



Insider best practices for elevating your 2020 election coverage with BLOX CMS

Thursday, September 10th, 2020

TN TownNews



Today's agenda

- Easily updating tabular data throughout election night.
- Displaying interactive maps and graphs with embeddable widgets.
- Using TownNews Content Exchange articles, images, and videos to supplement your homegrown election coverage.
- Keeping your visitors engaged with push notifications—even when they aren't on your site.
- Showcasing fast-changing news and data with Update blocks.
- ... and much more!

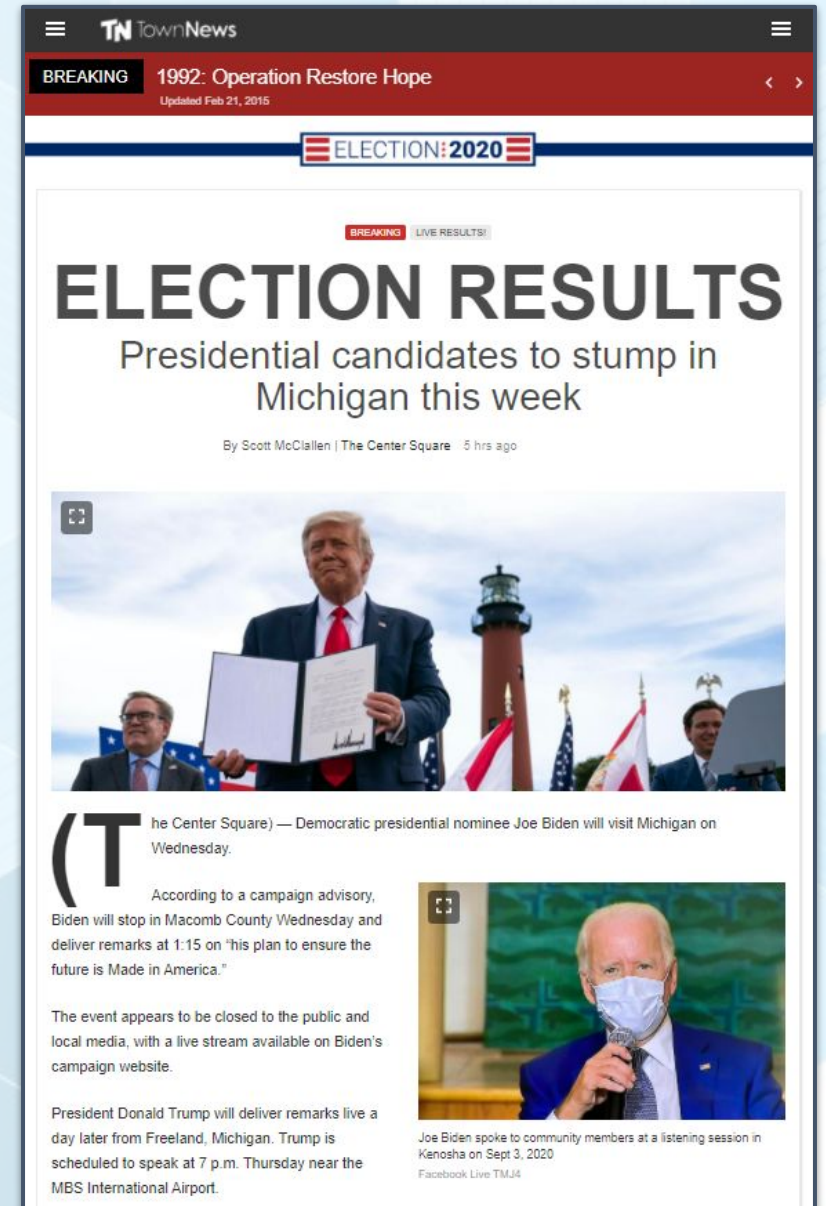




Election design


Create dedicated homepage

- Use schedules
- Place blocks on homepage and deactivate them until needed
- Use an image block to create a unified topic header
- Create a big impact presentation with “Editorial: Full Article” block




Card: Updates block

- Can be used to showcase breaking election news updates
- When additional news is posted, it notifies the reader, who can refresh the block without reloading the page
- Use an “overline” to create a colorful title with eye-catching icon

 **LIVE UPDATES**

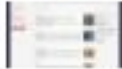
15 min ago



Indiana House set to relocate to protect lawmakers from COVID-19

The 100 state representatives are expected to largely vacate the Statehouse next year to minimize the potential spread of COVID-19 among lawmakers and the public.

Updated 11 min ago



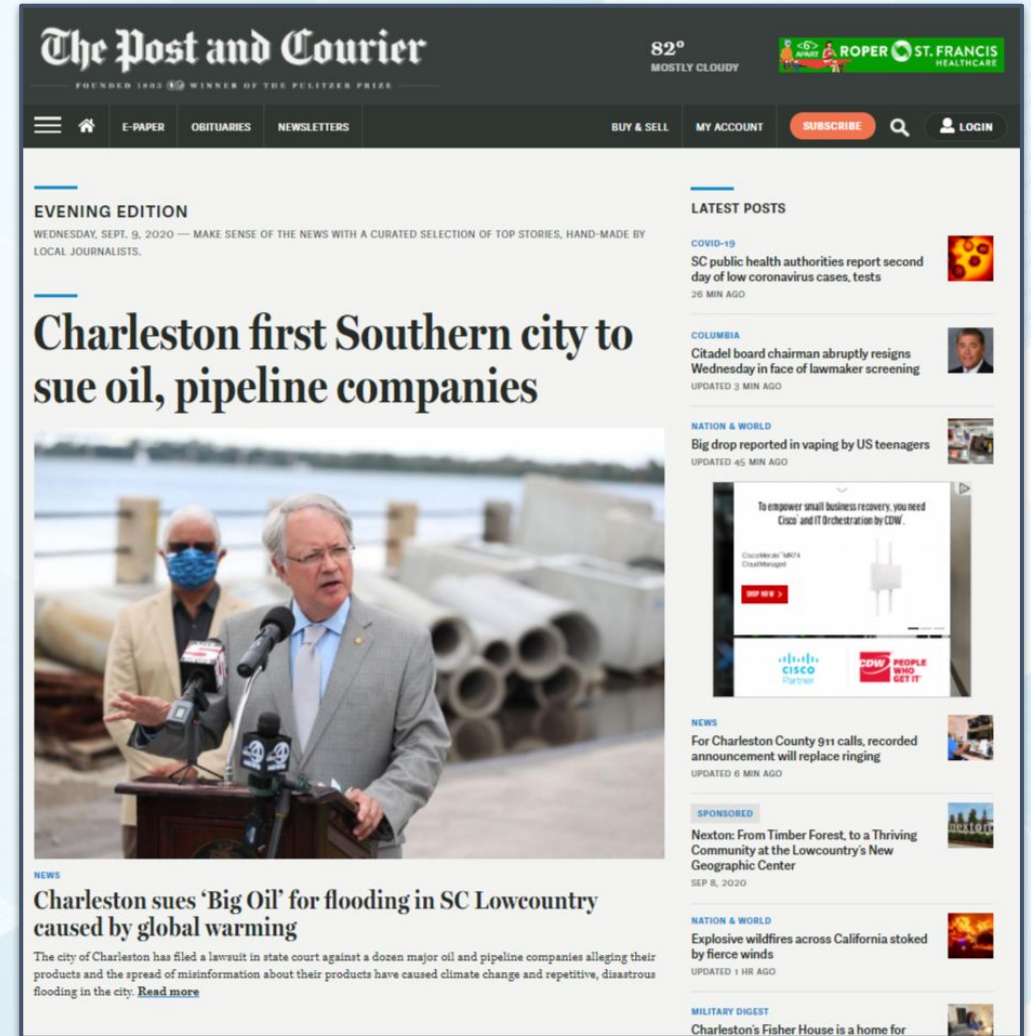
Covid Wire Launches, a Platform Easing Access to Local COVID-19 News

Updated 11 min ago

Don't Get Twisted! Keep Your Bones and Joints in Check During National Yoga Month

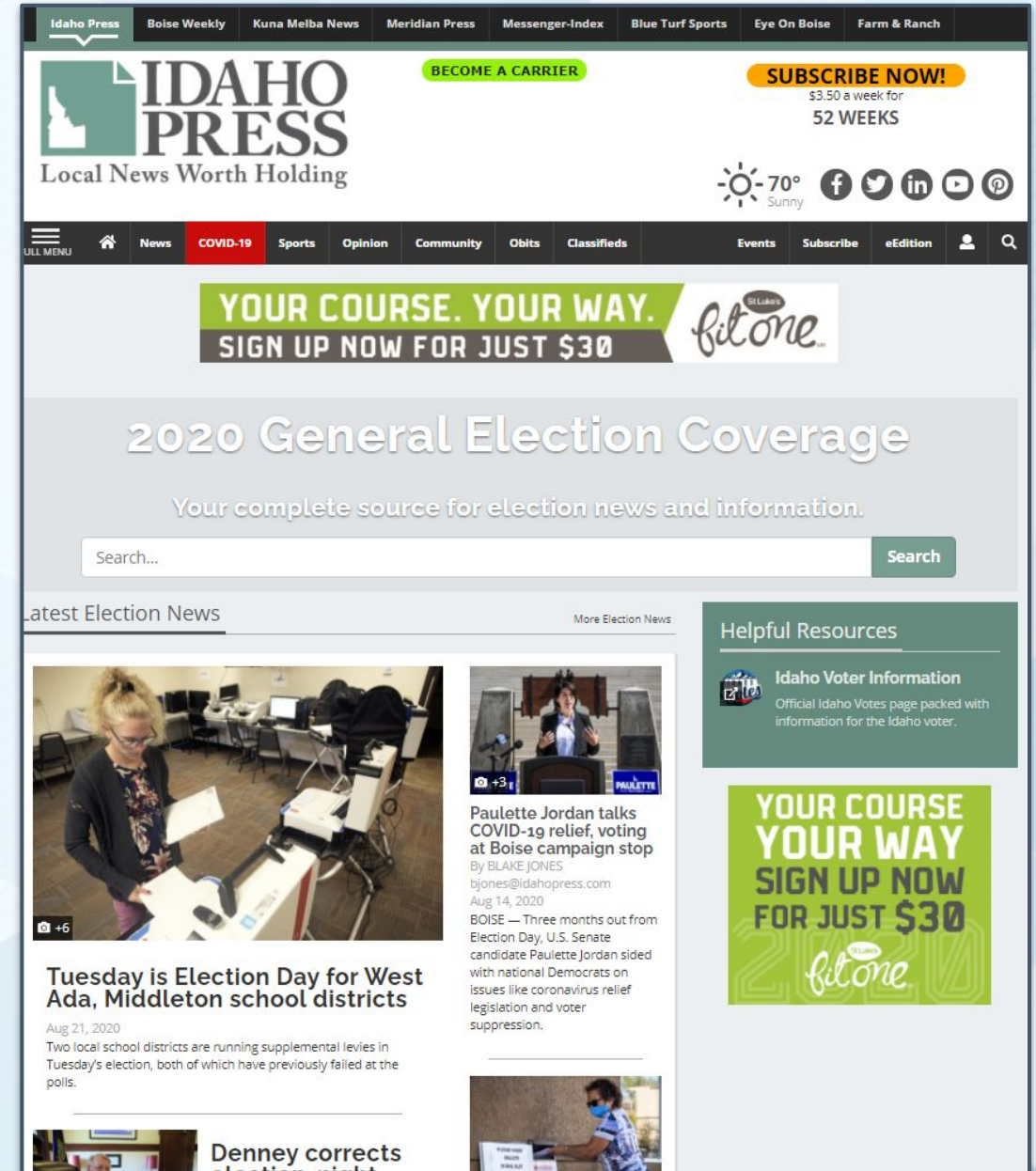
Breaking news fast cache

- Blocks that use a “breaking news” flag on homepage break cache faster
- Ensures website visitors see the latest news



Create a special URL

- Helps consolidate and aggregate election data
- Promote coverage on social media, on broadcasts and in print
- Create a consistent #hashtag
- Use a specialized search box that is limited to election content
- Also on BLOX Now App



Insert ad positions

- Add new ad blocks
- Ensure monetization is interspersed throughout content
- Especially on mobile

The clashing visits underscore Michigan as a battleground state two months before the election.

Trump won Michigan by 10,704 votes in 2016, the first swing to red since 1988.

RealClearPolitics **polling** averages in Michigan from late August showed Biden barely edging out Trump with 47.3 compared to 44.7, with a 2.6 percent spread.

Joe Biden spoke to community members at a listening session in Kenosha on Sept 3, 2020
Facebook Live TMJ4


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LIVE UPDATES

1 hr ago

 Cherokee Nation to start \$25 million construction, remodel and manufacturing projects in response to COVID-19
Cherokee Nation officials will

Copy of 2011 Primary Municipal Election Totals FINAL : Special 2006


	P1	P2
Special 2006		

Exit polling
What voters said concerned them most as they left the polls.

Iceland (Reykjavik)

Concern	Percentage	
56%	38%	6%

ADVERTISEMENT



The background of the slide features a close-up, slightly blurred photograph. On the left, there are several circular white stickers with a blue field of stars on the left and red vertical stripes on the right, with the word 'VOTED' printed in blue across the center. To the right, a black sign with white, raised, sans-serif capital letters spelling 'VOTING' is visible. The overall composition suggests a theme of elections or civic participation.

News coverage

Updating table data

- Use table assets to display tabular data
- Results can be updated throughout the night in one table
- Multiple tables for multiple races
- Upload a CSV file

Presidential Candidate Results

[Blog](#)

Updated live throughout the night.

Party	Candidate	Vote total
Republican	Donald Trump	213,911
	Bill Weld	20,304
Democrat	Joe Biden	111,328
	Tulsi Gabbard	3,938
	Bernie Sanders	19,392
	Elizabeth Warren	8,931
Libertarian	Max Abramson	167
	Dan Behrman	161
	Lincoln Chafee	228
	Jacob Hornberger	414
	Jo Jorgensen	475
	Adam Kokesh	238

Twitter lists

- Embed in articles or a standalone feature
- Show aggregated news from approved news sources automatically
- Appropriate for news before, during and after Election Day

The screenshot displays a Twitter list interface. At the top, a navigation bar includes the 'The Telegraph' logo, links for News, Obituaries, Sports, E-Edition, and Buy & Sell, along with a weather widget showing 43° and a subscribe button. A promotional banner for a weighted blanket is visible. The main heading is 'Washington politics live', dated August 18, 2020. Below this, a 'Politics' section header is shown. The list contains three tweets:

- The Hill** (@thehill): 'WATCH LIVE: President Trump announces a list of future potential Supreme Court Justices hill.cm/rFfJvPG'. The tweet includes a video thumbnail of President Trump at a podium.
- The Hill** (@thehill): 'JUST IN: McConnell backs stopgap bill to fund government into December hill.cm/CEIcaHQ'. The tweet includes a photo of two men, one wearing a face mask.
- NYT Politics** (@nytpolitics): 'President Trump mounted a public attack unusual even for him over Labor Day weekend, accusing his military leadership of advocating war "so that all of those wonderful companies that make the bombs and make the planes and make everything else stay happy" nyti.ms/2Rci3PT'.

On the right side of the page, there is a vertical advertisement for 'fnbo' (First National Bank of Omaha) with the text 'HIGHEST IN CUSTOMER SATISFACTION WITH RETAIL BANKING IN THE MIDWEST'. Below the ad is a 'MOST POPULAR' section listing five news items:

1. Colorado man dies in boating incident on Lake McConaughy
2. UPDATE: Missing North Platte girl found
3. On California's SB 145
4. UP to begin operating North Platte's Bailey Yard as single classification yard
5. North Platte Police ask for help finding 17-year-old North Platte girl

Fact checks & roundups

- Fact check articles based on AP material but supplemented by local resources
- Daily roundups of local / national news can be pulled together as a collection and embedded in other news articles

Fact: It's illegal to try to vote twice



FILE - In this May 27, 2020 file photo, a worker processes mail-in ballots at the Bucks County Board of Elections office prior to the primary election in Doylestown, Pa. In every U.S. presidential election, thousands of ballots are rejected and never counted. They may have arrived after Election Day or were missing a voter's signature. That number will be far higher this year as the coronavirus pandemic forces tens of millions of Americans to vote by mail for the first time.

Matt Slocum

Wilmington, North Carolina.

THE FACTS: To be clear, it is illegal in all 50 states and under federal law to vote twice in an election.

TRUMP: "So you sign your ballot and mail it in, just mail it ... On election day or early voting, go to your polling place, even though you've mailed it in, go to your polling place to see whether or not your mail-in vote has been tabulated or counted. ... So if it hasn't been counted, if it doesn't show up, go and vote. And then if your mail-in ballot arrives after you vote, which it shouldn't, but possibly it could, perhaps. That ballot will not be used ... So send it in and then see, and then vote, and let's see what happens." — North Carolina tele-rally on Friday.

TRUMP: "Send in your ballots, send them in strong ... And you send them in, but you go to vote. If they haven't counted it, you can vote." — Interview Wednesday with WECT TV6 in

Surveys & races

- Create a survey for local candidates with informational questions
- Each race can be a news article with profiles & answers of the candidates
- Include voter information and resources as a sidebar

VOTER INFO

The May 19 primary election will be conducted solely through absentee voting because of the COVID-19 outbreak.

Voters must request an absentee ballot by May 19 and return it to their county elections office by 8 p.m. June 2.

Voters may request a ballot online at idahovotes.gov; or by using the request form mailed to them by the Idaho Secretary of State's Office; or by going through their county elections office. Because it's a primary election, voters will need to request a Republican, Democratic or non-partisan ballot. Only registered Republicans can request a Republican ballot, but Democratic ballots are open to voters of any affiliation.

March 13 was the deadline to change party affiliation for the May 19 primary, though unaffiliated voters may affiliate up to May 19, which is also the deadline to register to vote.

Canyon County:

f t e b q

The Idaho Press partnered with the League of Women Voters to conduct candidate surveys for the May 19 primary. You may also search for your ballot items by address, at vote411.org. Candidates were responsible for grammar and spelling, and answers were limited to 500 characters.

Democratic primary: No candidates.

Republican primary:

Kieran Donahue, Nampa

- 208-573-9942
- Facebook: Donahue for Sheriff

Mike Rock, Nampa

- 208-859-8838
- Mikerock4sheriff.com
- facebook.com/mikerocks4sheriff


Jeff Taggart, Caldwell

- 208-965-4965
- Facebook: Jeff Taggart for Canyon County Sheriff


Nick Schlader (no response)

What do you hope to accomplish if elected?


Kieran Donahue: I am committed to supporting the rule of law, protecting our Constitutional Rights and keeping public safety as a core principle. I will continue to aggressively address the resurgence of gang violence and the threat of illegal drug smuggling and human trafficking by International Criminal Organizations in our communities and State. I will continue to fight for fair market salary comparison for our employees and work with other EO's to alleviate long wait lines at the Driver's License and DMV.



Kieran Donahue



Mike Rock



Jeff Taggart

Series & collections

- Use a “series” collection to highlight election stories from the week
- Create photo galleries of images from the campaign trail
- Use poll assets to ask readers to engage on a specific topic
- Push notifications


FEATURED

Super Tuesday: Clinton, Trump claim big victories

Mar 1, 2016 Updated Jul 29, 2019 0

View live coverage from 12 states in a make-or-break day for the presidential candidates of both major parties.

Updated Mar 1, 2016




State-by-state live results
View maps showing vote totals as they come in, reported by the Associated Press to our partner site madison.com.

[READ MORE](#)

Updated Apr 8, 2016


Photos: How super was Tuesday? Have a look



View photos from the campaign trail where states sent voters to the polls March 1.

[READ MORE](#)


Updated Mar 1, 2016



Interactive guide: The road to Super Tuesday
A look at the states that will cast their vote on Super Tuesday, the biggest single-day delegate haul of the nomination contests.

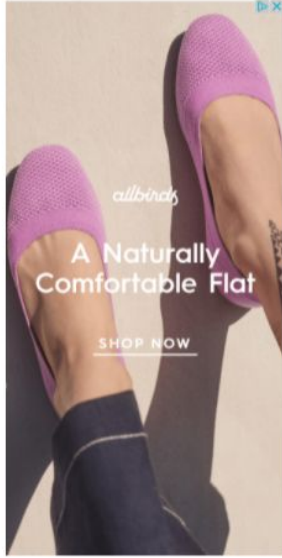
[READ MORE](#)

Updated Mar 1, 2016








Interactive: 2016 presidential election calendar
A schedule of key 2016 presidential election events including primaries, debates, caucuses, and the national conventions.

[READ MORE](#)



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LATEST

-  Could you pass a US civics test?
-  Watch Donald Trump's acceptance speech at the RNC
-  RNC night three: Mike Pence and Kellyanne Conway take center stage
-  Melania Trump and Rand Paul highlight night two of the RNC
-  Donald Trump Jr. and Nikki Haley: Watch the first night of the RNC

Embed, links & related

- Embedded assets create engagement opportunities
- Use the new “inline links” feature to link directly to additional articles in BLOX
- Info boxes and other related content types can add useful information for readers



Sen. John McCollister of Omaha

Courtesy photo



During the 17 days that wrapped up the 2020 Nebraska legislative session, a number of senators stood and asked repeatedly for help for people who experienced hardship because of the coronavirus pandemic.

They asked fellow senators to ensure their constituents were given eviction protection, child care subsidies, unemployment benefits and enough food for their families.

[Download PDF](#)

In those 17 days, they were told many other senators had different priorities.

Then Nebraska became the only state not to continue emergency supplemental food assistance beyond July, as allowed by a federal coronavirus relief bill.

The Nebraska Department of Health and Human Services has explained it remains optimistic that many families are returning to work and parts of their lives as they knew it prior to the pandemic.

[Nebraska is only state not continuing emergency supplemental food assistance during pandemic](#)

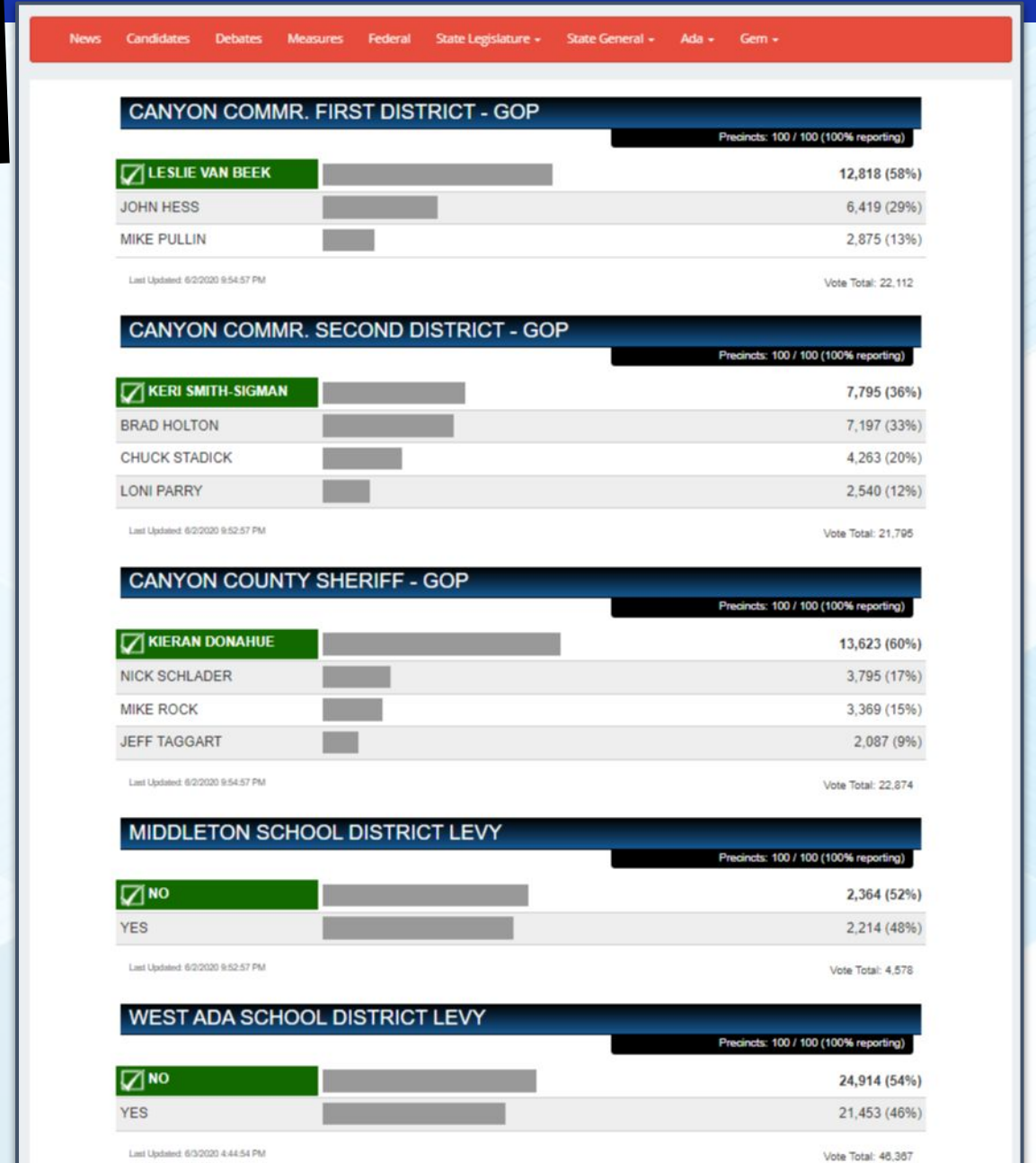
Monday, 20 senators sent a letter to Gov. Pete Ricketts requesting he immediately reopen applications for pandemic electronic benefit transfer,



External sources

Iframe election numbers

- Check with local county or state election boards on how they are publishing data
- Ask if their election results can be iframed onto your site



TN Content Exchange

- Look at the TownNews Content Exchange to flesh out local content
- Use the Content Exchange to add photos and video to local coverage, including:
 - CNN video
 - Real Clear Politics
 - TownNews network



Hear why Trump photo infuriated this military widow

Updated 11 min ago

Kait Wyatt, a military widow and veteran, says she recently she saw a 2017 photo of President Donald Trump standing over her husband's tombstone in Arlington National Cemetery and was "instantly furious." The photo resurfaced as the President continues to deny a report that he called fallen ... [Read more](#)



Scaramucci on Trump: He'll get annihilated in November

Updated 11 min ago

Former White House Communications Director Anthony Scaramucci responds to Michael Cohen's theory that President Trump may resign if he is not reelected, in order to fulfill certain agendas. [Read more](#)



NYT correspondent to Don Lemon: Trump has found his Roy Cohn

Updated 11 min ago

CNN's Don Lemon talks to New York Times correspondent and author Michael Schmidt about the US Justice Department asking to take over the defense of President Donald Trump in a defamation lawsuit filed against him by E. Jean Carroll, a woman who has accused Trump of sexual assault. [Read more](#)



Photos: Protesters paint streets of Central West End

17 hrs ago

Protesters painted 'Defund the Police' at the Maryland Plaza and Euclid Avenue in the Central West End on Tuesday, September 8, 2020. The protest, organized by Occupy City Hall STL, opposed recent efforts to life a rule that requires St. Louis police officers to live in the city. Protesters ... [Read more](#)

Datawrapper embeds

- Datawrapper.de is an external service which creates maps out of uploaded data
- Maps and charts can be embedded
 - Section pages
 - Inside articles

Exit polling

What voters said concerned them most as they left the polls.

Iceland (Reykjavík)



Argentina (Buenos Aires)



Japan (Tokyo)



Portugal (Lisbon)



Ireland (Dublin)



UK (London)



Denmark (Copenhagen)



Egypt (Cairo)



South Korea (Seoul)



Mexico (Mexico City)



France (Paris)



Russia (Moscow)



The background of the image features several circular 'I VOTED' stickers with a blue and red design, and a black sign with white lettering that reads 'VOTING DAY'.

RealClear Wire



Background

- RealClearWire, a project of the RealClearFoundation, is a free syndication service offering high-quality content of civic importance to news outlets countrywide and worldwide.
- As part of its mission to fortify and elevate the public discourse, RealClearWire makes select original content from RealClearPolitics, RealClearInvestigations, and other RealClear websites available to republish free of charge with attribution to RealClearWire.
- Publications using TownNews' digital publishing platforms—BLOX CMS and Rayos—will have the ability to manually or automatically republish articles from the RealClearWire content stream.

Content Overview

- **RealClearPolitics** — Original reporting and opinion, including coverage of The White House and Capitol Hill, as well as RCP Polling Averages, coming soon
- **RealClearInvestigations** — Longform investigative journalism and shorter summary pieces
- **RealClear Policy, Markets, World, Defense, Energy, Health, Science, Religion, Education, History, Books and Public Affairs** — Original reporting and opinion in proven subject areas

The logo for RealClearWire is centered within a white circle that has a thin red border. The circle is positioned on the right side of the slide, overlapping a solid blue vertical bar. The logo itself consists of the word "RealClear" in white text on a red rectangular background, followed by the word "Wire" in black text.

RealClear Wire

Photos & Attribution

- Each RealClearWire article is accompanied by a public-domain image for your convenience, however we welcome editors to replace them with photos from your own databases
- Attribution to RealClearWire is automatically included



Please Say Hello Anytime

- For questions about RealClearWire, please contact Director of Syndication Nick Sanchez: wire@realclearfoundation.com
- I'm happy to answer any questions you may have about RealClearWire now or in the future

The logo for RealClearWire, featuring the words "RealClear" in white on a red rectangular background, followed by the word "Wire" in black. The logo is centered within a white circle that has a thin red border. The circle is positioned on the right side of the slide, overlapping a solid blue vertical bar that runs from the top to the bottom of the frame.

RealClear Wire

Adding RealClearWire

- If you want to add RealClearWire to your site, contact TownNews Customer Support to get started
- Must be part of the TownNews Content Exchange to get the feed, but signing up is FREE

The logo for RealClearWire, featuring the word "RealClear" in white serif font on a red rectangular background, and the word "Wire" in black serif font on a white rectangular background to its right.

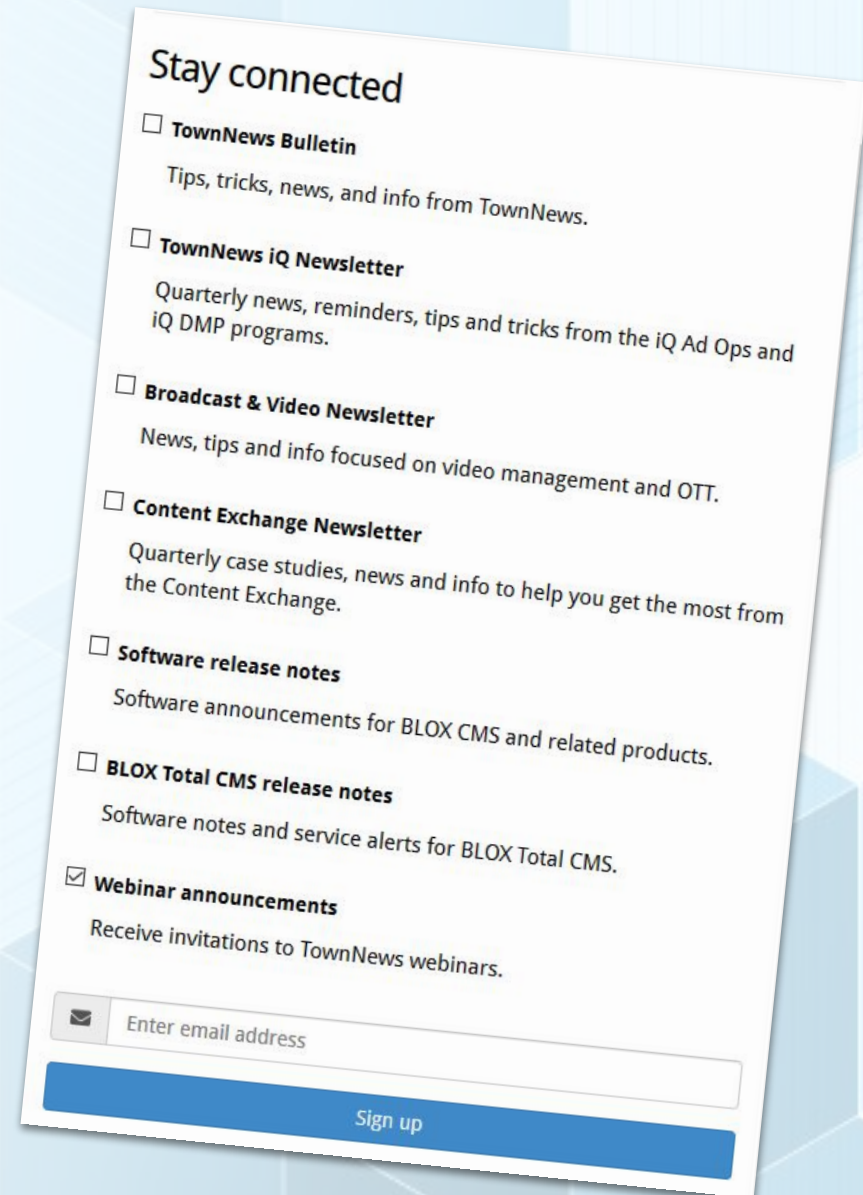
RealClear Wire



Questions

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News, tips and info focused on video management and OTT.
- ☐ **Content Exchange Newsletter**
Quarterly case studies, news and info to help you get the most from the Content Exchange.
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