

## **Friday night football timeline**

### **6:10-6:30**

*Prep live update files; prep Tweetdeck; prep dummy files for conference roundups*

Find 3 games our reporters (not stringers) are covering for marquee (avoid top 3 unless it's a championship). Small preview of the game (doesn't need to be more than a couple of grafs) should be typed in file; reporters SHOULD do this. SEO key should include team names and football, and initial headline should be "Live updates: Carey at Archbold" (or whatever game it happens to be). Art should be of a stock art of a key local player or previous game when first posted. New photos from that night's game can be added as we receive them, keeping in mind who's winning.

Pull up the Blade Tweetdeck to retweet reporters or local schools for key games, so it can be retweeted to the sports Twitter.

Also on the budget will be conference roundups (NWOAL, NLL, NBC, etc.), which reporters should set up and complete at the end of the night. If reporters haven't set these up yet, create a dummy file for each of these and find a piece of stock art of a player or general football art, which can always be changed based on what happens in the games and who we have art of. Email the reporter with the slug you created. NOTE: Do not publish this until the roundup is complete at the end of the night.

For playoff and championship games, Twitter feeds for our reporters and for the local teams involved should be embedded at the bottom. To embed a Twitter feed, you can get the code at <https://publish.twitter.com/#>

### **6:40-6:45**

Publish live update versions of games we're covering (max 3) in marquee

### **7:00-10:00**

After kickoff (usually 7 pm), update headlines on games in marquee (Live: Archbold 0, Carey 0, etc.). Update headline as things happen in game or quarter changes (Live: Carey 14, Archbold 12, 2nd quarter, etc.)

If we're shooting game, switch stock art to our art when it becomes available.

Retweet our reporters or the schools' game tweets to Toledo Sports as necessary.

Reporters should update the 3 marquee stories as the night progresses. You may have to do that based on what information is available on Twitter feeds, radio, or Facebook Lives you can find.

## **10:00-11:30**

As games end, convert live update headlines to regular headlines and allow reporters to finish writing.

As reporters have final result in story and there are photos that reflect the night's game, post marquee games to Facebook and Sports Twitter as Schedule Now. Since the photo in Echobox was likely brought in with stock art, be sure to update the main photo before socialing.

Communicate with sports desk about when conference roundups are final, and then it's OK to edit and publish. (Don't trust that it's ready just because it's marked Approved on the budget.) Be sure to adjust the photos if needed since game info is now in the file. You can combine roundups as needed; for instance if a file has only one game, it should be combined with another roundup. If roundups can't be edited by 11:45, they can be left out of NewsSlide, but they must be posted to the web no matter when they get done.

Post photo galleries when received by Blade photographers.

If it was a playoff or championship game, remove Twitter feeds from bottom of story.

Games can stay in marquee if significant enough or needed. Keep at least one in the top 9.

Embed any available BCSN videos into their related stories for the web.

Stories by stringers and roundups may be socialized as they are complete, if there's time.

### **Other notes**

In some cases, you might have to perform the regular night web duties at the same time as updating sports files. The priority should be on football, eBlade videos and Echobox, as local stories can usually wait if they are not breaking news. If you run out of time and need to leave something for the Saturday morning person to post, be sure that it isn't time sensitive.

### **Other resources**

Joeetel.com: Nice roundup of what every team in Ohio's schedule and scores are, once you know what Division and Region they're in

Michigan-football.com: Same thing for Michigan high schools, although not as informative or updated immediately

Scorestream: Crowdsourced site for scores that will be automatically posted across top of toledoblade.com/sports through the night

Area radio or TV broadcasts or schools that stream games on their Facebook pages

Twitter feeds from BCSN, schools, news outlets, and anywhere else that's useful