

Deseret News

Abbreviated Home Page Rubric

- Home Rotator 1 and HR2 are either enterprise or newsroom stories
- HR5 always is a list. Another list can be added to HR7 on weekends and holidays.
- In most cases, if a story is in the HR, it should not also be the top story in a homepage section.
- No more than two sports stories; not higher than HR4.
- 36-hour time limit for top performing stories (rare).
- Refresh 3-5 stories at 8 a.m., 11:30 a.m., 3:45 p.m. & 11 p.m.
- Link-offs appear in HR only occasionally.
- Lead editorial appears in HR on Sunday. Other important opinion pieces can be merchandised in the HR but must be clearly marked as opinion content.
- AP stories can appear in HR if “on brand.”