

## Flow Chart of Story Development

1. A story is agreed upon. This means either that an ELi editor approached you to see if you would like to write a story or you pitched a story AND an editor APPROVED it. Please do not write stories without editor approval.
2. After a story is agreed upon, you and the overseeing editor should agree upon:
  - a. article length
  - b. article's main focus
  - c. sources to be consulted (people, documents, etc.) or meeting to be watched
  - d. relevant backstory (or where to look for that information on ELi's website)
  - e. photos (who to ask, if necessary, arranging our photographer to take a photo, etc.)
  - f. deadline
3. Begin your work by reading up on the backstory, contacting sources, and/or watching a meeting.
4. Write your story, keeping within the scope and word count, and submit by the deadline. If at any point you are confused, sources aren't responding, or you encounter difficulties, let your editor know. We are here to help!
5. Review the checklist for ELi stories and make sure you answer "yes" to every question. If you have not answered "yes," make appropriate changes or let your editor know your concerns.
6. Submit your article by the agreed-upon deadline. If you are submitting photos, include the photo(s) and appropriate credits.
  - a. If you are not submitting photos, the editor will find a photo or ask our photographer to take one.
  - b. You may submit as a Google Doc, but your editor will most likely edit offline in MS word and send you the revised version in a new Google Doc.
7. The editor will edit your article, and you should be available to answer questions about changes or edits. So, if you submit an article on Wednesday morning, you should check your email frequently on Wednesday and Thursday or expect text messages. (If you want your editors to text you when the edits are sent to you, let them know.) If you will not be available, you should let your editor know.
  - a. As a rule of thumb, stories submitted after 12 noon will be edited the next day. So If you submit a story Tuesday at 3 p.m., you should expect that it will be edited on Wednesday morning unless otherwise specified.
  - b. Stories submitted after 12 noon on Friday will be edited Monday morning.
8. Editor will consult about any significant changes. You may be asked to go back and clarify or rework certain parts.

9. If there are only minimal changes, the editor may or may not send the new version for you to review.
10. Editor will procure photos from photographer if necessary
11. Editor will then queue the story on WordPress and insert appropriate photos, article summary, and tags.
12. Editor will let reporter know when story is running so reporter can let sources and those interested know.
13. Editor will consult with editorial staff to get the story out on ELi's website, Twitter, Facebook, and mailing lists. The reporter should also share the report on their personal social media if their personal accounts are professionally-oriented.
14. Occasionally, stories get used in our print edition or are discussed on our podcast. We will let you know if this is the case so you can join us on the pod or receive a print edition.