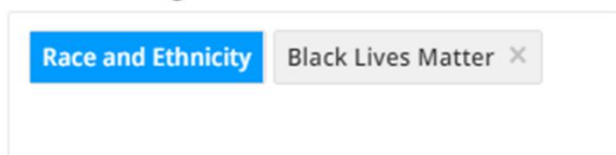


How to tag diverse content in Presto

How do you know if your newsroom is generating enough content of relevance to diverse audiences? The answer is to track it in Presto and measure how much of your total output is being created with those audiences in mind.

Content Tags ⓘ



System Tags



There are several System Tags in Presto that will allow you to **accurately measure and track** this content. System Tags are added manually, so you won't skew the results with auto-tagging. They also appear in a separate field in Presto, so it should be easier to see whether a story has been tagged or not. (See the example at left.)

These tags are based on the audience benefits that are of the **highest interest**

to Black and Hispanic digital news audiences, as determined by network research.

As a rule, coaches (and not reporters) should apply these tags to content so that you are consistent about how you treat them. There are 16 tags* to use:

System Tag	Definition
FF-Crime & Safety	Content that addresses the concerns of African Americans and Hispanics related to crime and safety, including neighborhood safety, police-related shootings and hate crimes.
FF-Schools & Education	Content that addresses the concerns of African Americans and Hispanics related to education at all levels, including bilingual education.
FF-Jobs & Careers	Content that addresses the concerns of African Americans and Hispanics related to career development, jobs and unequal treatment in the workplace.
FF-Consumer Scams	Content that addresses the concerns of African Americans and Hispanics related to consumer scams, especially how to avoid them.
FF-Health & Wellness	Content that addresses the concerns of African Americans and Hispanics related to wellness and the availability of health care.
FF-Immigration	Content that addresses the concerns of African Americans and Hispanic related to immigration enforcement and its impact on both legal and undocumented residents.

FF-Personal Finance	Content that addresses the concerns of African Americans related to personal finance and money management.
FF-Technology	Content that addresses the concerns of Hispanics related to consumer technology, social media and tech jobs.
FF-Social Issues	Content that addresses the concerns of African Americans related to racism, conversations about race and other social issues.
FF-Human Interest	Content that addresses the concerns of Hispanics related to families, culture, spirituality and tradition.
FF-Food	Content that addresses the concerns of African Americans related to food as an expression of culture and tradition, and the availability of healthy foods.
FF-Sports	Content that addresses the concerns of Hispanics related to passionate fan loyalty, especially related to soccer, UFC, boxing, baseball and the NBA.
FF-Parenting	Content that addresses the concerns of African Americans related to parenting styles, working mothers and perceptions about fathers.
FF-Environment	Content that addresses the concerns of Hispanics related to climate change and its impact on Puerto Rico and Latin America.
FF-Pop Culture & Music	Content that addresses the concerns of African Americans and Hispanics related to pop culture, music and fashion.
En Español	Used to identify any content produced in Spanish.

Also, when appropriate, please use the **Race and Ethnicity** Primary Tag in the Content Tags section.

If a story, gallery or video addresses more than one audience benefit, pick the System Tag that best describes the content. Except for the En Español tag, **please use only one System Tag per story, video or gallery.**

While these tags were based on the benefits sought by African Americans and Hispanics, you can use them to track any content that is created with the intent of reaching audiences who are Black, indigenous and people of color.

**Why FF? It stands for "Family Forward," the audience segment developed by legacy Gannett before the merger. Typing "FF" in the System Tag field quickly brings up the options.*