



Live Blog Considerations

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Live Blogs in Presto

- Gannett has been formally participating in Google's live blog pilot program since March 2020.
 - To date, over **160 Gannett markets** have been whitelisted to participate
- While we are **thrilled** with the **widespread adoption**, it has led to some instances of **sporadic instability in Presto**, including:
 - Critical errors in Presto story editor
 - Instability with fronts (does not apply to *smart* fronts)
 - Exacerbated when content/fronts are shared across the network

Live Blog Recommendations: All Sites

Who needs to change their live blog workflow?

The guidance below applies to **all sites** sharing live blogs. There are additional recommendations for **USA TODAY and Tier 1 sites** on the next slide.

ALL SITES:

- **Update less frequently:** Try not to update live blogs more frequently than **once every five minutes**. Less frequent updates will minimize risk of article and front instability. This includes small changes like modifying headlines and changes made by multiple people working on a story simultaneously.
- Any site that experiences critical errors or other issues while publishing live blogs should notify Kate Chipman and/or Rob Gindes and may adopt the following recommendations.

Live Blog Recommendations: USA Today and Tier 1

USA Today and Tier 1 sites sharing live blogs

- **Use promo items:** *Instead of assigning an article to many fronts*, create a promo item to contain your live blog and pin that. This will significantly reduce the risk of front instability.
- **Minimize the use of embedded assets** like images, Tweets, Facebook posts or videos (you can still use any/all of these but limit to highest impact embeds). This includes items in the asset drawer. This will minimize risk of article instability.
- **Notify product and engineering** as soon as you are aware of an upcoming or unexpected live blog event. You can do this by sending details to Kate Chipman and Rob Gindes.

Live Blog Optimization

Product and Engineering Steps

- **Optimize our architecture:** There are a number of changes we have identified and made that have lowered the risk of live blogs triggering issues.
- **Expedite Smart Fronts deployment:** Smart Fronts are not impacted by the fronts instability issue.
- **Enhanced support procedures:** When notified of live blog events engineering will be prepared to monitor and intervene in the event of instability.
- **Dedicated Live Blog template** in formal discovery.

THANK YOU.



**USA TODAY
NETWORK**

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