PUSH Policy
General Guidelines

- **What's a push notification?** If you have a smartphone, you likely have already seen a push notification, a message that is sent directly to an app on your phone. News organizations have been using push alerts to disseminate breaking news.
- WKYT will use push notifications to reach out to our viewers when they are not in front of a television or computer.
- By downloading the WKYT News app, users have the ability to select whether they would like to receive WKYT’s breaking news, weather and/or general push notifications.
- Push notifications designated as breaking news should be sent in the event of local, state or national breaking news or major events that will affect many of our viewers/users.
- Each notification should include a link, which will allow the user to open up the story on their phone. This means you will have to post the story first, then use the identification number assigned to every story.
- Most push notifications should end with a call to action: “See more in the WKYT News app,” “Watch live in the WKYT News app,” “Track storms in the WKYT News and Weather apps” or “Watch live coverage on WKYT News at 6.”
- Think about a push notification as a tap on the shoulder. We want them to be informative, timely and have a very clear purpose. In other words, do not send vague alerts.
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Guidelines

- Push notifications designated as breaking news should be sent in the event of local, state or national breaking news or major events that will affect many of our viewers/users.
- Alerts should be sent for major traffic incidents that lead to multiple lane closures, detours or standstills during the morning or evening commute, school lock downs/lockouts and Amber Alerts.
- Each notification should include a link, which will allow the user to open up the story on their phone. This means you will have to post the story first (a sentence will do), then use the identification number assigned to every story.
- Most push notifications should end with a call to action: “See more in the WKYT News app,” “Watch live in the WKYT News app,” “Track storms in the WKYT News and Weather apps” or “Watch live coverage on WKYT News at 6.”
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Timing

We do not want to be annoying, so be considerate when sending notifications.

When to send push notifications:

- **Prime time:** PUSH NOTIFICATIONS SHOULD BE SENT NO EARLIER THAN 8 A.M. AND NO LATER THAN 10 P.M.
- **Selective time:** PUSH NOTIFICATIONS FOR SIGNIFICANT BREAKING NEWS OR EVENTS FROM 6 A.M. TO 8 A.M. AND 10 P.M. TO 11 P.M.
- **Quiet time:** NO PUSH NOTIFICATIONS SHOULD BE SENT FROM 11 P.M. TO 6 A.M.

If you feel an alert should be sent outside of these hours, contact the Digital Content EP or News Director for approval.
We should send a push for:

- Breaking national news (case by case) and local breaking news
- Major traffic incidents that lead to multiple lane closures, detours, or standstills during the morning and evening commute. Must be on major routes (including, but not limited to, major arteries in Fayette or the surrounding counties).
- If you send a traffic alert, you must update users when the road reopens. Be useful.
- School lockdowns/lockouts
- Amber Alerts (primarily Kentucky, but other states, particularly if they may be headed to the metro area)
- Local live streams (case-by-case)

We should not send a push for:

- When we are late. Do better next time.
- Viral stories - local or national
- Individual school closings by district
  - Use discretion. If a large number of schools are canceled, including Fayette County Public Schools or the University of Kentucky, a generic alert can be sent, such as “Area schools are starting to close for tomorrow. See if your district is on the list in the WKYT app now.”
  - This should be sent the night before a possible snow day or whenever closings start to come in
- Embedded live streams (for example, CBS News streaming a Presidential Press Conference. These do not work on mobile)
- Individual county weather watches and warnings. Use more general terms that are applicable to significant stretches of the viewing area. “Fast-moving storms prompt multiple watches and warnings across central and eastern Kentucky. Track the storms using interactive WKYT Weather app.”
Weather Push

Watch/warning notifications should be sent for storms that could have a major impact on Central or Eastern Kentucky or other areas in our DMA. For example, we did a push alert when Chris Bailey was tracking 70 mph winds heading to Fayette County. In other words, duck and grab cover. A tornado warning is also worthy of a push.

Here are some examples:

- Severe weather is expected in the metro tonight. Track the storms using our interactive WKYT Radar app.
- A tornado has been sighted outside Scott County. Find shelter.
- Portions of Tates Creek have flooded. Avoid the area for the next three hours.
Instructions

Click on the "Launch Notification Form" button above.

1. REQUIRED: Choose the Push Type for what type of alert you want to send. News, Weather, or General
2. Only users who have signed up for the type of alert you choose will receive it.
3. REQUIRED: Enter a Push Title, less than 50 characters, for the alert.
4. REQUIRED: Enter the Message, less than 140 characters, in the "Message" field.
5. If you would like to schedule the alert to go out at a later time, click Schedule for Later Date, click in the text box and select the date and time.
6. If you would like the app to open to a story when the user accepts the notification, click Attach Story and enter the Story ID from Clickability and the Story Title.
7. If you would like to open the app to a specific page in the app, click Link to App Page and enter the EXACT title of the module. (Ask GDM Support for help.)
8. IMPORTANT: Before clicking Send Notification, verify the information is correct. Click Send Notification to send/schedule the notification.

Important Notes:
- Try to avoid special characters.
- The message should be less than 140 characters to fit the notification area. The message will not break if longer, but it will be truncated.
- Enter numbers only into the Story ID field if linking to a story.
- Be sure to proofread your message before you send it as you cannot edit the message later.
- Once you send it, you cannot un-send it!
Watch this video: https://www.youtube.com/watch?v=oZ_Ku2fRLRoPush
notifications