

How to set alerts in Presto Suite

Please note: As of Nov. 3, 2022, you cannot schedule alerts for embargoed stories, only for already-published stories. This doc will be updated when this functionality is available.

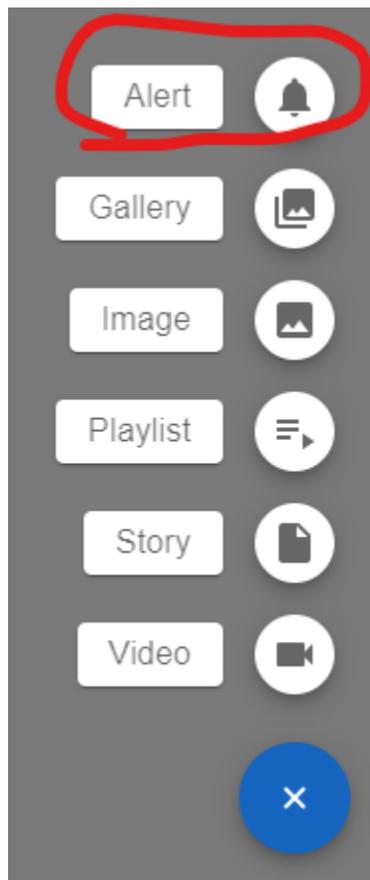
This documentation is specifically for setting regular daily story alerts, not for urgent or breaking coverage.

Setting the alert

*Copy the Presto ID of the story you want to set an alert for.



*Hover over the plus sign in the bottom right of Presto Suite and choose Alert. Be sure to hover over the bubbles instead of the text, or the menu will disappear.



*Paste the story's Presto ID into the Asset ID or URL field. This will automatically populate the Alert Headline field with the story's main headline (or, if filled out, the push alert language from the story editor) and the Alert Brief field with the brief from the story editor. (See the next section for guidance on updating the headline and brief text.)

Alert Details

Asset ID or URL

Alert Headline (Required)
67 Characters Left

Alert Brief
23 Characters Left

*Select the site you want the alert to publish to.

Sites Open link in local site/app

Select sites (Required)

Hyannis
NCCT

You can add multiple sites here, which will display below the search box once you add them.

Sites

Select additional sites

Hyannis Wicked Local

*Choose your segments. You want to use Top Stories for all alerts. You could also add a more specific section, such as sports or weather.

Segments

Select segments to preview channel alerts

Available for **Framingham**

- Breaking
- Top Stories
- Entertainment
- Sports
- Business
- Weather
- Traffic

*Under Channel Previews on the right, at the bottom, uncheck Banner.

Banner (Required)

Here's why bats may be on trajectory towards extinction on Cape & Islands

116 Characters Left

Updating the alert language

Your audience for these alerts are people who already subscribe. Think an engaged audience: mid-funnel to bottom of the funnel or retention plays. You can assume some local knowledge for the sake of brevity in these alerts.

*Check the alert text for character limits and make any necessary adjustments.

Channel Previews



iOS Push (Required)

Here's why bats may be on trajectory towards extinction on Cape & Islands

37 Characters Left



Android Push (Required)

Here's why bats may be on trajectory towards extinction on Cape & Islands

-8 Characters Left



Web Push (Required)

Here's why bats may be on trajectory towards extinction on Cape & Islands

2 Characters Left



Email (Required)

Here's why bats may be on trajectory towards extinction on Cape & Islands

-13 Characters Left



Twitter (Required)

Here's why bats may be on trajectory towards extinction on Cape & Islands

167 Characters Left

*You can edit the main alert headline and brief as well.

Alert Headline (Required)

Here's why bats may be on trajectory towards extinction on Cape & Islands

67 Characters Left

Alert Brief

Bats are becoming endangered on the Cape and the Islands, as well as statewide, due to illness, habitat loss and other factors.

23 Characters Left

Ask yourself the following questions:

Is the headline engaging? Would people want to click on this?

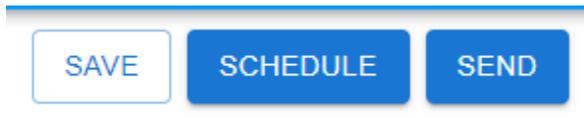
Can or should more information be added to ensure that it is clear?

Is the headline still correct? Does it reflect the most recent version of the story?

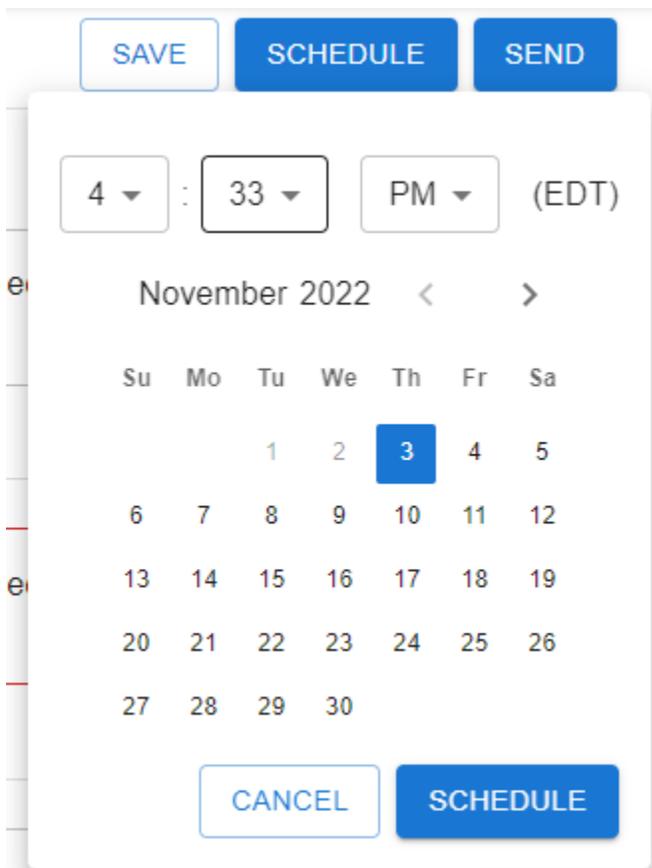
Is the most interesting fact from the story in the brief?

Saving and scheduling the alert

*Once everything is set, click save in the upper right, then schedule.



*Choose the date and time you want to schedule the alert and click schedule.



*Close the tab when you're finished.