Maria. The header includes the site's name and a search bar. A navigation bar lists various sections like 'SECCIONES', 'LEY Y ORDEN', 'GOBIERNO', etc. The main content area features a large image of the hurricane's eye with the 'Huracán MARIA' logo. Below this is a map showing the hurricane's path across the Caribbean and into the United States. To the right, there's a 'LO MÁS RECIENTE' section with a list of recent news items. At the bottom, there's a 'MAPA DEL SATÉLITE DEL CARIBE' showing satellite imagery of the hurricane. The right sidebar contains a weather widget for San Juan, PR, showing a temperature of 81°F and a forecast for the next few days.

Redirect a previous URL

- Redirect the breaking news or viral story to a special updated URL
- Keep SEO and viral links intact
- Expand coverage
- Use Editorial Assets -> Custom Properties -> redirect



Turn off subscription

- During community emergencies, provide information as a public service
- Turn off subscription for the entire site or the special news area
- Grant temporary free access to your site
- Ensure users can still sign up for subscription services



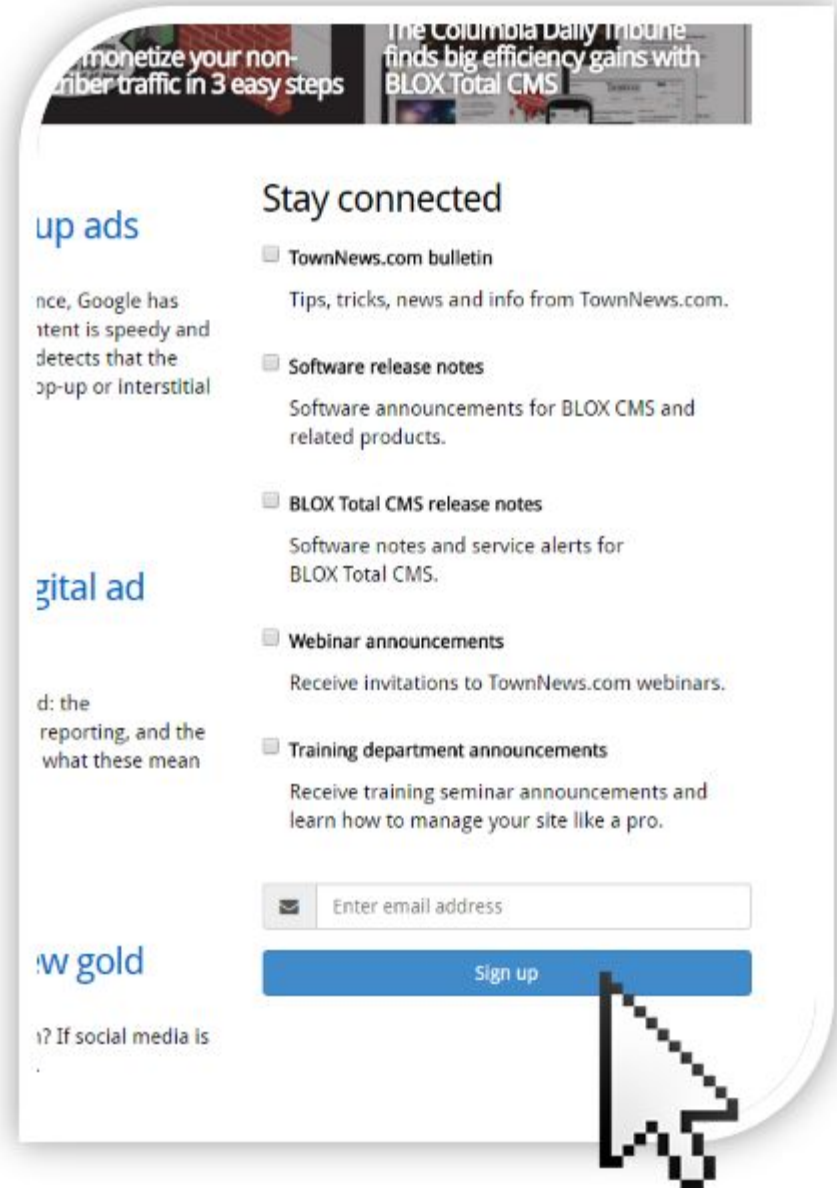
Disable subscription
with one click!

Questions?



Stay connected

- Documentation
 - help.bloxcms.com
- Support
 - Call 800-293-9576
 - support.townnews.com
- Partner Community
 - community.townnews.com
- Service Status
 - townnews.status.io
- Follow us on Twitter, LinkedIn, Facebook, YouTube



Thank you!

