

How To Curate a Newsletter Using a Content List

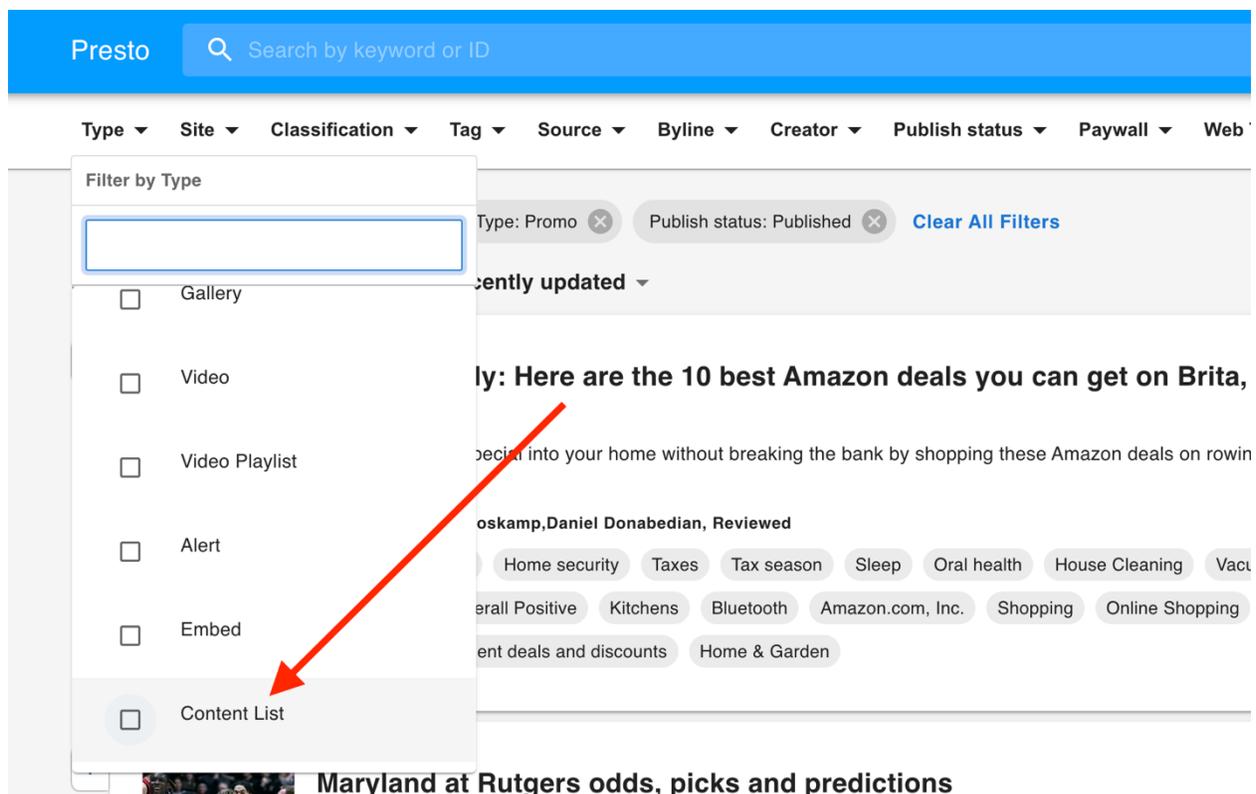
During the migration to Presto Suite, newsletters requiring manual curation were set up to use Storylines in the old version of Presto. While this allowed us to quickly move everyone onto the new platform, Storylines have some feature limitations when it comes to newsletters.

Now that everyone is on Presto Suite, we can offer a new option for newsletters directly in Presto Suite that allows you to combine curation and backfill.

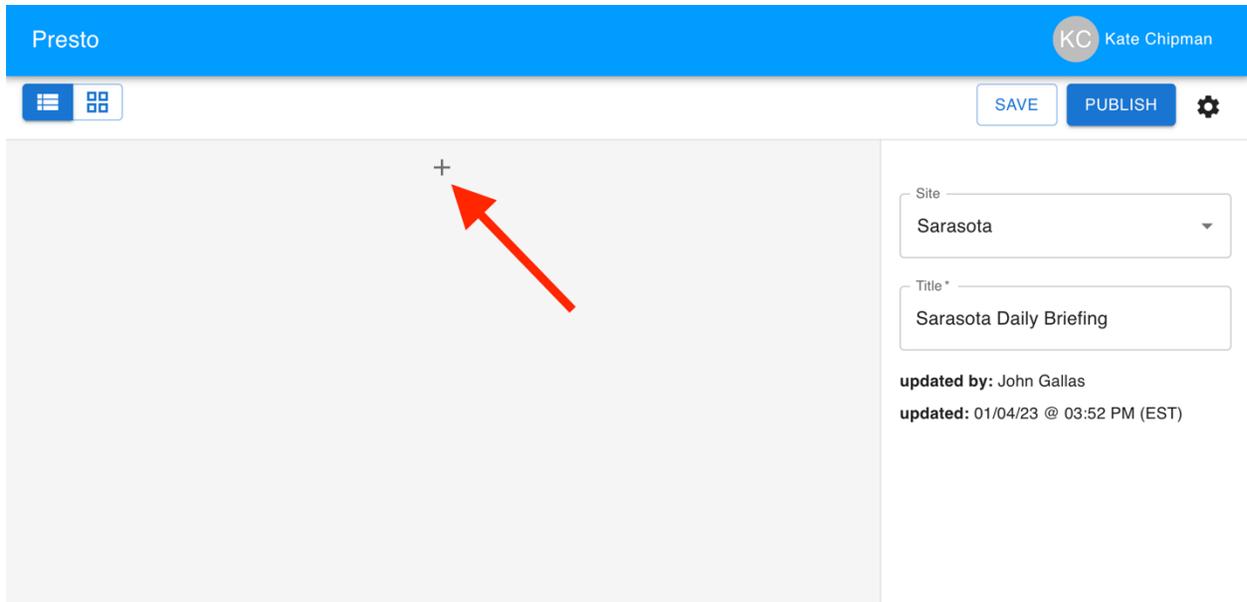
For example, you might want to curate the first story in a newsletter, but have the remaining stories backfill from a particular front.

How It Works

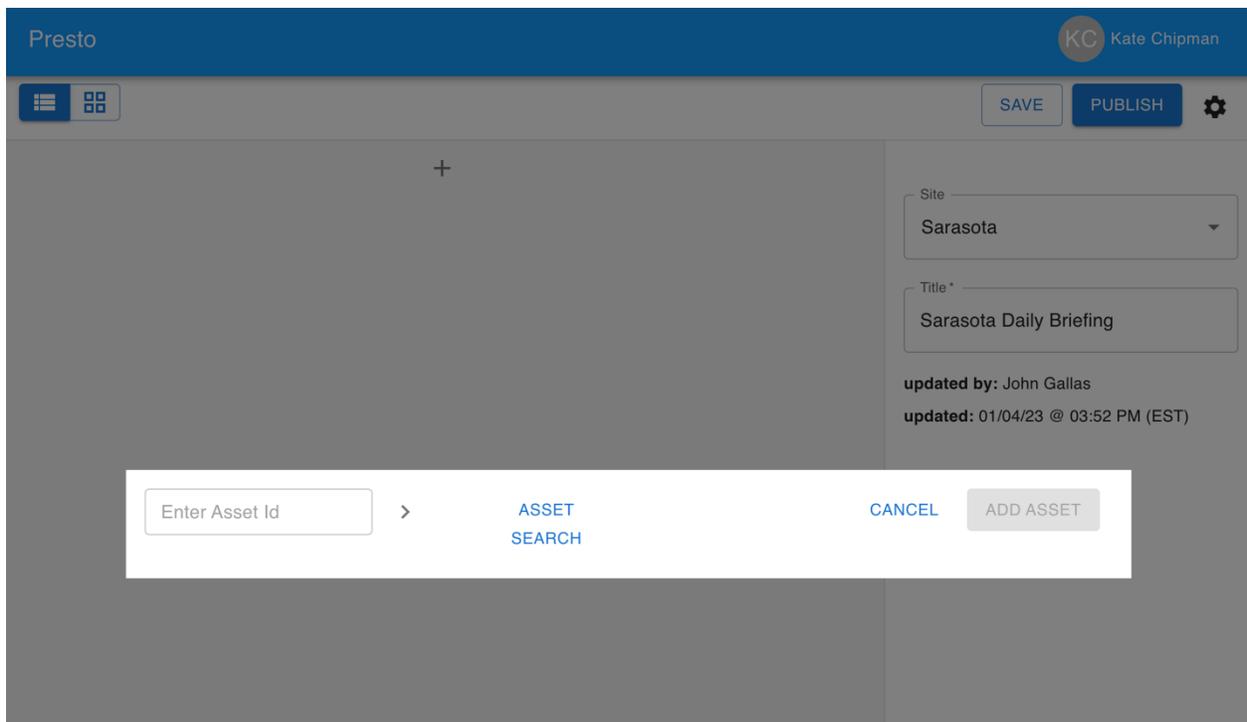
The curated items will come from a *Content List* in Presto Suite. Content Lists are a new type of asset, and can be found from the Presto Suite search page by using this filter:



A brand-new Content List will appear empty, with just a few metadata fields on the right. New items can be added to the content list by clicking the plus (+) sign here:



You can now add stories by entering their ID, or using the search option:



Once you have stories added to your Content List, you can reorder them using the arrow buttons, or remove them:

Presto KC Kate Chipman

SAVE PUBLISH

Site: Murfreesboro

- 1 Astros, Phillies give World Series a truly postmodern feel **Metered Content** ↑ ↓ ↶ ↷
- 2 No promo image Event of the day: Health Ministries benefit dinner **Metered Content** ↑ ↓ ↶ ↷
- 3 See Angelica Ross as Roxie Hart in 'Chicago' **Metered Content** ↑ ↓ ↶ ↷
- 4 Entertainment: White Oak Craft Fair, Bacon Festival, fish fry **Metered Content** ↑ ↓ ↶ ↷

10588177002
USAT
USA TODAY
sports/mlb
Updated: 10/29/22 @ 11:29 PM (EDT)
Published: 10/25/22 @ 09:36 AM (EDT)
REMOVE ASSET

You can also override the story headlines by clicking on the headline:

Headline Override*

Astros, Phillies give World Series a truly postmodern feel X **Metered Content** ↑ ↓ ↶ ↷

42 left

Once you have the stories in the correct order and with the desired headlines in place, you can click the Publish button to publish your updates. This will not send the newsletter to readers – that scheduling is still controlled via ExactTarget. Publishing will simply update the feed used to populate the newsletter when it does send.

Combining Curation with Backfill

As part of the setup process for a Content List powered newsletter, you'll also designate a smart front to be used as backfill.

Once setup is complete, you can curate any number of items to populate the Content List. The newsletter feed will first include stories from the Content List. If there are remaining slots in the newsletter, it will populate those with stories from the backfill front.

You can also remove all items from the content list, leaving it empty. In this case, the newsletter will pull all stories from the designated backfill front.

