

How a Story Gets Published

Communications & Media

The path from idea to publication, and where things stop.

The standard route.

1

Pitch

One line of news, the evidence you have, and what is still missing.

2

Commission

Length, deadline, angle and treatment agreed in writing.

3

Report

Gather, verify, seek comment. Flag problems early, not at the deadline.

4

Edit

Structure and accuracy first, then line editing and headline.

5

Check

Fact check, legal read where needed, images and rights cleared.

6

Publish and follow

Monitor response, log complaints, correct promptly.

Problems surfaced at the pitch stage are cheap. The same problem at the legal read costs the story.