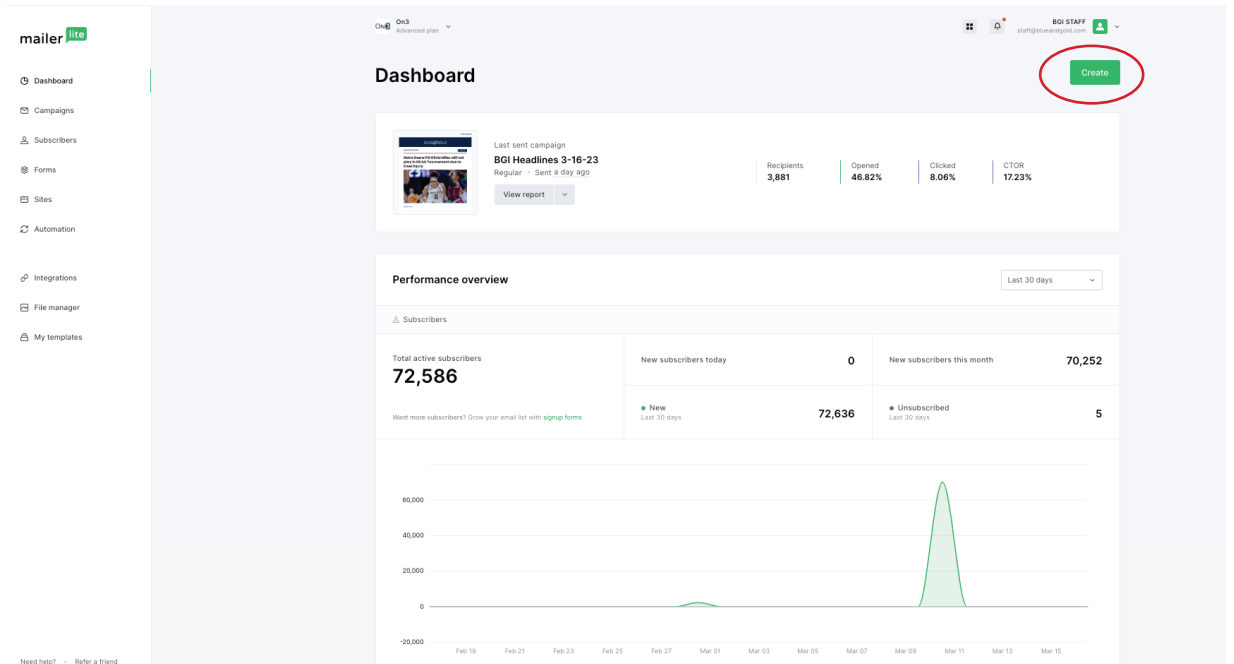


# Breaking News - Set up your first one

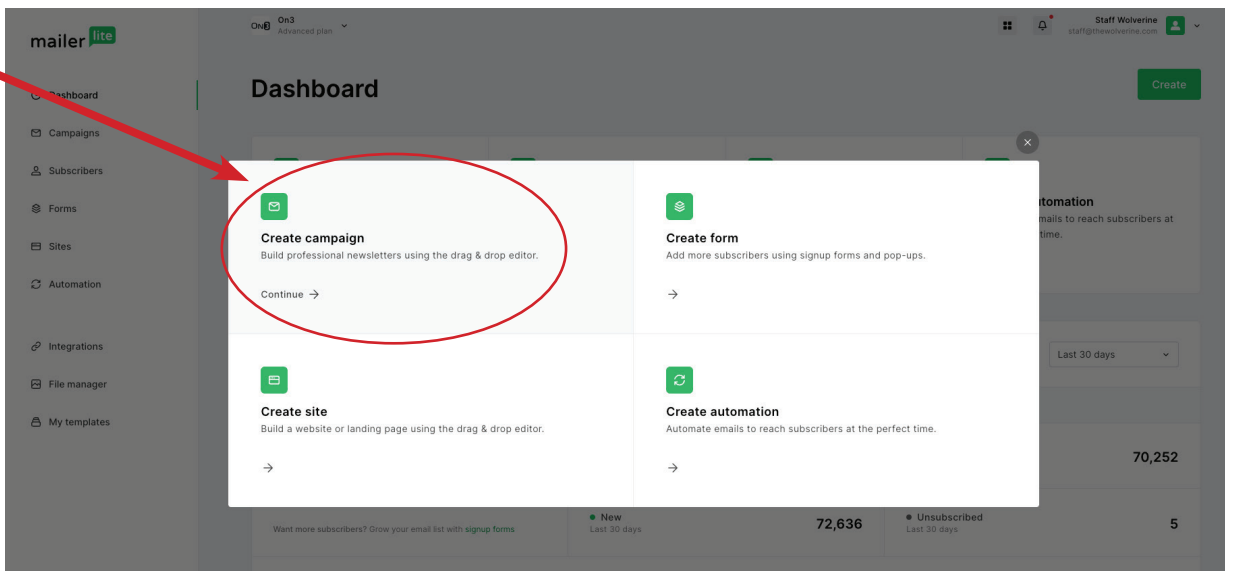
**Be sure to watch the Daily Headlines video first!**  
*This will be a refresher of that process with some slight changes.*

To add a Breaking News campaign to your library, you will start from the dashboard again.

Click the Create button



On the pop-up screen, select Create campaign



## Name the campaign

The name should be specific such as Breaking News 3-16-23. Including the date will make it easier to go back and view analytics.

This name is visible only to you.

Select: Regular Campaign

Click: Save and continue

**New campaign**

**Campaign details**  
Start a new campaign by entering the name and choosing the campaign type.

**Campaign name**  
BGI Breaking 3-16-23

**Type**

- Regular campaign**  
Send to your selected subscribers
- A/B split campaign**  
Send two email variations to a sample group and see which email performs better
- RSS campaign**  
Automatically send new content from your website or blog
- Auto resend campaign**  
Give subscribers a second chance to open your newsletters

Cancel Save and continue

## Add a Subject name

The reader will see this in their mailbox, so choose something intriguing and descriptive of what will be in this newsletter.

Suggestion: look at your website and copy the headline for your breaking news item into the subject line.

**IMPORTANT:** The *first time* you make your Breaking News campaign, you will again need to change the sender's name from On3 (the default) to your site name. When you replicate this in the future, it will keep that setting.

Leave the rest of the options as shown.

Click : "Next: Content"

Details > Content > Recipients > Review > Schedule

**Campaign details**

**Campaign name**  
This text will be used to identify the campaign in MailerLite.  
Campaign name: BGI Breaking 3-16-23

**Subject**  
This text will be displayed in the 'Subject' field in your recipient's email client.  
Subject name: headline

**Who is it from?**  
This will be displayed in the 'From' field of your recipient's email client. We recommend using your own email and name.

Sender name: BlueandGold.com Sender email: info@on3.com

**Tracking options**  
Choose which metrics you would like to track for this campaign. [Learn more about tracking options.](#)

- Track opens**  
Track opens with an invisible beacon embedded in your emails.
- Enable UTM tags**  
Add parameters to your URLs to track newsletter traffic on web analytics platforms.

**Language**  
The language you choose will be used in your unsubscribe page.  
Language: English

Next: Content

You'll use the same template that you did before but will manipulate some of the modules differently.

Scroll through the list to find your site.

*If it is not shown on the first page, click the Next button to see more.*

Details > Content > Recipients > Review > Schedule

## Email design

My templates Start from scratch Template gallery Recent emails

ALABAMA DAILY AUBURN DAILY CLEMSON DAILY FLORIDA DAILY

FLORIDA STATE DAILY GEORGIA DAILY IOWA DAILY KANSAS STATE DAILY

KENTUCKY DAILY LSU DAILY MIAMI DAILY MICHIGAN DAILY

Showing 1 to 12 of 12 total results

Previous Next

When you find your team, hover over the image and click “Choose”

The Content Editor will open on the next screen.

Details > Content > Recipients > Review > Schedule

## Email design

My templates Start from scratch Template gallery Recent emails

MICHIGAN STATE DAILY NC STATE DAILY NEBRASKA DAILY NOTRE DAME DAILY

OHIO STATE DAILY OLE MISS DAILY OREGON DAILY PENN STATE

PURDUE DAILY SMU DAILY SOUTH CAROLINA DAILY TENNESSEE DAILY

Showing 13 to 24 of 24 total results

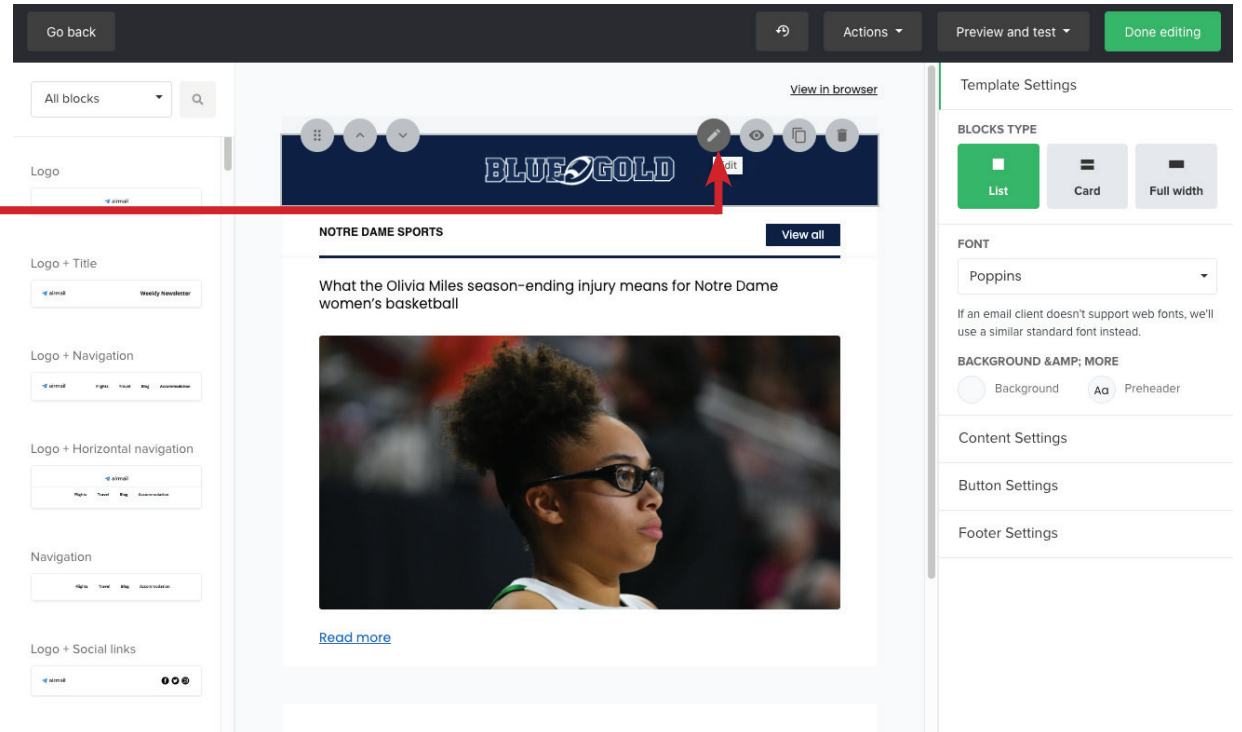
Previous Next

## MODIFY THE HEADER

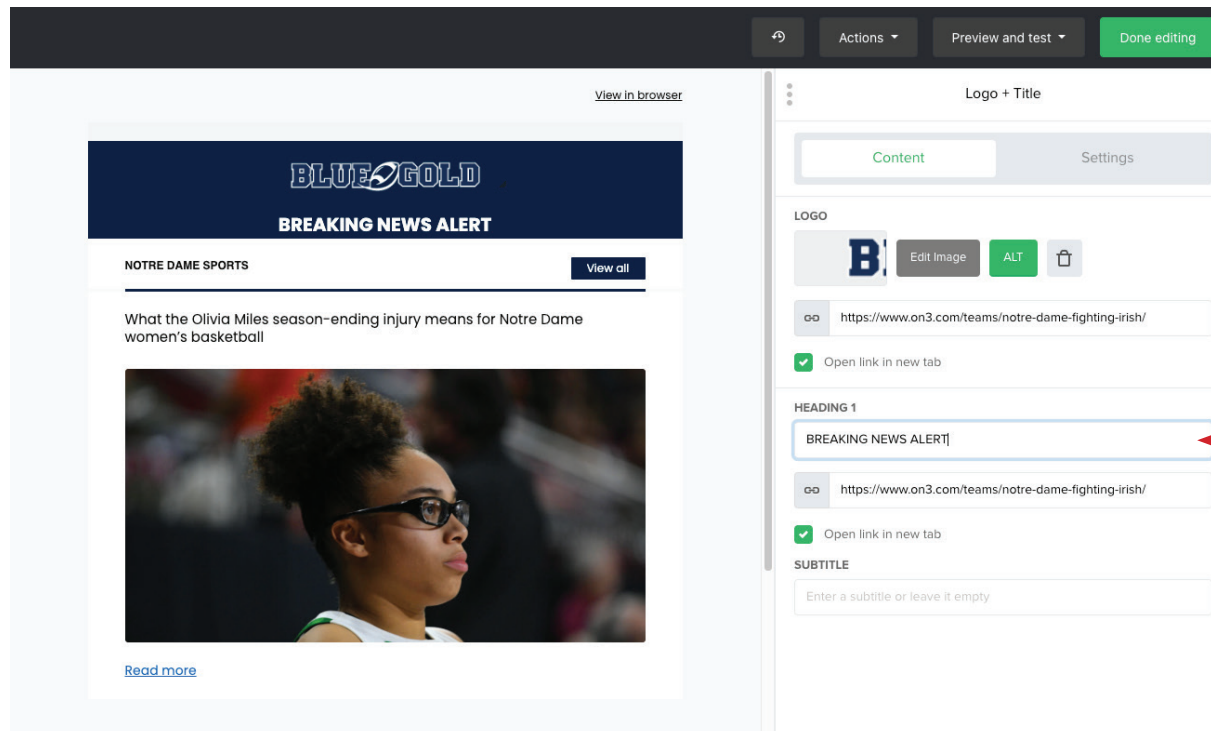
For your first time creating a Breaking News campaign, we will change the header a little. This will stay whenever you replicate this campaign for future use (see next video).

Hover over the header to logo to activate the tools.

Click the pencil icon.

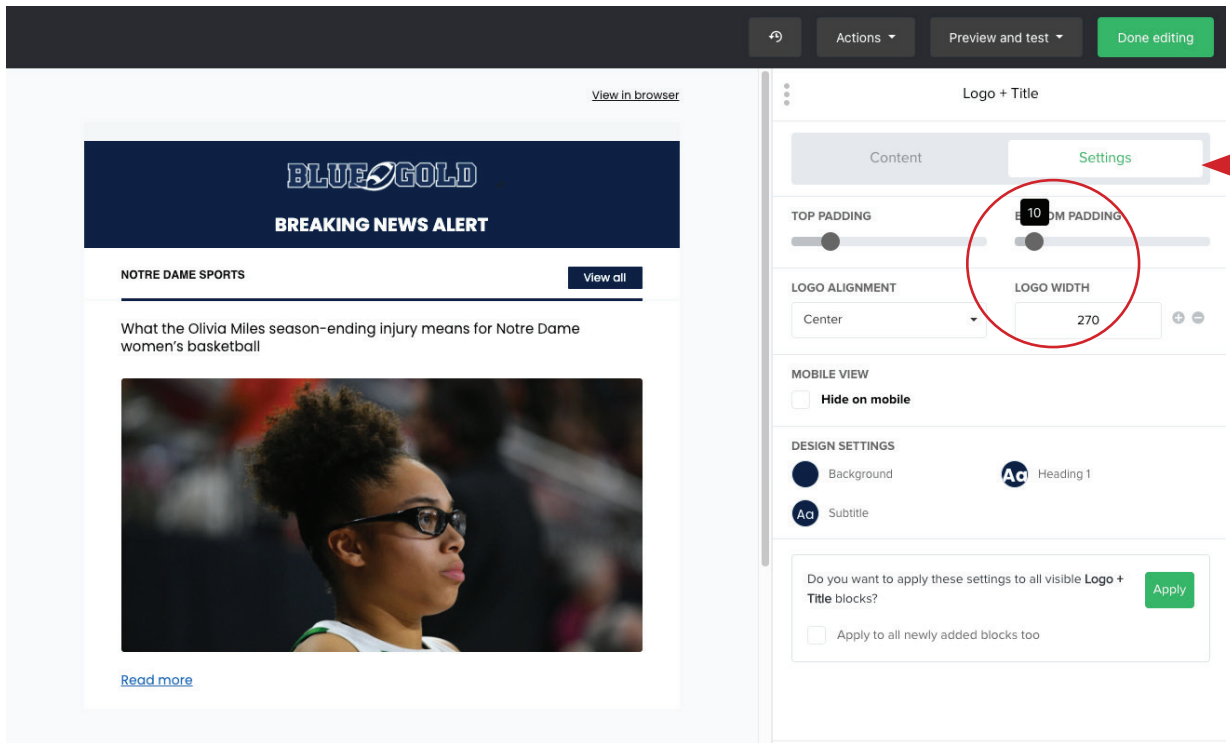


The screenshot shows the email editor interface. At the top, there are buttons for "Go back", "Actions", "Preview and test", and "Done editing". Below this, there's a "View in browser" link. The main content area shows a header with the "BLUE GOLD" logo and a "NOTRE DAME SPORTS" section. A red arrow points to the pencil icon in the header toolbar. The left sidebar shows various block options like "Logo", "Logo + Title", "Logo + Navigation", etc. The right sidebar shows "Template Settings" with options for "BLOCKS TYPE" (List, Card, Full width), "FONT" (Poppins), and "BACKGROUND & MORE" (Background, Preheader).



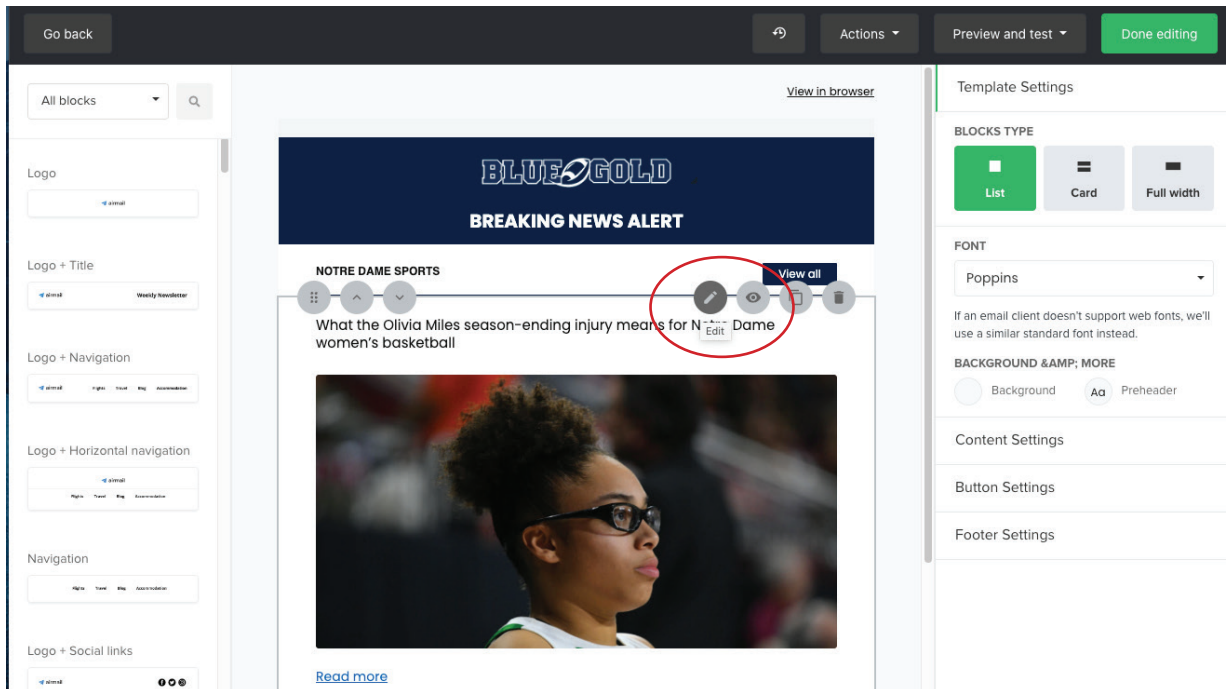
The screenshot shows the email editor interface with the "Logo + Title" block selected. The "HEADING 1" field contains the text "BREAKING NEWS ALERT]". A red arrow points to this text. The "SUBTITLE" field is empty. The "Content" and "Settings" tabs are visible at the top of the block settings.

In the sidebar to the right add a headline: Breaking News Alert.



Click on the settings tab.

Add padding underneath that text and click save.



The first image is a placeholder from the template.

It was pulled in by the site's RSS feed. RSS stands for "really simple syndication". It's a technology that brings in a chronological list in reverse order directly from our site.

Hover over the image to reveal a tool menu.

Click the pencil icon to begin editing.

View in browser

**BLUE GOLD**  
**BREAKING NEWS ALERT**

NOTRE DAME SPORTS [View all](#)

What the Olivia Miles season-ending injury means for Notre Dame women's basketball

[Read more](#)

RSS featured article

Content Settings

RSS FEED URL  
https://admin.on3.com/category/blue-and-gold/feed/ [↻](#) ✖

Open links for RSS items in new tab

ITEMS

- Notre Dame football to wear green jerseys vs. Ohio State
- 2025's No. 1 recruit explains the importance of Notre Dame's 'Pot of Gold' Day offer
- Notre Dame extends offer to Mississippi quarterback Deuce Knight
- Nation's No. 2 quarterback in 2025 adds Notre

The feed has updated the article list here.

Choose the story that you want and **de-select** the one that the template had. (You may need to scroll a bit)

✖ *TIP: If you are looking for a recent article that does not show on the list, delete the slash (in the url) after the word feed and then click on the green arrow to refresh it.*

View in browser

**BLUE GOLD**  
**BREAKING NEWS ALERT**

NOTRE DAME SPORTS [View all](#)

How Notre Dame PG Olivia Miles can learn from Niele Ivey and find a silver lining in her knee injury [Duplicate](#)

[Read more](#)

RSS featured article

Content Settings

RSS FEED URL  
https://admin.on3.com/category/blue-and-gold/feed/ [↻](#)

Open links for RSS items in new tab

ITEMS

- How Notre Dame PG Olivia Miles can learn from Niele Ivey and find a silver lining in her knee injury
- Pot of Gold preview: Storylines for Notre Dame on a massive recruiting day
- What the Olivia Miles season-ending injury means for Notre Dame women's basketball
- Notre Dame PG Olivia Miles will not play in NCAA Tournament due to knee injury

**If you want to have a second story, here's where it differs from the daily news.**

Instead of clicking another box, hover over the image and click the "duplicate" option on this menu that pops up. Then select the edit tool (pencil) on the new item and check off a different story.

The format will now have two stacked items with major headlines (instead of the tiled view on the daily newsletter)

You can add up three articles for this format. If you want a third one, click duplicate again and select a different item.



## CHANGING ARTICLE ORDER

Use the arrows or grab tool on the module itself (not the one inside the image) to change the order.

The screenshot shows a CMS interface for managing RSS featured articles. On the left, a list of articles is displayed. The top article is titled "Pot of Gold preview: Storylines for Notre Dame on a massive recruiting day" and features a photo of a Notre Dame player and coach. A red arrow points to the article's control bar, which includes a menu icon, up and down arrows, and a grab tool. A second article is shown below it, with its control bar also visible. On the right, the "RSS featured article" settings panel is open, showing the "Content" tab. The "RSS FEED URL" is set to "https://admin.on3.com/category/blue-and-gold/feed/". There is a checkbox for "Open links for RSS items in new tab" which is checked. Under the "ITEMS" section, four articles are listed with checkboxes: "How Notre Dame PG Olivia Miles can learn from Niele Ivey and find a silver lining in her knee injury" (unchecked), "Pot of Gold preview: Storylines for Notre Dame on a massive recruiting day" (checked), "What the Olivia Miles season-ending injury means for Notre Dame women's basketball" (unchecked), and "Notre Dame PG Olivia Miles will not play in NCAA Tournament due to knee injury" (unchecked). At the bottom of the settings panel are "Save" and "Cancel" buttons.

## PREVIEW THE FINAL PRODUCT

At the top of the screen, click Preview and test

From the drop-down menu, select Preview mode.

Once you're satisfied that it looks the way you want and you're ready to send it, click "Done editing"

The screenshot shows the top navigation bar of the CMS. It includes a "Preview and test" dropdown menu, a "Done editing" button, and a "BLOCKS TYPE" section with three block icons. A red arrow points to the "Preview and test" dropdown menu, which is open and shows two options: "Preview mode" and "Send a test email".

## SELECT THE RECIPIENT LIST

The first time you create a campaign, you will need to select the audience.

***Be absolutely certain you check the right box!***

Click the button: Next: review

### Recipients

Basic Advanced

Select recipients of your campaign Subscribers

All active subscribers 72586

---

#### Segments

|                                 |       |                 |
|---------------------------------|-------|-----------------|
| <input type="checkbox"/> Test   | 72587 | Exclude segment |
| <input type="checkbox"/> test 2 | 72587 | Exclude segment |

---

#### Groups

|  |       |               |
|--|-------|---------------|
| <input type="checkbox"/> South Carolina WWYB Members | 2366  | Exclude group |
| <input type="checkbox"/> Coman Test Group            | 0     | Exclude group |
| <input type="checkbox"/> Ohio State                  | 8045  | Exclude group |
| <input type="checkbox"/> Alabama                     | 79    | Exclude group |
| <input type="checkbox"/> Auburn                      | 327   | Exclude group |
| <input type="checkbox"/> Clemson                     | 0     | Exclude group |
| <input type="checkbox"/> Florida                     | 1130  | Exclude group |
| <input type="checkbox"/> Florida State               | 18730 | Exclude group |
| <input type="checkbox"/> Nebraska                    | 1171  | Exclude group |
| <input checked="" type="checkbox"/> Notre Dame       | 3862  | Exclude group |
| <input type="checkbox"/> Ole Miss                    | 0     | Exclude group |
| <input type="checkbox"/> Oregon                      | 314   | Exclude group |
| <input type="checkbox"/> Penn State                  | 0     | Exclude group |
| <input type="checkbox"/> Purdue                      | 0     | Exclude group |
| <input type="checkbox"/> SMU                         | 0     | Exclude group |
| <input type="checkbox"/> Tennessee                   | 6419  | Exclude group |
| <input type="checkbox"/> Texas                       | 1240  | Exclude group |
| <input type="checkbox"/> Texas A&M                   | 0     | Exclude group |
| <input type="checkbox"/> USC                         | 699   | Exclude group |
| <input type="checkbox"/> OS Business                 | 0     | Exclude group |
| <input type="checkbox"/> South Carolina              | 1012  | Exclude group |
| <input type="checkbox"/> On3                         | 7074  | Exclude group |

Recipients selected 3862 Back Next: Review



## REVIEW EVERYTHING BEFORE SENDING

Check your subject line

Double-check the Sender Name

(click "edit info" if you need to change anything)

### Confirm the recipient list again!

If you haven't already sent a test email, you can do that from here.

Click the button: Next: schedule

mailer **lite**

On3 Advanced plan

Staff Wolverine staff@thewolverine.com

Details > Content > Recipients > Review > Schedule

### Review and confirm

**Subject & Sender** [Edit info](#)

Subject Subject based on articles

Sender BlueandGold.com (info@on3.com)

Language English

**Content** [Edit content](#)

Drag & drop Editor Plain text version: [Preview](#) or [Edit](#)

[Send test email](#)

**Tracking settings** [Edit tracking settings](#)

Track opens enabled

UTM tags enabled

**Recipients 3862** [Edit recipients](#)

**Included recipients**

Group Notre Dame (3862)

[Back](#) [Next: Schedule](#)

## SENDING

Choose if you want to send now or later.

NOTE: the time is shown in Central, so keep that in mind when you choose the time. You can choose in 15-minute intervals.

Click Schedule (even when Sending Now)

All done!

mailer **lite**

On3 Advanced plan

Staff Wolverine staff@thewolverine.com

Details > Content > Recipients > Review > Schedule

### Schedule

**When would you like to send this campaign?**  
You can send it right now or schedule a time in the future.

Send now  
Immediately send your campaign

Send later  
Set up a schedule to send your campaign at a specific time

Deliver based on timezones  
Schedule your campaign for a selected time in all time zones. It needs to be set 24h in advance.

Date 2023-03-17 Time 15 : 00

Time zone America/Chicago (-05:00)

Current time in time zone: 08:09:10

**Tracking configuration**

Track opens enabled

UTM tags enabled

[Go back](#) [Schedule](#)