

News Alerts

Sessions per User

Why does this matter?

App alerts and emails are the cornerstones for loyalty and developing habits.

Readers need to be alerted that something is happening in their community. Very few readers seek out this information multiple times per week.

Receiving email and app alerts from their local newspaper is our readers' decisions. They choose to allow you to inform them. As alert tolerance increases and we monitor opt-out rates, the guidance below will be adjusted.



Examples

In Billings, they have a laminated grid to mark when a breaking news alert is sent. At the end of the month, they have an ice cream social if they hit their local alert targets.

Execution

- Create assets in TCMS with the breaking or alert flag
- Update the existing TCMS assets with the latest developments
 - Optional: Trigger additional update alerts via Blox Notifier
 - Optional: Create the asset in Bloxs

Evaluation

Expectation of engagement: News alerts earn 15% of all sessions; reach 10% of users
Local evaluation: [Breaking News headlines](#) (DataStudio)
Content production:

Tier 1	Tier 2	Tier 3
60 assets per month	45 assets per month	30 assets per month

Triggering follow-up breaking news notifications

Blox Notifier overview

Social media audiences drive over 500,000 page views to Lee news sites every day. When news stories break, it's likely our audiences read it first on Facebook or Twitter.

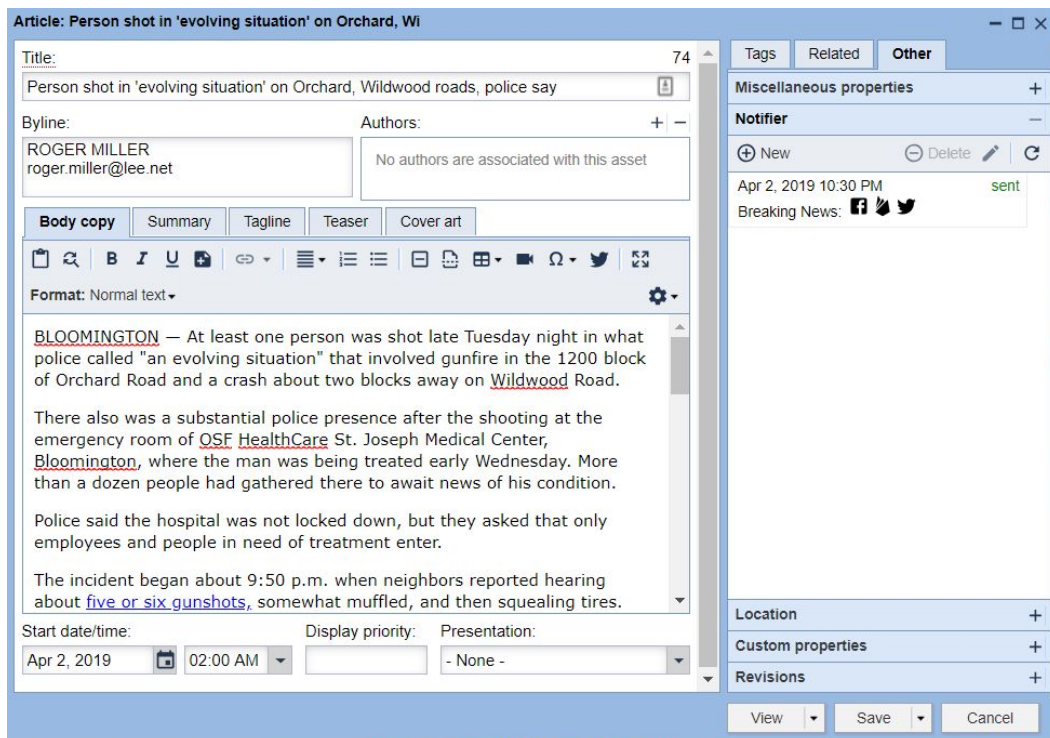
New software automation through Blox Notifier can now post breaking news stories to social media in less than 60 seconds, allowing Lee sites to be even more competitive with other local media outlets. This process triggers automatically for assets carrying the Breaking flag.

Triggering follow-up breaking news notifications

As more details become available, breaking news stories will sometimes need sent again. By design, Notifier will not send the same asset twice. The re-send must be triggered manually.

Workflow instructions

- 1) After updating original asset in Blox & clicking Save, click the **Other** tab, then **Notifier**.



- 2) Click **New** to draft the second notification.
- 3) Make edits (if applicable) to **Message** area, Headline, etc.
- 4) Under Channels to notify, select **Breaking News**.
- 5) Click **Save and send**.

