ELECTION 2020 DIGITAL PLAN

Last updated: Nov. 5, 2020
What: 2020 General Election
When: Nov. 3, 2020

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Before Election Day

- All stories prepped in Cedar
    - Each story needs: "elex" title, reporter, editor, date/time, photo edits, sections
    - Boilerplate language, photos, tags, components
    - Nick E. will check all stories Nov. 2
- Alerts pre-written: Pushly, email, mobile, website banner
- HP CPs mocked-up: Biden win, Trump win, undecided, unrest
- Components prepped

Election Day

Timeline

- **O'dark Thirty:** Kris begins work on Morning Brief.
- **6 a.m.** Anika begins hub producing shift.
    - Live updates post at 6 a.m.
    - Add HP news banner that says ballots are due at 8 p.m., linking to live updates
- **7:15 a.m.** Morning Brief promotes available election content and lets readers know about live coverage.
- **Around 8 a.m.:** Breaking News alert to live updates story. See news alert plan below.
- **11 a.m.:** Nick S. begins hub producing shift.
- **Noon:** Nick E. and Jeff sign on.
- **3ish p.m.:** Add presidential results widget above CP.
- **3:30 p.m.:** Taylor and Zach begin hub producing shifts.
- **8 p.m.:** Add local results widget. Expect results to drop at any time.
- **ASAP:** First drafts of stories published by line editor via WordPress.
    - **Total of 15** results stories, including Westneat column.
        - List in Cedar:
          https://cedar.seattletimes.com/plans/?section=seattle-news&printOffer=a1%2Ccover%2Ccp%2Cinside&source=wordpress%2Cap%2Ctns+regional&date=plannedPrintPublishDateGMT&dateRange=2020-11-04%3A2020-11-04&q=elex&sortBy=relevance&order=desc

Live updates

Full live updates plan from Lynn:
https://docs.google.com/document/d/1IaHvebzm4VZHuB2khJZtT5-Wq8FN-ThARYA3DvvbMb0/edit?usp=sharing

Tuesday Morning
- Christine/writer: 7 a.m.- 1 p.m.
- Alex/editor (630-301-8537):   7 a.m.-1 p.m.

Afternoon, evening
- Asia/national: 1-9 p.m.
- Dan/local: 3-11 p.m.
- Paige/local: 5 p.m.-1 a.m.
- Lynn/editor (206-330-9193):   1 p.m.-1 a.m.

Wednesday morning
- Christine/writer: 7 a.m.- 1 p.m.
- Gina/editor (425-466-3964):   7 a.m.-1 p.m.

Slack channels

#election-night -- for election-related communication that night
#elections2020 -- for editors/reporters to communicate
#hub -- non-election chatter
#copy_edit_requests -- for copy-edit requests
#breaking-news -- keeping open for mayhem

Zoom room

Open Zoom meeting for quickly reaching colleagues directly, beginning at 4 p.m.:
https://us02web.zoom.us/j/89660075530?pwd=ZDZucmc4R1BCaEtIT2FyQ1YyeU10QT09
Passcode: election

Production

Staffing

Anika -- morning producer

- Homepage, social media, news alerts, assorted other standard tasks
- Work with Nick E. on headline guidance for metro
- Before 7 a.m.: Places HP banner saying ballots are due at 8, linking to live post
- Around 8 a.m.: Sends alert to live post

Nick S. -- dayside producer
- Social media, homepage, news alerts, assorted other tasks
- Makes sure CP'd live thread seems fresh (headline and art)
- Work with Nick E. to help plan CP options in advance.

Jeff -- story-level production, results news alerts
- Coordinate and send news alerts
- Make sure stories are properly built with images, teasers, links and components.
- Fine-tune headlines for SEO and intrigue.
- Communicate with hub producers and Nick about play of stories/headlines on the HP.
- Communicate with Taylor about social media distribution.
- Communicate with Hilary for cross-linking stories and results page.

Taylor -- Social media, Pushly
- Write election news updates Facebook, Twitter, Instagram, LinkedIn as needed
- Listen to social audience for trending topics, news, reactions, conversations
- Share that stuff in #election-night
- Note: Use all caps for "BREAKING" for big results, especially if we call races.
- Socialize non-election content per usual (if there is any)
- Submit links to SpokenLayer -- midnight deadline.

Zach -- Homepage
- Populate zones with published stories.
- Focus on headlines and balance of stories on HP.
- Work with Nick for results-dump rush for changing HP.
- Work with photo eds to keep CP and teaser images up to date.
- Communicate with Emily/Lauren for HP results widget.

Nick E. -- editing and air traffic control
- Work with Zach for results-dump rush for changing HP
- Work with Emily/Lauren on results widget/page.
- Edit news alerts and social posts as needed
- Watch story comments as time allows
- Oversee overall digital presentation
- Overall support with Cedar and WordPress workflow
- Handoff note for AM crew

Lynn -- editorial support

- Editing live updates
- Helping with spinoff posts as needed
- Watch story comments as time allows

Danny -- workflow support
- Overall support with photo, Cedar, WordPress workflow

Emily, Lauren -- interactives
- Manage the results widget.
- Communicate with Nick E. and Zach for homepage placement.

Production Links

Content

- **Shortlink for active live post:** https://st.news/2020live
- **Live post, Nov. 5:**
  https://www.seattletimes.com/seattle-news/politics/election-2020-updates-november-5-latest-results-and-news-in-races-for-president-others-across-washington-state-and-the-nation/
- **Live post, Nov. 4:**
  https://www.seattletimes.com/seattle-news/politics/election-2020-updates-november-4-latest-results-and-news-in-races-for-president-others-across-washington-state-and-the-nation/
- **Live post, Nov. 3:**
  https://www.seattletimes.com/seattle-news/politics/election-day-2020-news-results-updates-biden-trump-inslee-culp-washington-state/
- **Full results project page:** https://projects.seattletimes.com/2020/election-results/
  - **Shortlink:** https://st.news/2020results
  - **Linkpost:** https://cedar.seattletimes.com/plans/13206520
- **Voter guide:**
  https://www.seattletimes.com/seattle-news/politics/election-2020-seattle-times-voter-guide/
  - **Shortlink:** https://st.news/voterguide
- **Endorsements roundup:**
  https://www.seattletimes.com/opinion/seattle-times-editorial-board-endorsements-nov-3-general-election/

Homepage

- **BTF HP: Election 2020 Section Block:**
  https://www.seattletimes.com/wp-admin/post.php?post=13151082&action=edit
  - **Zone:**
    https://www.seattletimes.com/wp-admin/admin.php?page=zoninator&action=edit&zone_id=2838556

- **ATF HP: Elections 2020 Quads:**
  https://www.seattletimes.com/wp-admin/post.php?post=12999804&action=edit
  - **Zone:**
    https://www.seattletimes.com/wp-admin/admin.php?page=zoninator&action=edit&zone_id=2820477
- **Top Stories election promo control:**
  https://www.seattletimes.com/wp-admin/admin.php?page=top-stories-promo

Widgets

- **"Projections by news outlets vary" widget:**
  https://projects.seattletimes.com/2020/local/pres-outlet-results/pres_widget.html
  - **ATF block:** *Election 2020 HP widget: Projections by news outlets*
  - **Edit link:**
    https://www.seattletimes.com/wp-admin/post.php?post=13290411&action=edit
- **Combined results widget:**
  https://projects.seattletimes.com/2020/election-results/pres_local_widget.html
  - **ATF block:** *Election 2020 HP widget: Combined presidential/local results*
  - **Edit link:**
    https://www.seattletimes.com/wp-admin/post.php?post=13278717&action=edit
- **Presidential results widget:**
  https://projects.seattletimes.com/2020/election-results/pres_widget.html
  - **ATF block:** *Election 2020 HP widget: Presidential results only*
  - **Edit link:**
    https://www.seattletimes.com/wp-admin/post.php?post=13278721&action=edit
- **Local results widget:** https://projects.seattletimes.com/2020/election-results/widget.html
  - **ATF block:** *Election 2020 HP widget: Local results only*
  - **Edit link:**
    https://www.seattletimes.com/wp-admin/post.php?post=13278728&action=edit

Election 2020 tag page

- **Election 2020 page:** https://www.seattletimes.com/tag/election-2020/
  - **Shortlink:** https://st.news/election2020
- **Election 2020 One Photo Centerpiece**
  - *OPCP election: Biden 11/5*
  - https://www.seattletimes.com/wp-admin/post.php?post=13290628&action=edit
- **Election 2020 page Triplets:**
  https://www.seattletimes.com/wp-admin/post.php?post=13185828&action=edit
  - **Zone:**
    https://www.seattletimes.com/wp-admin/admin.php?page=zoninator&action=edit&zone_id=2838914
- **Election 2020 tag page Resources block:**
  https://www.seattletimes.com/wp-admin/post.php?post=13185494&action=edit

- ○ **Zone:**
    https://www.seattletimes.com/wp-admin/admin.php?page=zoninator&action=edit&zone_id=2838914

Election Day homepage mockups

Please see Nick Saffan's mockups of concepts for homepage layouts on Election Day:
https://docs.google.com/document/d/1HS1e8o_n1t4iN6X0FbpVkW4mzCY4By1c8TH5slx20ok/edit?usp=sharing

Components

- ● **Please see component guide here:**
    https://docs.google.com/document/d/1oW3aLSRMS1zEBGTdkqEp2Sao_KvlQCvO-VZT5Vs3S_M/edit?usp=sharing

Tags

All posts: Election 2020
Others: Local Election 2020, Presidential Election 2020

Hashtags

#waelex | #Election2020 | #ElectionDay | #ElectionNight

Language notes for alerts, headlines, social media

- ● Don't use "wins" or "loses" until a race is called.
- ● Use terms like "leading" or "trailing," e.g. "Inslee is leading in Tuesday's returns."
- ● When necessary, use terms like "seems" or "appears" to couch the info.

Other helpful hints

Where to send readers who want an extra copy of the Nov. 4 paper:
- ● 206-464-8225, backissues@seattletimes.com
- ● order online: https://stux.wufoo.com/forms/order-seattle-times-back-issues/

News alerts

Skeleton alert schedule

Note: High bar for non-election alerts.

7:15 a.m. Morning Brief: Roundup of election stuff

8 a.m.: Breaking News alert to the live-updates post

10 a.m.: Don't Miss alert to interactive about what's at stake in this election.

Afternoon: Don't Miss alert to the live post, saying we'll have results after 8.

5:30 p.m. Evening Brief: Lead with live thread and fresh photo.

Evening: Breaking News alert on presidential race so far, and additional alerts as needed.
- Lindsay Graham, Mitch McConnell, other movement in the Senate
- key moments throughout the day, like Florida or Pennsylvania results

Results drop (8ish p.m.): Breaking news alerts on local results for:
- Presidential race
- Governor race
- Additional local races: transit tax, sex ed

Later evening: Don't Miss alert for Danny Westneat's column.

Boilerplate alert language

News alert language:
https://docs.google.com/document/d/1MOxZlV2Ha0b9kjTijDs2G7csl6TZxxrSs0tf-gYs11o/edit?usp=sharing

Stories

All stories:
https://cedar.seattletimes.com/plans/?section=seattle-news&printOffer=a1%2Ccover%2Ccp%2Cinside&source=wordpress%2Cap%2Ctns+regional&date=plannedPrintPublishDateGMT&dateRange=2020-11-04%3A2020-11-04&q=elex&sortBy=relevance&order=desc

Main stories

REACTION (1,600 WORDS) – Gutman/Samuels. Reax in street.
https://cedar.seattletimes.com/plans/13218336

GOVERNOR (930) – Brunner/Winfrey. With county-by-county results map.
https://cedar.seattletimes.com/plans/13218471

LT GOVERNOR (525) – TBA/Woodard.
https://cedar.seattletimes.com/plans/13223790

SEC OF STATE (400) – Hudetz/Martin.
https://cedar.seattletimes.com/plans/13223828

LEGISLATURE (700) – O'Sullivan/Wagoner.
https://cedar.seattletimes.com/plans/13223955

ATTORNEY GENERAL (250 WORDS) – K.K. Long/Dunham.
https://cedar.seattletimes.com/plans/13223730

CONGRESS (700) – Shapiro/Grunbaum. With boundary map of districts.
https://cedar.seattletimes.com/plans/13220355

SCHOOLS SUPERINTENDENT (400) – Bazzaz/Martin. Packaged with sex ed story in print.
https://cedar.seattletimes.com/plans/13207532

SEX ED (400) - Fufaro/Katherine "Ed Lab" Long. Sex ed statewide ballot measure. With county-by-county map of results. Packaged with OSPI story in print.
https://cedar.seattletimes.com/plans/13207558

TRANSIT SALES TAX (600) – Lindblom/Grunbaum.
https://cedar.seattletimes.com/plans/13252385

WESTNEAT (760) – Westneat/Rivera.
https://cedar.seattletimes.com/plans/13278848

Local digest for print/separate files online

HARBORVIEW BOND (200) – Greenstone/Loh. To be put into print local digest by Scott Hanson.
https://cedar.seattletimes.com/plans/13256979

KING COUNTY SHERIFF (200) – Greenstone/Loh. To be put into print local digest by Scott Hanson
https://cedar.seattletimes.com/plans/13256996

INQUEST PROCESS (200) – Carter/Samuels. To be put into print local digest by Scott Hanson.
https://cedar.seattletimes.com/plans/13268952

KIRKLAND PPE MONEY (150) – Baruchman/Wagoner. To be put into print local digest by Scott Hanson.
https://cedar.seattletimes.com/plans/13263264

SEO guidance

Please see Anika's guide to writing and editing search-optimized headlines:
https://docs.google.com/document/d/1YRaDDmkeUEW5VIN_-BYG3v2UhRjSsJb2sLxFK-T5VyM/edit?usp=sharing

Example SEO terms

- election *results*
- election 2020
- Trump
- Inslee
- Culp
- *Denny* Heck
- *Marko* Liias
- *Chris* Reykdal
- *Maia* Espinoza
- *Washington* state
- *King* County
- *Washington* governor
- *Washington* state Legislature/House
- *Washington* secretary of state
- *Washington state* attorney general
- sex ed(ucation)
- transit tax
- Proposition 1
- Harborview
- superintendent of public instruction
- NOT: schools chief
- Republican
- NOT: GOP

Wednesday morning plan

Wednesday morning producers (6 a.m.): Anika, Nick S.

Handoff

- What was the feel of the night? What trends did we see? What might need following up?
- What should the morning producer share on social early in the morning?
- Which homepage stories can come down first, as we start to need room for fresh items?
- Which races are closest? Can we explain what might happen with them and when we might know the outcome?

Content

- Possible "what does it all mean?" story
- Possible roundup of newspaper front pages
- What else?

I've gone through all 8 of tonight's results stories to make sure their headlines have the necessary SEO keywords. When adjusting your headlines tonight, please make sure the following are present in your headline:

- "primary election results"
- "Washington state"
- candidates' full names (i.e. *Jay Inslee*, not just *Inslee*)
- name of position they're running for (i.e. *superintendent*, not *chief*)

These are super important; a full 1/3 of our subscription starts come via web search results.Also, please remember to write summaries, which should be 200-250 characters long.Thanks so much!

Alerts: Mayoral, city council,

Anika starts live updates.

Beek and Bruner take over. Ben will edit.