Content Strategy
Breaking News

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Posting Time

- First version with 2-4 graphs should post ASAP (even if crediting another source).
- Alert the webteam and photo desk when posted.
- Get off story for 5 minutes so others can work their magic.
- Then quickly update with additional information.

Story Length

- Whatever it needs to be but 3-4 graphs is fine.

Sections/Tags

- Select "latest headlines" from the sections box and "regional" from the tags box in the right rail for all breaking news stories. (Do not use either of these as the primary section/tag.)
- City names are NEVER to be used as tags -- use Location instead.
- The Location selected for these stories should be the city in which the breaking news occurred or the city of residence for the person central to the story.
  - For court stories, don't select the court's city as the location.
  - To add multiple locations, go to All Articles and select Quick Edit for your story.

Communication

- If multiple people need to work with the story file, communicate and share the file! Check the staff list of cell phones and call to access the story; don't just wait for your email to (not) be answered.

Headlines/Excerpts

- Title tag is most important.

- Update top article headline and Title tag as news changes. (Also change display head if one has been added.)

- When developing news makes original URL outdated (i.e. number of fatalities increases), email webteam to ask that the URL be changed.

Tips:

★ Place "report" and "police say" wording at the back of the headline to keep the action up front (i.e. "Antioch father tried to kill baby, police say" instead of "Police say Antioch father tried to kill baby)

★ The excerpt is an extension of the headline. Don't give away the entire story and don't simply cut-and-paste in the lead.

★ Find more headline writing tips here.

Photos/Videos

- Initial post must have a featured image (screen shot depicting the actual news, cell phone or archived photo -- even generic -- is OK).

- Photos from our library, a government agency or our media partners are OK to use. Otherwise ask permission.

Reporters: First Response

- Notify photo desk before arriving to the scene.
- **If FIRST on scene**: shoot a cell phone image; email it to webteam@bayareanewsgroup.com and photovideodesk@bayareanewsgroup.com.
- **If FIRST on scene and important action/interviews happen**: shoot a video clip; email it with caption info to photovideodesk@bayareanewsgroup.com

Photo/video desk is staffed:

Monday
7 a.m to 7 p.m.

Tuesday-Friday
7 a.m. to 10 p.m.

Saturday
1 p.m. to 9 p.m.

Sunday
10 a.m. to 7 p.m.

Photographers: First Response

- Photographer should send photo to Media Server immediately after arriving on scene, then email webteam and photo/video desk.
- Photographer should FTP short clips directly from the Sony camera while on scene.

On the Scene:

★ **Reporters and photographers**: Procure photos and video shot by people on the scene (citizens or government entities.)
  ○ Text or email the files to photovideodesk. Large clips can be sent for free via wetransfer.com.

From the Office:

★ **Reporters**: Look for possible surveillance video opportunities, request 911 calls, mug shots from police, etc. and email them to

photovideodesk.

Featured Images

- **NO VERTICAL** featured images ever!
- Use the generic horizontal images that exist for this reason.
- Hide crime scene or other generic images.
- If staff art is shot, replace the generic image with a staff photo (a news or photo editor should do this if reporter is in field).

> *How to hide images:*
> - In Additional Settings, select the Sections, Tags, Media tab
> - Select Hide under Featured Image Settings.

Mug Shots (and cropping)

If possible, avoid using a mug shot as the featured image. Instead, insert mug shots into the text using the Add Media button.

If you must use a mug shot as the featured image because no other photo exists, the mug shot must be cropped into a horizontal photo and hidden.

★ How to crop instructions on next page

> *How to Add Media:*
> - Place cursor where you want the photo in the text and click Add Media.
> - In Attachment Display Settings, select Left or Right alignment and Size One-Third Width.
> - Wrap text around the mug shot.

How to crop:

- Open the photo in WordPress. Copy the URL and paste it into a new Internet tab.
- Right click and save the photo to your desktop.
- Open the photo from your desktop and crop using Microsoft Paint (or photo editor of your choice).
- Return to WordPress Media Library and upload the cropped photo.
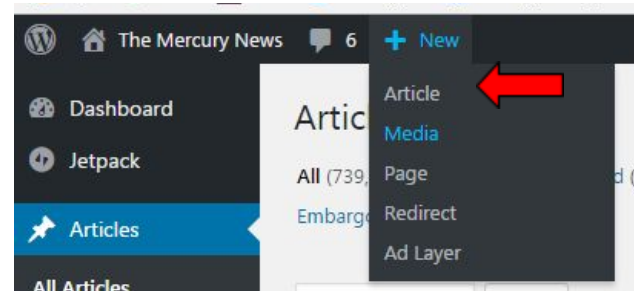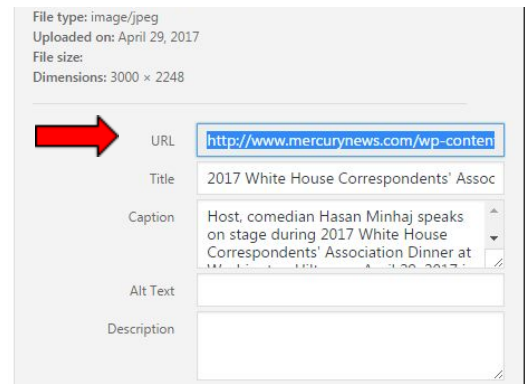
Photo galleries

- Here's how to build a slideshow or add code for an existing slideshow.

Links

- Automated links keyed to the Primary tag are preferred because they will update (especially if you know there will be additional coverage on the topic). (Note: Automatic related links will pull in only content published in the past 30 days.)
- Producers may create a new tag if we are anticipating lots of content on this subject; producers will inform reporters and editors of the primary tag and primary section to use on developing stories.
- Until we have enough content for these new primary tags and primary sections, curating links might be necessary.
- Here are instructions for adding related links

Documents

- Reporter/editor sends webteam the document, a short headline, a sentence describing the document and the URL for the story to which it should be attached. The document must be in PDF form.
- The producer loads this into ScribD and adds the code to the story.
- If the reporter/editor is in the story, the producer will email the code to him or her. Reporter/editor then adds the code at the bottom of the story.
- For multiple documents, consult the webteam.

Graphics and Digital Design

- Email graphics@bayareanewsgroup.com with "Request" in the subject line and a simple description (i.e. a map request would include just a quick detail of what is needed on the map). Graphics will decide if the request can be filled.
- When stories need a simple, single-point map, reporters should produce those. If you need and are uncomfortable creating a multi-point map, graphics can help.
- Locator maps are helpful with breaking news stories; these definitely should be done with evacuations and road closures.

Social Media

Producers

- Place in breaking news queue in Echobox for Facebook (see Facebook Posting guide).
- Every updated and new development for the story should be pushed out again on Twitter through Echobox.
- Push out separately the maps created for the story.

Reporters

- Tweet photos and news from the scene to build audience and a following for your full coverage; tweet links if a story has been posted.
- If you are on the scene, discuss Facebook Live options with the photo staff if a photographer is not yet on the scene.

Photographers

- Tweet photos and news from the scene to build audience.

Follows/Updates

- "Update" can be useful in a display headline to get second clicks, but skip in Title tags and top article titles.

- Stories should be updated in the original staff file throughout the day, unless there is a major news development warranting having both versions of the story.

- Day-after stories should have new files unless the original file is still trending high and linked to aggregators such as Yahoo or Drudge.

- Imported and subscribed wire stories will not share, so create a new file for our staff version. However, if an aggregator picks up the wire version and it was imported (not subscribed), write the staff version in the wire file. Email webteam if you are uncertain what to do.

Accelerate content

For major breaking news/when metrics indicate a story is doing well, include extra content:

- ★ "What we know" listicles with main news in a more digestible format
- ★ Live blogs with feeds from reporters and sources
- ★ Social media reaction, including images shared by witnesses
- ★ Infoboxes with ways to help and/or vigils to attend

★ Briefs on victims, when there are multiple ones.

Apple News

Once the story posts the first time, editors who have the permission should push the story to Apple News. If there's a slideshow, include the following line, centered and in italics, inside the story text: Click here if you are having trouble viewing photos and video on your mobile device. (Hyperlink "here" to the URL for the story.)

Breaking News Reporter Checklist

[WordPress](#) required fields:

☐ **Top article title**	☐ **Title tag**
☐ **Primary section**	☐ **Primary tag**
☐ **Featured image**	☐ **Excerpt**
☐ **Latest Headlines section**	☐ **Regional tag**
☐ **Editorial comments (for print)**	

Step one: Post 2-4 graphs ASAP.

Step two: Email webteam and photovideodesk, exit file for 5 minutes.

Headline: Update Top Article Title and Title Tag with each story update. Put city name in Title Tag.

Photo: Initial post must have HORIZONTAL featured image (no mug shots, use generic if you must)
- Contact photo/video desk as soon as you are on the scene.
- If you shoot photos, email them to photovideodesk email group.
- Photo desk or assigning editor will replace generic with staff-shot photo

Links: Add automated for Primary Tag related links.

Section/tag: Select "latest headlines" from Sections box; "regional" from Tags box (NOT primary). Select cities in Location, not Tags.

Graphics: Add locator map. Email graphics if need help with multi-point maps.

Social: Tweet photos/news from scene. Discuss Facebook Live options if photo not on scene.

Accelerate: Check Parsely frequently; for metrics spikes, add content

Producer Checklist for Breaking News

Reach:
- ❏ Does this story need push, email and Facebook breaking news alerts?
- ❏ Does it deserve yellow bar play?

Share:
- ❏ Has the story shared?
- ❏ Are all the elements displayed properly on the share copy?
- ❏ Do we need a different Article Display head on the shared copy?

WordPress:

Are any key WordPress fields not completed? Focus on:
- ❏ SEO headline
- ❏ Primary section/tag
- ❏ Latest Headlines section
- ❏ Article display title, if needed

Acceleration:

Things to keep an eye on as the story develops:
- ❏ Article display and excerpt updates
- ❏ Featured related links
- ❏ Do we need to start a ScribbleLive live blog?
- ❏ Any additional push/email/Facebook update alerts