

Burlington planning how-to for all the things!

Please note: This is a living document and general guide to all things Burlington planning. Things are subject to change.

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Executive editor: Aki Soga

Senior sports reporter: Alex Abrami

*Burlington has two morning meetings: One at 7:30 a.m. for the morning team and one at 10 a.m. for the later team. Aki sends invites weekly for the first one, and April sends invites for the second. You do not need to attend these as the planner. Aki and April are great about updating in the chat immediately after the meeting about what is coming. **These are likely to change with April's departure.**

*There is a 1 p.m. meeting on Tuesday afternoons with editors, led by the planner, to review what's coming for the week (premium vs top of funnel), talk about any projects in the works, discuss any questions, etc.

Teams link for this recurring meeting: https://teams.microsoft.com/l/meetup-join/19%3ameeting_NDI5ZTFIYtEtZTg3OC00NTZhLTgyMDctNDkyOWZhMTRkYjdj%40thread.v2/0?context=%7b%22id%22%3a%22bc924c8d-3e16-4e88-bf26-d7fcfb14f2d5%22%2c%22oid%22%3a%22384b0fb6-dee2-4cd6-a6c9-5380b8f08b9e%22%7d

*The planner also leads a goosing meeting at 11 a.m. on Thursday mornings. Instructions for goosing meetings are [linked here](#).

Teams link for this recurring meeting: https://teams.microsoft.com/l/meetup-join/19%3ameeting_MDQxNzBINzQtOGUxNi00ZDZiLTk5N2EtZjdjOTQyZWZhYWYz%40thread.v2/0?context=%7b%22id%22%3a%22bc924c8d-3e16-4e88-bf26-d7fcfb14f2d5%22%2c%22oid%22%3a%22384b0fb6-dee2-4cd6-a6c9-5380b8f08b9e%22%7d

News planning for print

*The print deadline for the daily booking note of the Free Press is 11:30 a.m., sent in the BUR News Daily channel (under NEW ENGLAND NEWS).

*Two local stories and one national story for 1A. For CP, a story with fresh art is best, but without a staff photographer, sometimes you may need to use one with a file photo. Ask editors about photo information if they haven't provided it. A newsy local story can be offlede. If there isn't anything, use a lighter story as the downpage. Using the USAT National Wire Budget, pick a newsworthy story for whichever spot isn't filled.

*You can specify photos for the CP in the booking note, using this format, with as many of these pieces as needed (often/usually it's just the first section here with the main photo): Use main photo with slug: Bramblefour | Use secondary photo as needed with slug: Bramblethree | 7 other photos

*Where to look for non-local content for 1A

-National Wire Budgets channel (under USAT Network Sharing) in Teams. They usually put down an early budget around noon. Slugs start with ZW; the top story is ZW7. Do not pull anything ZW1-ZW6. (The lower numbers go on the inside shared nation/world page.) Often they will hold a really big national story off the nation/world page and make it ZW7 so sites can use it on 1A. But look at the rest of the stories too; sometimes there will be one with particular local interest.

Consider the major news of the day; ZW7 has been consistently Ukraine war updates since February 2022, but most days you want something different, like a breaking SCOTUS decision or updates on the Jan. 6 committee hearings.

-Regional stories in the Regional Reporter Information channel (under New England Newsrooms)

-The Story Sharing channels (under New England Planning Desk and New England Newsrooms)

-The state wire in AP Newsroom

*Slot two local stories for inside, being mindful of making sure you'll have enough local content through the week. One is OK, especially if it's longer, but especially to ensure you have enough for the week if things are looking light. If you are REALLY light on content, choose additional wire stories to fill inside (again, two or three).

*[Build print assignments](#) off the planning cards in Presto Suite Planning and [export your budget](#). Make any changes needed in Word for formatting, etc. [More instructions for this are here.](#)

*When the daily budget is finished, send it to Aki for the green light before 11:30 a.m., then send in the Teams channel.

*Budget changes now must go through another layer of approval (unless you are dropping the story for wire). You must go through whoever you report to, who will then take it to the Regional Editor. **Do not try to do it as a comment under the budget. Use a chat.**

*Make sure all stories are sent to print and in CUE with the correct date.

*The late proofer handles the proofing for BUR's 1A.

[Sample print budget](#)

Burlington print budget for Friday, Dec. 3

Planner: Nick Bove

Proofer: Tiffany Rodgers

1A

Skybox: Top sports

CP: 8768243002 | bur Afghan refugee help | 625 words | 1 photo

Offlede: 8837521002 | bur mask mandate decision | 430 words | 2 photos

Downpage: ZW7 VIRUS OUTBREAK-BIDEN

INSIDE

8835036002 | BUR What VT officials are saying about omicron | 306 words | 1 photo

8820929002 | BUR Royal Buddha | 360 words | 11 photos

As needed

STATE BRIEFS from AP

Wire to fill

News planning for digital

*Assignments are built in Presto Planning Suite. [More instructions for this are here.](#)

*April Fisher is the digital reporter, and she'll let you know the day before if she has a video going up at 9 a.m. the next day. Create an assignment for in the planning tool this assigned to April.

*Include at least two premium stories for Lead and/or Significant.

*Make sure the stories are embargoed as needed before marking the assignment as Plan Set.

*Decide which story will be your lead story on the site the next day. Premium is best, but think about what has good art to feature. Create a Lead boost assignment in Presto Planning Suite. Assign to yourself. [Further instructions for these assignments are here.](#)

*Choose the next stories as Significant in order of importance. These will be the three stories below the hero spot and the stories in the list to the right. Can/should be a mix of reboosted stories and new stories. (See next point.) Create Significant boost assignments in Presto Planning Suite for these stories. Assign to yourself. Further instructions for these assignments are linked in the point above.

*Include any boost assignments for reshares or stories you want to keep boosted through the next day.

*When embargoing the stories for the next day, think about the order you've chosen above and embargo them in reverse order. For example, lead story embargoed for 5 a.m., first significant story 4:55 a.m., second significant story 4:50 a.m., etc. Stories post on the website newest first, unless they are boosted. You will have several significant stories each day, so think about the order you want them below the hero when planning your embargo times.

*After you embargo the stories, set the boost priority in Presto. Instructions for this can be [found here.](#)

*Create assignments for push alerts, Facebook posts, Instagram posts or any other social plans, [based on our guidelines.](#)

News planning for weekend

*Content coach Mike Sereda helps us out on the weekends.

*Build your print budgets for Sunday and Monday as usual on Friday while you're also building your Saturday budget. The Saturday budget follows the same normal weekday process. For Sunday and Monday, place your booking notes in the BUR News Advance Teams channel in New England News.

*For digital budgeting, make your plans and set your boosts/social for the weekend before you leave for the day.

*The design center requests advance CP budgets for the Sunday CP sent to them on Wednesday, with the story #r4p by EOD Wednesday. They will send an early look proof in that thread for you to review by EOD on Friday. Ashley Downing is your usual designer.

Sample Sunday CP advance budget

BUR Sunday features budget for Sunday, June 12

Planner: Tiffany Rodgers

1A Proof: Tiffany Rodgers/Mike Sereda

3-4 stories on front

Lede/CP:

Sports planning

*Alex Abrami or Jacob Rousseau will let you know of any local content for both print and digital each day for the following day, so you can plan accordingly as one bucket of news, sports, features, etc. They are GREAT about getting the planner everything you need.

*They're good about letting the planner know when things are ready, but sometimes you'll have to ask to be sure. They sometimes need reminders to update the edit status of their stories in Presto Suite.

*Incorporate the sports stories into your digital assignments for curating your digital 1A and implementing social plans.

*Send all the local stories to print and double check CUE.

*Create print assignments off the sports planning cards, filling the rest of the budget from the regional sports budget.

*Send the sports print budget in the NEW ENGLAND SPORTS > BUR Sports Daily channel each day by 10 a.m.

Sample sports budget

Burlington sports budget for Tuesday, June 28

Planner: Tiffany Rodgers

Designer, please direct all questions this evening to [late proofer].

COVER

Lede/CP: 65363260007 | BUR Twin State results | 780 words | 2 photos (please use both on the cover)

Offlede: HKN-STANLEY CUP-HOW AVALANCHE WON IT (Fastest 5 minutes in hockey: How speedy Avs won Stanley Cup)

Downpage: USAT-BKN-DRAFT ANALYSIS (Shared CP: Rewind & recap: Pick-by-pick analysis of the 1st round of the NBA draft)

Promo: RED SOX COVERAGE For daily game coverage of the Boston Red Sox, check out Sports Extra, our subscriber-exclusive e-Edition.

INSIDE as needed

USAT-TEN-COL-WOLKEN-DJOKOVIC (Heading into Wimbledon, Novak Djokovic's vaccine stance could cost him all-time Grand Slam record.)

GLF-SAUDI LEAGUE-OREGON (Saudi Arabia-backed LIV Golf is getting a chilly reception in Oregon, its first stop in the United States.)

WIRE to fill

Sunday Features

*Every Sunday, the Free Press has a special features section on 7B. On Thursday morning, all you have to do is pick an interesting story to be the Sunday Feature. I usually pick a longer (500+ words), lighthearted local story. Occasionally there isn't enough local content for the Sunday Feature, so I'll just pick a regional story for the cover. The rest of the section is filled out with wire.

*Create a print assignment off the story's planning card in Presto Planning Suite. Choose the print section as Life, then assign as CP. That budget gets pasted into the BUR Features Teams channel under New England Features. No need for approval on this budget either.

Sample Sunday Features budget

BUR Sunday features budget for Sunday, June 12

Planner: Tiffany Rodgers

NOTE: For questions over the weekend, contact/tag Mike Sereda or Chris Calnan

FEATURES COVER

CP:

Wire to fill

Meeting and communicating with the BFP

*Aki and April are fantastic at communication. The BFP has had news planning for a while, so they understand what the planner has to do, and they fully consider them a member of the team. They also communicate frequently in Teams and Outlook.

*Aki's team has 7:30 a.m. story sessions with reporters, and April's team meets at 10 a.m.

*The planner leads the weekly huddle with editors at 1 p.m. The format should be roughly as follows:

- Ask if there are any stories that will need special DOT attention coming up. Ask Caitlyn if she has anything she would like to discuss.
- Discuss premium stories. Every other week, ask about stories you've seen on previous story plans that you haven't gotten updates on or seen on more recent story plans. If those stories are no longer happening, remove them from your notes.
- Discuss metered and/or top-of-funnel stories. Every other week, ask about stories you've seen on previous story plans that you haven't gotten updates on or seen on more recent story plans. If those stories are no longer happening, remove them from your notes.
- Any other notes/issues/quirks/requests you'd like to bring up from a planner perspective.
- Open the floor to anyone else.

*Thursdays at 11 a.m. is the Burlington "Goose" meeting. Editors, the planner and DOT producers come together to go over underperforming stories. The planner leads this meeting. Use the "stories under benchmarks" dashboard to find underperforming stories to bring to this meeting and update the goosing sheet. Put the story info in the chat as you're discussing them, and be engaged with suggestions and information, such as how you originally socialized and alerted the story, any future plans for additional alerts or social, etc.