



CCJ: Digital and print planning basics

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Audience teams

are teams that ensure the right **content**



is delivered to the right **audience**



in the right **way**



on the right **platforms**



at the right **time.**



Priorities for successful planning

Communication is key.

Planning cards: Planning cards are *mandatory* for all reporters. If the planning card is not properly filled out, the content does not exist and does not post.

Meetings and conversations: As you review planning cards and attend local content meetings and pitch sessions, you're thinking ahead about two things: audience and platform.

- ***Who is the target audience for this story?***
- What platform do they live on?
- What steps can I take as a producer to serve that audience?

Always look ahead for digital and print lineups.

Digital platforms: Through meetings and planning cards, you're culminating those ideas and digital publication decisions into *a master plan for our websites, apps, newsletters and social platforms*, to execute the following day — or beyond! You should be able to determine tomorrow's digital priorities by mid-afternoon.

Print publications: You own the plan for our newspapers. Same as with digital, you are scheduling stories for *a print budget*, sent to the Design Center designers on the deadlines agreed to in the workflow.

The basics of a planner's job.

- Planners manage **multiplatform calendars** and plans that reflect tactics based on our audience strategies to deliver maximum impact for our newsrooms' content.
 - Aligned with readership trends and content strategy, planners **author strong content lineups**, institute publication times and determine distribution tactics (inclusive of **push, social** and **newsletter promotion**)
 - Planners **work ahead** on enterprise work, plan coverage of live events with editors and manage the flow of daily journalism.
 - Planners **use audience analytics** to adjust content plans both in real time and in strategic decision-making.
 - Planners **attend various newsroom and Network meetings** to help brainstorm ideal delivery times and digital storytelling assets.

Presto Planning Cards

Reporters are responsible for filling out planning details in their stories before they begin writing. (The only exception is breaking news.)

In addition to regular meetings, Presto Suite Planning is the **HQ** for everything a newsroom is working on.

Presto Planning does not replace the need to have conversations about stories, but conversations do not replace the need to use Presto Planning.

[Reporter instructions can be found here.](#)

The image displays the Presto Suite Planning interface. At the top, a 'Planning' form is shown with the following fields:

- Slug:** A text input field containing 'NAS - Story slug here'.
- Name your story:** A text input field with the placeholder text 'Name your story. This text will not be viewable to readers.'
- Plan Description:** A text input field containing 'This is your budget line. Be descriptive!'.
- Plan Date:** A date and time picker showing '12/12/2022 11:00 AM'.

Below the form, a calendar view shows two days: Wednesday 01 and Thursday 02. Each day has a count of items (4/71 and 4/75 respectively) and a plus sign to expand the view. The calendar displays several planning cards, each with a title, category, time slot, and location:

- Wednesday 01:**
 - Is future MAPCO a sign of more development for 109 and 70 intersect...:** | metered, news | 10:20 - 10:20 | NAS-WILSON 109 | **Nashville** | Creating
 - O'Taku Ramen expands - 69818854 007:** | metered | 10:55 - 10:55 | NAS-Otaku ramen | **Nashville** | Creating
- Thursday 02:**
 - Eating Nashville: Rating and ranking the best (and worst) of the nation...:** | metered, entertainment | 08:19 - 08:19 | NAS-EatingNashvilleCasualRestaurants | **Nashville** | Creating
 - Q&A with Hardaway Construction, oldest construction firm in Nashville...:** | metered | 12:00 - 12:00 | NAS - Hardaway construction Q&A | **Nashville** | Creating

Print planning

You are responsible for the communication between the Design Center and the newsroom.

Planning ahead for your print assignments will be **critical** to managing multiple newsrooms and meeting deadlines.

You should aim to have CPs identified five days in advance. The better planned you are, the more flexibility you have to adjust when news breaks or stories get held.

Remember: Print is not a breaking news, deadline medium.

	Tuesday, January 17, 2023	Wednesday, January 18, 2023	Monday, January 23, 2023
SPORTS COVER			
CP	KNS lv Georgia second 69785955007	KNS lv Georgia second Sunday p.m. 69785955007	KNS-volsbk Isu folo / 8 p.m. ET Saturday / 69809489007
	KNS-volsbk msu scout / 5 p.m. ET Monday / 69782572007	KNS-UT-football-4 noon ET Friday; embargo for whenever 69784592007	KNS lv mizzou 69807024007 eta 5 pm Sunday
	KNS Knox Catholic Boys basketball feature 69784321007	south-SECFriday #r4p 69788178007	KNS-UT-football-5 noon ET Friday 69802879007

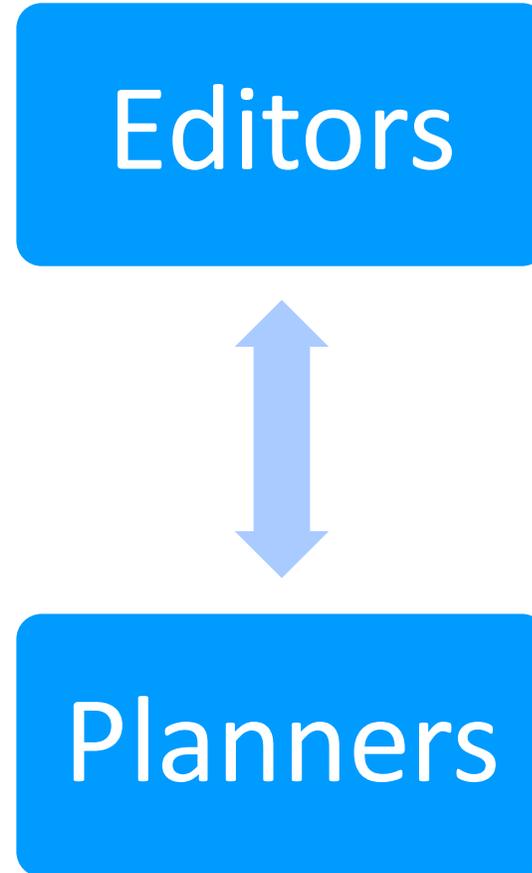
Yes! It *is* highly collaborative.

Members of the audience team are empowered decision-makers.

If every decision must pass through layers of editors, including the top editor, you're defeating the purpose.

Planners are strategic partners and the architects of overall publication plans for our journalism in order to maximize audience and subscription growth.

Most of the planner's time — and most of the team's time — is focused on digital journalism.



Thank you.

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