New England planning guidelines for Presto Planning Suite

Below are guidelines for using Presto Planning Suite based on the workflow we have established.

PLEASE NOTE: All planning cards, as soon as they are in, must get **at least** an initial boost assignment and print assignment in draft mode to set a general plan for digital and print publish days. Consider this like an audience plan: What is the best plan for this story for alerts, publish, social, etc.?

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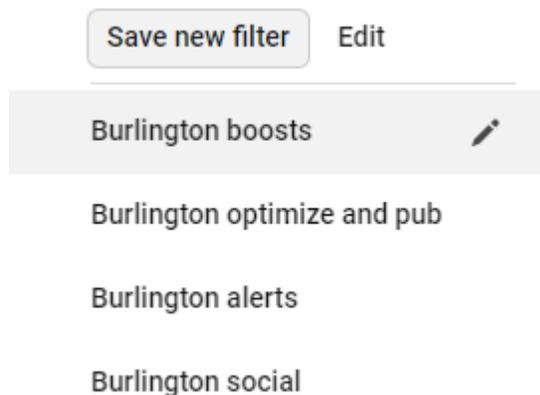
Filters

How to set your filters

Helpful tips for filters

For our planning purposes, the ones we have found most helpful **in the assignments view** are a print filter for your publications and separate ones for digital for boosts, optimizing/publishing, alerts and social.

Save new filter   Edit

Burlington boosts

Burlington optimize and pub

Burlington alerts

Burlington social

Time for assignment

*For alerts and social posts:** Change BOTH dates and times to the date and time you want the alert or social post. For example, if you want a 7:30 a.m. alert the next morning, set both dates and times to 7:30 a.m. If you want a 9 a.m. social post, set both times to 9 a.m., etc.

Time for assignment

| 07 Sep 2022 📅 | 10:14 🕐 | — | 07 Sep 2022 📅 | 10:14 🕐 |

REMINDER: Alert times are 7:30 a.m. (or the earliest you're able to send one), 11:30 a.m. and 7:30 p.m. Some sites also do a 4:30 p.m. alert.

REMINDER: DO NOT schedule social posts for 1 p.m., 4 p.m., 7 p.m.

*For boosts:** Change the dates and times to when you want the boosts active on the site. So if it's a story embargoed for 5 a.m. the next day that you want to be the lead boost through 2 p.m., change to the next day's date and the times to 05:00 – 14:00. Best practice is to use a 24-hour boost for most stories. For a weekend, set that boost out for the whole weekend, ending at 5 a.m. Monday! Use your best judgment on what's best for the story and what other content you have or will have available.

NOTE: It's helpful to add multiple boost assignments at the same time for different days. For example, if the story is a lead boost the day it publishes, add the lead boost assignment, then also add a separate assignment for significant boost for the following day. You can also add any reboosting plans at the same time, or you can come back and add them later.

*For print**: Change the assignment date to the date the story will run in print and set the times to any time more in the middle of the day. *This is a workaround for a current print export bug and may change.* You can also rank your assignment times for print assignments, then sort by start date, to help you see the budget in the order you'd be putting it together. For example, CP at 7 a.m., offlede/rail at 7:15 a.m., inside content starting at noon, sports content starting at 2 p.m., etc.

Assignee

Here is the breakdown for who is the correct assignee for which assignments. **There will be exceptions to these; these are general guidelines.**

Newsroom publish: An editor (or editors) in your newsroom (if publishing live, like sports stories) OR you as the planner to check off and mark Newsroom Done when you embargo the story.

Social media posts (Facebook, Instagram or other social): You or your newsroom's social media designee. **Exceptions include** reporters or others in your newsroom doing your own social posts. Assign those to the person.

Boosts: You, the producer planner.

Alerts: You, the producer planner. How to set alerts in Presto Suite

*For social posts:

-For reshares, put Reshare in the text box and any related chatter information.

-For Instagram and Facebook posts you want a social card for, edit the title of the assignment with Social card needed: at the front.

*For boosts:
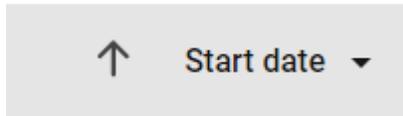
-Add Lead to the front of the headline title for your lead boosts.

*For live coverage:

-Add LIVE coverage to the front of the headline title for your publish assignments.

Organizational tips

*For social posts and alerts: Sort by start date. This will put your posts in order.

*You can have more than one window of Presto Planning Suite open. You could have one open with a planning view, one with an assignment view filtered for print, one with an assignment view filtered for digital, or whatever you want that works best for you.

*You can drag and drop assignments, but it's dropping the day you drag it to MINUS one day. So if you're dragging and dropping, drag to the day AFTER you want it, so it drops in the right spot. This is a known bug.

Print budget workaround

Right now, the print budgets are not exporting with the information the design center needs. This means that you will need to copy paste the slug and word count from the **planning card** into the print **assignment** headline field.

You COULD choose to do this after you [export your print budget](#), but this will take you a lot more time. It's a much easier process from inside the assignment card.

If your print budget doesn't export: Every print planning card must have a print position, or the system breaks. If the budget fails to export, check your cards and make sure each has a print position.

Also, if there are quotation marks in your assignment title for your print budget, it will break it and fail to export.

Here's an example of a print assignment with an updated title:

Creating plans for wire or project stories

You can create a new plan, just like you did a new line in Airtable, for a story not tied to a Presto file. This works best for a wire story or something like the Perilous Course shared CPs.

IMPORTANT NOTE: Unlike what we did in Airtable, it is **NOT ADVISABLE** to create an advance planning card for something yourself just in the planning suite if the reporter has not started the story in Presto. You will not be able to attach the story to the card you created and will end up with dupe cards once the Presto file is created.

*In the upper right of the planning view, click the plus sign.
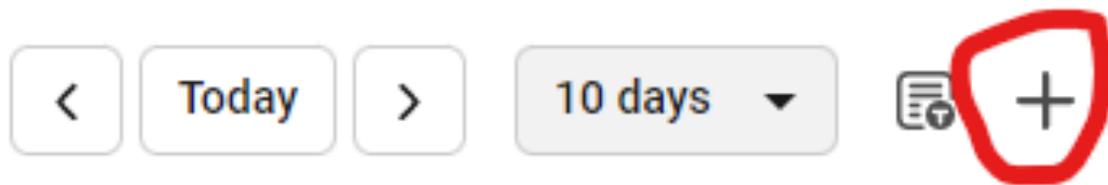
*Choose New Planning from the dropdown. (You will never want the other option, New Event, so just ignore that.)

*This creates a blank card to fill in.

*Put the slug in the Title bar. Change the Edit Status to Edit Done. You don't need to worry about the other fields.
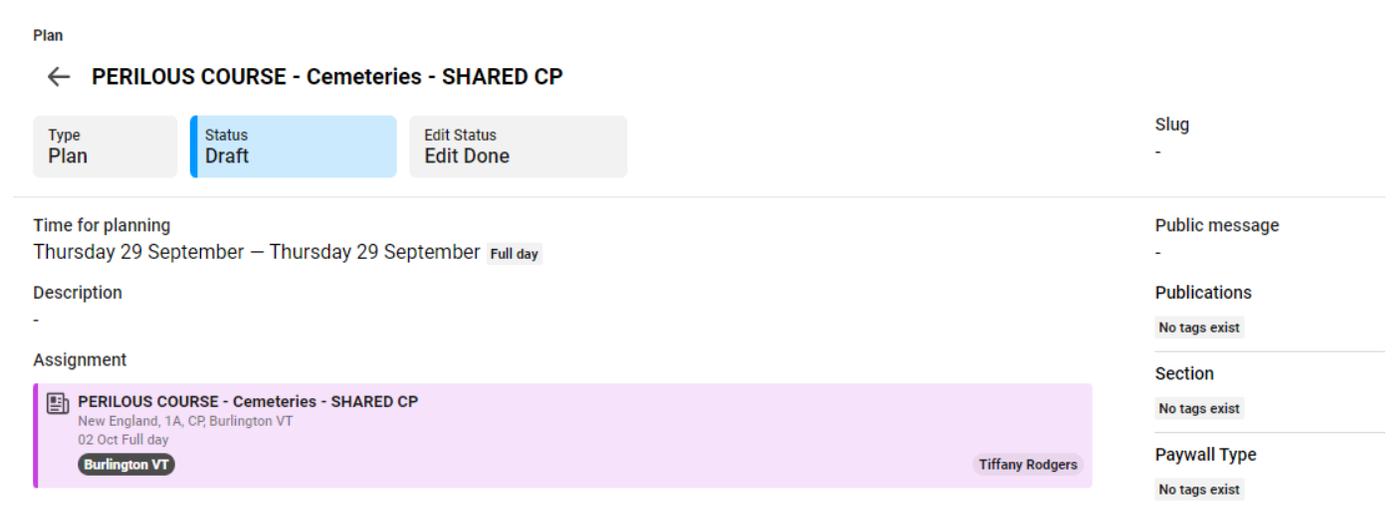
*Add your print assignment.

*Click Create Plan. **This will not work if you haven't given it a title.**
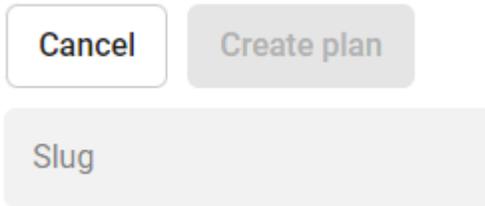
*Your card should look like this, with the assignment added.

Regional sports stories

*The regional sports planner will add all our pubs to the planning card for a regional story on the budget and will create planning cards for any wire stories on the budget.

*Individual planners will create assignments off these planning cards.

*Here's a ProJo sports planning card with all our sites added.

Plan

If Mac Jones is out for a long while, are the Patriots' postseason hopes dashed? It depends - 104610600(✏ ✕

Type	Status	Edit Status
Plan	Published	N/A

Slug
PFO-1002-SP PATRIOTS COLUMN

Time for planning
Thursday September 29 2022, 12:29 — Thursday September 29 2022, 12:29

Description

ID: 10461060002
Link To Edit: https://presto.gannettdigital.com/#!/stories/edit/9f3013c0-073b-4c19-b619-6d608094422b
Live URL: https://www.providencejournal.com/story/sports/nfl/patriots/2022/09/30/can-new-

Show More

Public message

Ready for Print: N/A
Sent to Print: 0001-01-01T00:00:00Z
Print Length Estimate: 1335
Word Count: 1335

Show More

Assignment

No assignments exist

Publications

👤 Providence 👤 Burlington VT 👤 Norwich 👤 Dover NH
👤 Portsmouth 👤 Framingham 👤 Milford 👤 Gardner
👤 Hyannis 👤 Newport

Section

👤 sports

Paywall Type

premium

*To make your own print assignment, click the pencil to edit the planning card, and add assignment.

*When you do this, all the publications from the planning card will default to being on that assignment. Remove everyone's **from the assignment** but your own.

*Finish building out your print plan, then click Add Assignment.

Assignment

If Mac Jones is out for a long while, are the Patriots' postseason hopes dashed? It depends - 104610600(Cancel   **Add assignment**

Type	Status
Print	Draft

Time for assignment

02 Oct 2022 — 02 Oct 2022

☑ Full day ⬤ Undated

Description

ID: 10461060002
Link To Edit: https://presto.gannettdigital.com/#!/stories/edit/9f3013c0-073b-4c19-b619-6d608094422b
Live URL: https://www.providencejournal.com/story/sports/nfl/patriots/2022/09/30/can-new-england-patriots-still-reach-playoffs-without-mac-jones-nfl/10461060002/
Byline: Mark Daniels

Assignees

👤 Tiffany Rodgers   TRodgers@gannett.com ✕

⊕ Add assignee

Deadline
Select date   Time

Priority
⊕ Add priority

Publication
🏷 Burlington VT
⊕ Add publication

Print Design Center
🏷 New England
⊕ Add print design center

Print Section
🏷 Sports
⊕ Add print section

Print Position
🏷 Downpage
⊕ Add print position

***Adding these assignments to another paper's planning card does not mess anything up for them.**