



Building a Story-Centric News Organization



News is moving at record speed, and newsrooms are racing to keep up.

One breaking story now becomes dozens of versions, tailored for TikTok, TV, YouTube, apps, live blogs, and more. Each needs a headline. A hook. A clip. A caption. And a team that can move fast, really fast.

But too many newsrooms are still stuck with yesterday's workflows, built for a slower world.

To keep up with real-time reporting, mobile-first audiences, AI disruption, and multi-platform pressure, newsrooms need to change how they work.

The answer? Put the story at the center of everything.

Avid is helping lead this shift, powering a new wave of story-centric newsrooms worldwide. With flexible, scalable tools built for speed, collaboration, and creativity, we're helping journalists do what they do best: tell powerful stories, everywhere the audience is.

The future of news is already here. And it's built around the story, or what is called **a story-centric approach**.



CHAPTER 1: WHAT IS STORY-CENTRIC NEWS?

A story used to be just a single segment in a rundown or a standalone digital post. Today, it's a multi-platform, audience-tailored asset, reshaped, revoiced, and reimagined for wherever, however, and whenever people engage with it.

Instead of building content for one destination like a segment on a bulletin, a digital clip, or a rundown item, story-centric news reimagines each story as a multi-platform experience, adaptable to wherever the audience is and however they consume it.

This is story-centric news: a smarter, more agile way of working that puts the story, not the channel, at the center of the entire workflow.

In other words, the story leads, the platform follows.

It is about working in the most efficient way possible, eliminating unnecessary duplication of effort and a lack of coordination between different teams within a news organization.

Digital teams grew up separately from their older broadcast brothers and sisters, often seen as the lesser loved relative, sometimes physically separate from the wider organization. But that approach is no longer valid, or realistic. Efficient collaboration is now the name of the news game.





> The modern newsroom needs efficient workflows

As seasoned newsroom technologist Ali Hussein, Director of Broadcast Operations & Creative Services, Fadaat Media, Al Araby Network, told the *Making the Media* podcast:

Story-centric is definitely the future. If something happens now in London, the story is in London, the characters of the story are in London. The content, the analysis, the facts are the same. How am I going to recreate it to send it to multiple audiences depending on their age, are they Muslims, their habits, their interests? How can I produce and distribute this content?"

At a time when news organizations are facing extraordinary pressures—both financial and in some cases political—efficient ways of working are a must. Coordinated planning and resource management are critical to maximize newsgathering and distribute to as many destinations as required. That distribution aspect cannot be underestimated, as the platforms are many and their needs are different. The story simply cannot be the same on every platform. Failing to recognize the unique nature of the platform or the audience can be the difference between eyeballs heading for your online property or heading to those owned by the competition. And eyeballs mean clicks, and clicks mean revenue.

But while many things change within the realm of the newsroom, one thing has not, and will not change: the requirement for fast, accurate and creative storytelling by dedicated journalists and production teams. What they require are tools to enable them to meet the demands of that changing audience.



ALI HUSSEINI

CHAPTER 2: THE CONTINUING CHALLENGE FOR TV NEWS

TV news organizations find themselves caught in a bind of declining viewership, failure to attract a younger audience, and a fragmented approach to how they are newsgathering. They need to keep doing bulletins and shows for TV, but they also need to do the digital stuff, and in fact the digital stuff is now the important stuff. How to square the circle?

Audiences and technology have changed massively since broadcast news cemented itself as part of the fabric of society through the 1950s, 60s and 70s as the expansion of television in homes grew. News was not just national or international. News, and television news in particular, was local. There was a connection between the trusted newsreader in the box in the corner of the living room or in the kitchen, and the audience watching at home. Now the connection is still required, but in different ways, and delivered through different means, as the audience can be anywhere, wanting information at times that are convenient to them.

Technology has not just changed in the real world. Massive changes continue to take place in the newsroom, too. The immediacy of news has grown. The time from a story happening to it being on-air has shortened to virtually nothing. All the time, television journalists have continued to adapt to meet these new realities.





> TV newsrooms continue to evolve

TV News stations rely on their audiences feeling they can be trusted. They have a reputation to maintain and regulators to satisfy. But as technology inside and outside the newsroom changes, so does audience expectations, and in fact, the audience for news itself has changed. As digital continues to grow, those who grew up with the trusted TV in the corner, delivering large audiences with strong commercial audiences for the channel, are also aging. The younger audience thinks differently about what constitutes news, how they consume news, and about watching TV with a fixed schedule which does not bend to their differing daily schedule.

It is arguable that the advent of 24-hour news prompted the decline in daily newspapers—why read about something the day after you had seen it on the news—and therefore it is logical to imagine that the advent of digital and online platforms began to prompt the decline in traditional TV viewing and revenues. The explosion of channels and fragmenting of commercial spend across those channels has also not helped, and this combination has brought with it financial challenges, as advertising dollars have moved from the commercial break to the digital platform.



CHAPTER 3: THE DIGITAL AGE AND THE RISE OF ONLINE NEWS

Now we are in a world of tailored stories for multiple platforms—a version for the station website, a version for X, a version for YouTube, a vertical version, a square version, a version with no voiceover but just video with graphics, and so on. Oh, and let’s not forget a version for the nightly news show. It is still an important platform but just one of a multitude. When news stations began to develop their own news websites from TV channels, the view was taken that simply repurposing content from the nightly show would be good enough.

What really changed things in the digital world for news was the advent of social media. This is now a crucial route to market—and not hidebound by any fixed schedule for publication—and is where news organizations simply must be, even if the commercial opportunities can be limited, or at worst the commercial opportunities reside with the platform and not with the station itself. In some respects, social media was (and is) a necessary evil for news organizations. They need to have a presence there to maintain their share of voice and to attract an audience, but they must attract their audience to their own digital properties to fully take advantage, particularly from a commercial perspective.

The other issue is that the competition is not just other news organizations, it is everyone. Independent news sites and podcasts are a significant part of the landscape, with their success driven not by overnight ratings but by social interaction.



The simple fact that anyone can post at any time is revolutionary when you think about it. No longer do you need to have any expensive publication or distribution equipment which defined the broadcast world.

If you have a phone, a laptop and an account, you could be online sharing your views and opinion about anything. In a world where opinion has blurred with fact, and where you could argue that access to information was greater than it has ever been, it does not mean that the audience is better informed. Some would argue, the reverse was the case. Hence the need for trusted news sources.

With more platforms to service but limited resources to provide more stories, change is needed within the news world, both in terms of how newsrooms are organized and how their material is monetized. New thinking is required.

This is a constant transition, summed up by leading newsroom commentator Alexandra Borchardt, senior journalist, researcher, university teacher, and independent advisor. She told the *Making the Media* podcast:

“Organizations need to become imagination machines and I think this is so important to have people practicing counterfactual thinking, testing, and learning and really trying to drive change in their organizations. That is something the whole media industry needs to do much better than they’re doing it now.”



ALEXANDRA BORCHARDT

News organizations are recognizing that this digital world needs a different approach. It needs a degree of specialism, in the same way that newspaper writing is a speciality, or crafting a ninety second package for a news show is a speciality. Creating tailored versions of stories for specific platforms to attract different audiences and appeal to changing dynamics is critical. But how it is being achieved differs greatly between organizations. Ask yourself, are you really organized in a different way than you were five years ago? Despite what you might say in public, most of you probably are not. And that is a problem.

TV news is totally a team sport, requiring a significant amount of coordination and collective effort to get stories on-air. From the reporter to the camera crew (though often today that is the same person), to the editor (again could now be the same person) to the producer, director, vision mixer, sound op, tech op and more, multiple professionals are involved. While digital may be driven by individuals, too often this is being done in an uncoordinated and inefficient way, leading to duplication of effort and wasted resources. This has historic underpinnings.

With little oversight initially—and seen as an adjunct to the newsroom rather than an integral part of it—the digital world of newsrooms has grown differently. Small groups of people, sometimes literally just one or two, who knew how to work a bit of technical kit to get stuff up online was how it began. But as the role grew, so did the team, and so did the requirements.





> News organizations are recognizing that the digital world needs a different approach

Now it has morphed into a world of creating different versions for different platforms, creating stories solely for online that will never make it on-air, and appealing to a specific demographic. But it can be a bit like a guerilla operation where no one really knows what is going on. It is still not unusual for multiple people from the same news organization to turn up to the same news conference, as neither side is aware that the other is covering it. How much of the morning planning meeting is dedicated to digital in the way that the meeting is dedicated to the nightly show?

Artificial Intelligence (AI) plays a part in this new world of news, but as an enabler for journalists, not a replacement. Journalists who use AI as a co-pilot will be most successful. Hand-in-hand with AI comes efficient use of automation and orchestration to save time and eliminate non-creative tasks.

Opportunities for digital continue to grow, but so does the complexity of the news operation overall. Teams remain disconnected. Systems are disconnected, with the journey to the cloud, which we have yet to discuss fully, still on the horizon. The newsgathering effort still lacks coordination.

When the focus is on an individual show or an individual story, there is duplication of effort and no centralized view of what is happening across the full news domain. A great story remains a great story but how the pieces are gathered, and how the story is told is changing. How are commercial opportunities maximized in this environment? How are stories



distributed efficiently? There must be a better way which supports creative journalism and is financially sustainable. This is what story-centric offers.

CHAPTER 4: HOW DOES STORY-CENTRIC NEWS WORK?

As we have already discussed, story-centric news refers to a news production approach that prioritizes the story itself, rather than focusing on individual tasks or departments. It's a holistic workflow management system where the story is at the heart of everything, from planning to publishing, ensuring efficient collaboration and optimized content delivery across various platforms.

The technology behind it lies in the cloud, enabling secure, universal access, both via web-based and mobile tools, ensuring the teams in the field are in the loop as much as the teams on the news desk. With a hybrid cloud approach often in use, connecting to vital, mission critical, production infrastructure such as a newsroom computer system (NRCS) or production asset management system (PAM) which remains predominantly on-premises today, this delivers a “best of both worlds” concept, driving efficient planning, resource management, creative storytelling and media sharing.



Christian Rohde, Chief Head of Production at TV 2 Denmark, explains the immediate impact of adopting a story-centric workflow:

With a story-centric workflow, we place the story at the heart of our work, and the major benefit is a more efficient and dynamic news production. With the new tool, we have a complete overview of stories, improved sharing of research and materials across the organization, integrated feeds, and an understanding of the resources available for each story. This allows us to collaborate more closely and think through even more stories across our platforms.”

Let’s review the nine key aspects required of any story-centric solution to better coordinate coverage and deliver to any platform.

1. Collaborative planning

A story-centric solution strengthens collaboration across teams, offices and departments by maximizing the use of shared stories. Within the same system, users can easily copy, share, move and link stories to prevent duplication of efforts and foster teamwork.

2. Resourcing at your fingertips

Leveraging an incorporated booking module within a planning tool to quickly access and assign the right resources to stories. Optimize the allocation of all resources—staff, guests, freelancers, technical



CHRISTIAN ROHDE

equipment—while tracking their location and availability on a map. All within a story-centric planning platform.

3. Centralize communications

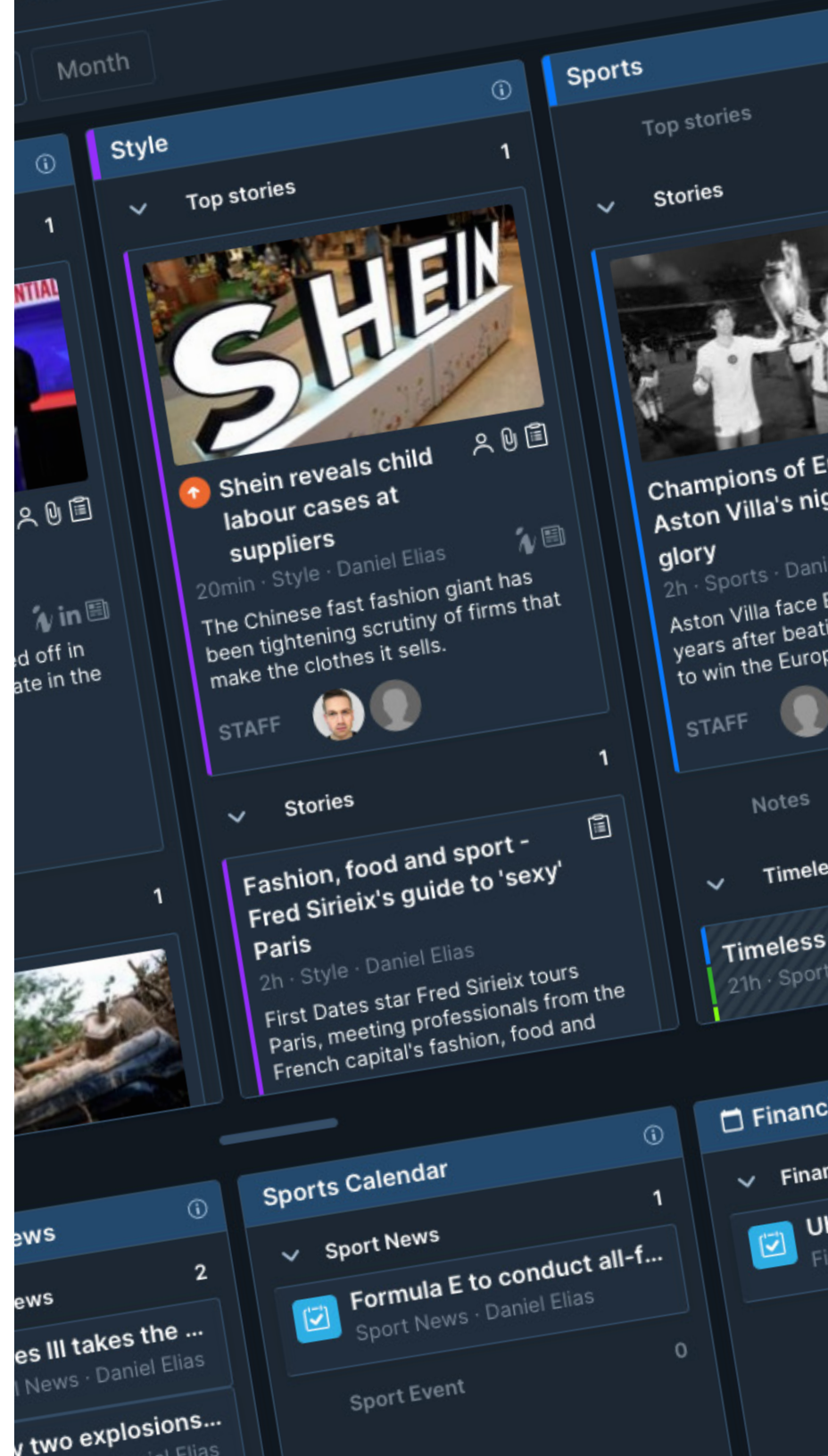
Prevent disparate and disconnected communication across external platforms and centralize communication related to stories, events or resource bookings for greater visibility. Ensure communication and context is accessible precisely where you need them within each story or resource booking.

4. Connected production

From script, to acquisition, editing and publishing for faster turnarounds across multiple platforms. Story-centric solutions unify end-to-end production pipelines, giving the newsroom the power to create high quality, visually stunning, tailored stories crafted for audiences on multiple platforms.

5. Stay updated on stories throughout their lifecycle

Tracking changes across stories at scale can be challenging, leading to lost time and lack of focus. With a story-centric solution, rather than multiple disparate systems, instantly see if any new stories or updates have been added. Users can also follow stories, events and publishing points, subscribing to notifications via browser, mobile or email, wherever it's most convenient.



6. Benefit from mobile workflows

Empower users to work efficiently in the field, contributing to newsgathering and story planning on the go, with a modern mobile app interface that is in sync with the web client.

7. Combine short-form & long-form planning

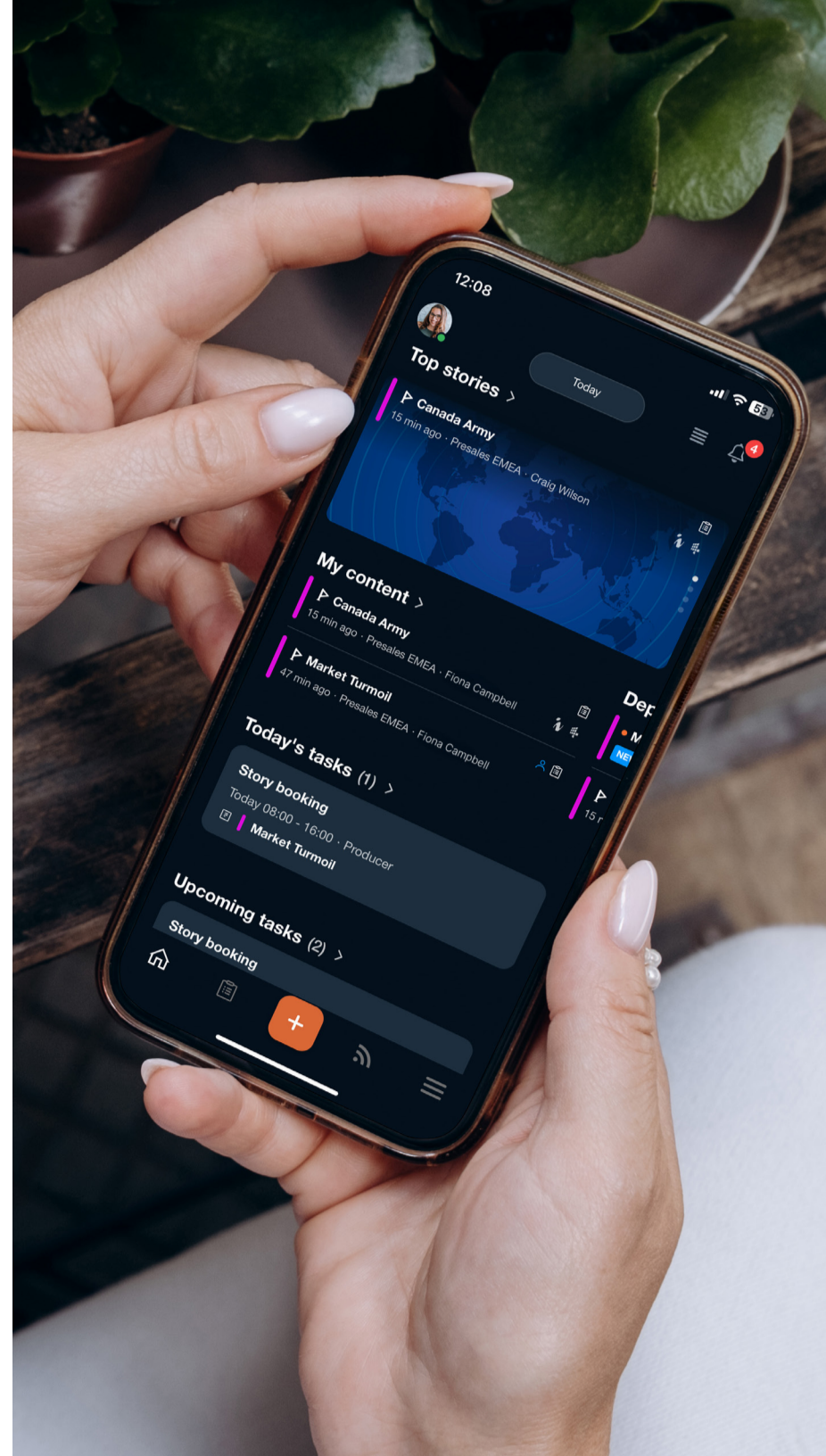
Optimize the use of resources across all types of content production throughout the organization, unifying teams within a single platform. Easily convert a pitch into stories or a production, connecting all users within one solution.

8. Workflow intelligence: smarter storytelling

Streamline workflows with a story-centric solution for greater precision and productivity. Leverage AI integration to discover new story angles, while maintaining oversight of legal approval for content publishing.

9. Efficiency meets integrity: trusted news, every time

Achieve efficiency without compromising integrity. Story-centric solutions can easily integrate with AI-powered tools to ensure every piece of content is accurate and trustworthy. From fact-checking to detecting manipulated media, you can be confident your stories remain authentic and reliable.



By working in this way, and delivering greater coordination between teams, news organizations can truly maximize the value of their brand across as many platforms as they desire. Distributing and newsgathering efficiently, they can ensure that they reduce their overall cost per story—an important metric to remember—while at the same time increasing their revenue per story.

More stories do not always equate to higher quality though, so it remains critical that journalistic excellence is maintained across the platform portfolio. It is this fact which will ensure the news brand remains trusted, and their journalism stands out from the other offerings in the market. With the prospect of AI-generated news streams which deliver a lot of stories but nothing distinct, the so-called AI sludge, originality and inventiveness will be a critical dynamic of the future newsroom.

The technology which lies behind this may be of less interest to those on the front lines of journalism but taking advantage of cloud-hosted and hybrid solutions supported by story-centric solutions will also deliver benefits. Not only can this mean enhanced security and flexibility of deployment options, but it can also ensure that fast and efficient distribution methods can be maximized.



CHAPTER 5: CHALLENGES AND THE FUTURE OF STORY-CENTRIC JOURNALISM

As we have clearly outlined, the world of news is dynamic and always changing, both in terms of the journalistic, technological and commercial landscape. As the needs and demands of the audience change, then it is critically important that news organizations adapt to meet those challenges. If not, then news organizations will no longer have a business, and as journalism is such a fundamental part of any healthily functioning democracy, then this is a threat to society. News is that important.

Sky News Arabia recently moved to a new facility in Abu Dhabi, with story-centric operations a key factor in how they want their teams to work together to drive benefits. Director of Technology, Suresh Nair says:

We call it the virtual newsroom. Doesn't matter where we sit and where we are. We have multiple bureaus in the world, especially in the MENA (Middle East and North Africa) region. We have our reporters, our bureau managers. They all collaborate and coordinate with the head office. That's why the story-centric aspect comes into the picture, right? We will be able to look at the planning and we don't need to call the guys and inform them, but they can see in front of them what story we are going to work on. These tools are very important for the journalist."



SURESH NAIR

And the challenges keep on coming. Here are just a few examples of the continuing changing nature of news delivery:

- The advent of “live pages” on news websites, constantly updated as a story shapes and develops through the course of the day.
- Live channels when major news stories break to provide instant updates.
- New distribution platform growth (such as FAST channels).
- Different social channels emerge (when TikTok began, did many people see it as a battleground for news organizations?).
- Journalists from the “creator economy,” those who build their brand on their personality, establishing that crucial element of trust with those who watch and subscribe.
- Influencer podcasts as a source of news.

What is clear is that news organizations who want to maintain and grow their presence will be required to deliver more stories to more platforms. They need to ensure they are serving multiple audiences with high quality crafted, tailored stories, and to do that, they must work in a coordinated, efficient way. They will take advantage of AI where appropriate, use automation to streamline tasks, and use their skills as storytellers to differentiate themselves from the mountain of information which exists.

The only way for news organizations to achieve that is to adopt a story-centric approach. There is simply no other way to maximize their operations or capitalize on the revenue generating opportunities which multiple platforms can provide.



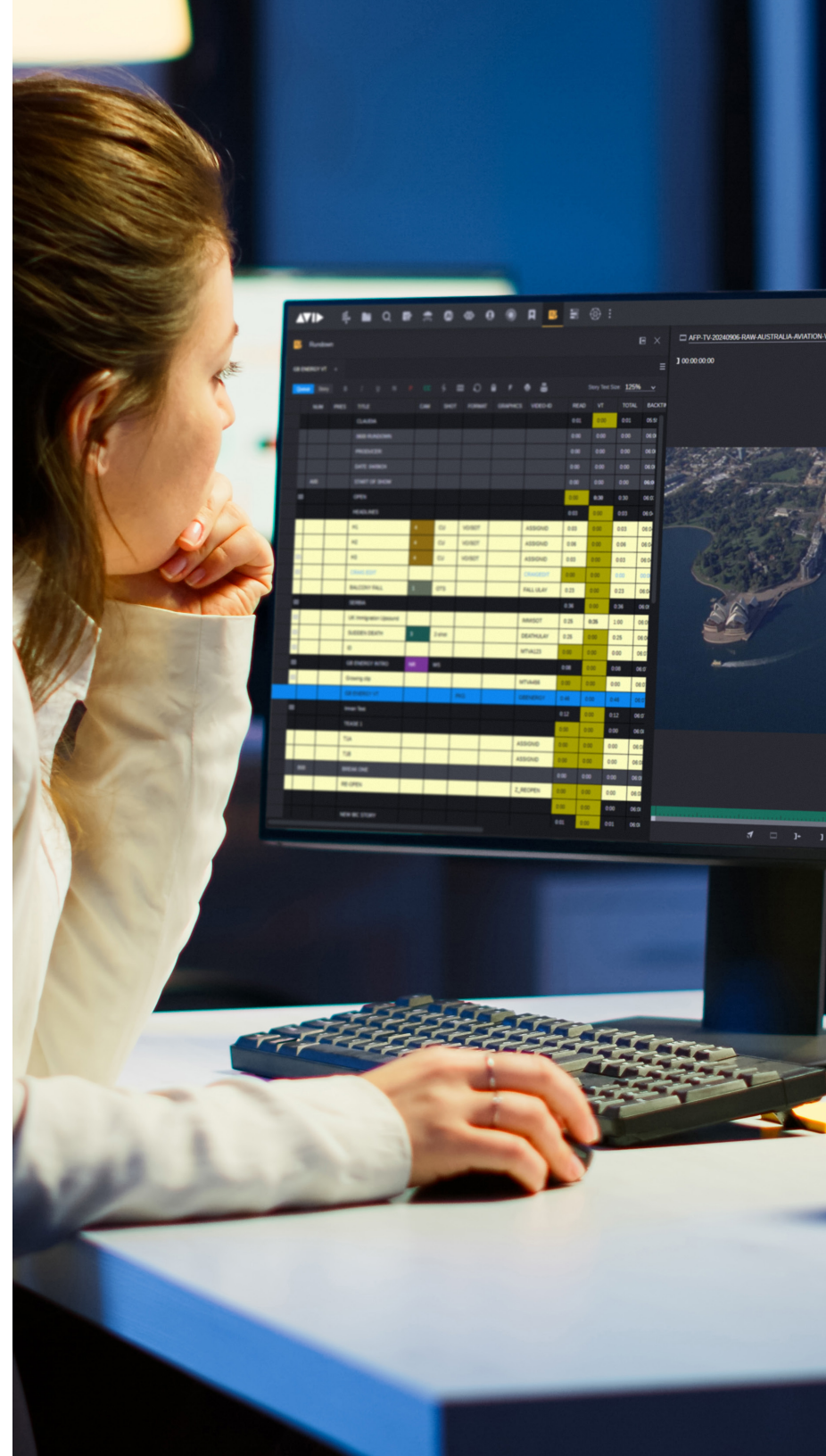
CHAPTER 6: AVID AND WOLFTECH: THE STORY-CENTRIC NEWS SOLUTION

To meet evolving demands, technology vendors have had to adapt their solutions. There is increasing need for integrated planning and publishing tools that seamlessly connect with social and digital delivery channels, while preserving the core broadcast workflow. These tools prioritize the story first and the distribution channel second, enabling better coordination across teams regardless of the platform the story is delivered on.

In many news operations today, “digital-first, multi-platform delivery” are the watchwords as audiences migrate to other platforms and away from the linear broadcast. Newsrooms are responding by moving to web-based and mobile tools as a requirement to drive collaboration, regardless of where teams are located, to meet that audience need, work more effectively from anywhere and distribute more stories more efficiently.

Avid’s focus in solution development is future focused and story-centric. We deliver end-to-end solutions for news production, from ingest all the way through to asset management, storage, editing, story writing and publication. Avid offers the web-based **MediaCentral | Cloud UX™** which combines these capabilities together into a single user experience.

The solution is lightweight, secure, fast, open and responsive, and with significant capabilities overall to cater to the growing needs of the modern broadcast organization, combining workflows for social media content creation and publication side-by-side with broadcast workflows.

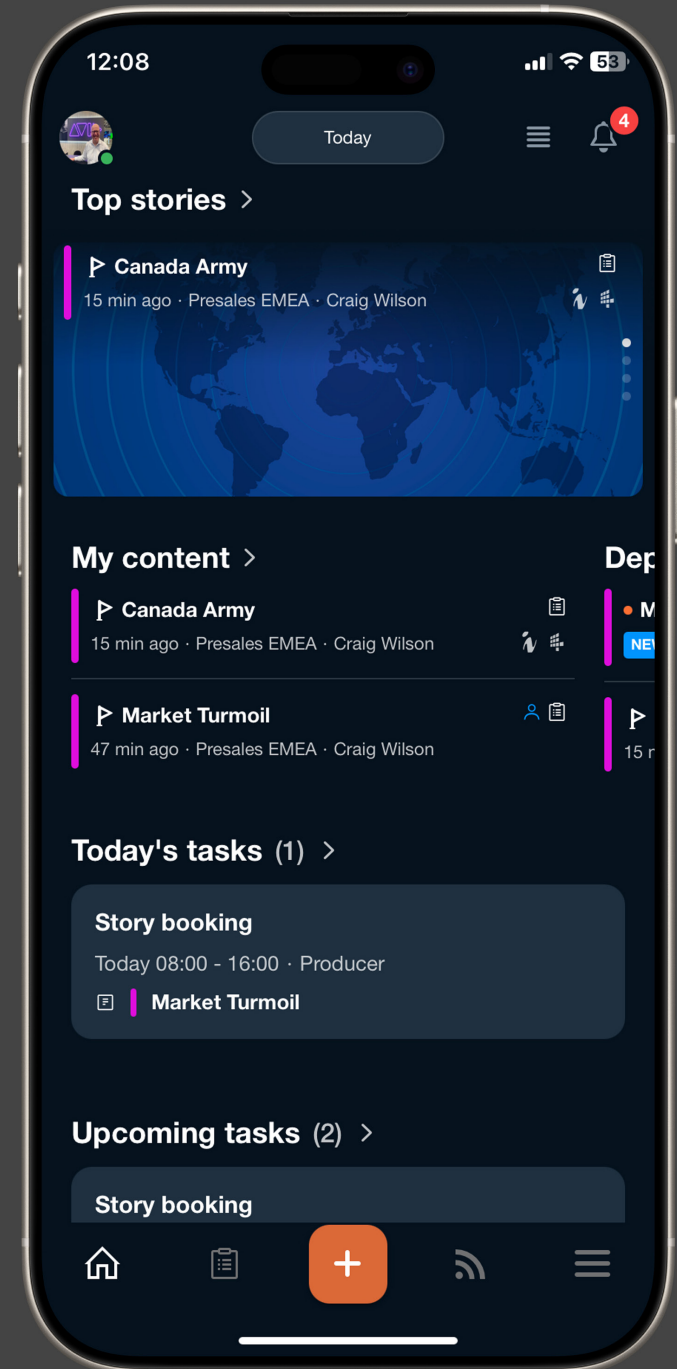


AI-enabled MediaCentral | Cloud UX offers automated transcription of interviews, metadata tagging, Optical Character Recognition (OCR), sentiment analysis, and more. It has powered newsrooms for many years, and Avid has exciting developments to come which will extend its capabilities and drive toward a cloud and hybrid future.

In November 2024, Avid acquired **Wolftech**, the Norwegian-based industry leader in delivering story-centric planning and resource management. **Wolftech News** brings integrated planning, content sharing, project tracking, and distribution together for more efficient workflows between teams delivering to all of the station's platforms, plus additional AI capabilities to craft tailored stories for different digital platforms.

Running in the cloud on **AWS**, it fulfills that requirement for modernized infrastructure, supporting news teams regardless of their location with instant, secure access and collaboration. It has a strong heritage of openness and integration, including new editing capabilities with the innovative **CuttingRoom** platform.

Key to Wolftech News' appeal is the integration. The planning department can easily see everything related to the story, as can anyone else. The journalist working in the newsroom can quickly view the planning calendar without the need to use a separate application. The editor in the suite can receive notification of job needs. The reporter on location can track what is happening, update job status, and share their progress on the go, and much, much more.



› The Wolftech Go mobile app

HOME **PLAN** TIMELINE MAP FEEDS CONTACT BOOKING

11:25:55

Global Desks Search Day Week Month Wed 2 Oct 2024


Demo
(Active collection)

- Global Desks
- Sports Desk
- Sports Production
- Long Form
- US Election 2024 Group
- Publishing 24/7 News channel
- Publishing CBS digital
- Local Desks
- NY Desk
- Publishing (All orders)
- Read-in Notes
- My views
- Manage
- Remove Favorite

International News

Top stories 0

Stories 1



Sudan army vows to fight on despite peace efforts

2h · Africa · Daniel Elias

Fresh diplomatic attempts to negotiate a cessation of hostilities have failed to make progress.


STAFF

Notes 0

Timeless stories 5

Domestic News

Top stories 1



Who won the Vance-Walz vice-presidential debate?


20min · Politics · Daniel Elias

JD Vance and Tim Walz faced off in New York for their only debate in the US 2024 election.

STAFF


CONTACTS

Stories 1



Style

Top stories 1



Shein reveals child labour cases at suppliers

20min · Style · Daniel Elias

The Chinese fast fashion giant has been tightening scrutiny of firms that make the clothes it sells.

STAFF

Stories 1

Fashion, food and sport - Fred Sirieix's guide to 'sexy' Paris


2h · Style · Daniel Elias

First Dates star Fred Sirieix tours Paris, meeting professionals from the French capital's fashion, food and

Sports

Top stories 0

Stories 1



Champions of Europe - Aston Villa's night of glory

2h · Sports · Daniel Elias

Aston Villa face Bayern Munich, 42 years after beating the German giants to win the European Cup.

STAFF

Notes 0

Timeless stories 5


Timeless Sports Story

21h · Sports · Eirik Blakstad

Business

Top stories 0

Stories 1



'I'm not playing games' on port strikes, union boss says


2h · Markets · Daniel Elias

Harold Daggett says his dockworkers will be "going to win" in their battle to secure higher wages.

STAFF

Notes 0

Timeless stories 1



Domestic Calendar

Domestic News 1

Deadly shooting at Allen Premium Outlets in Texas; suspect dea...

Domestic News · Daniel Elias

International News

International News 2

King Charles III takes the ...

International News · Daniel Elias

Police say two explosions...

International News · Daniel Elias

Sports Calendar

Sport News 1

Formula E to conduct all-f...

Sport News · Daniel Elias

Sport Event 0

Financial News

Financial News 1

Uber strikes EV deal with ...

Financial News · Daniel Elias

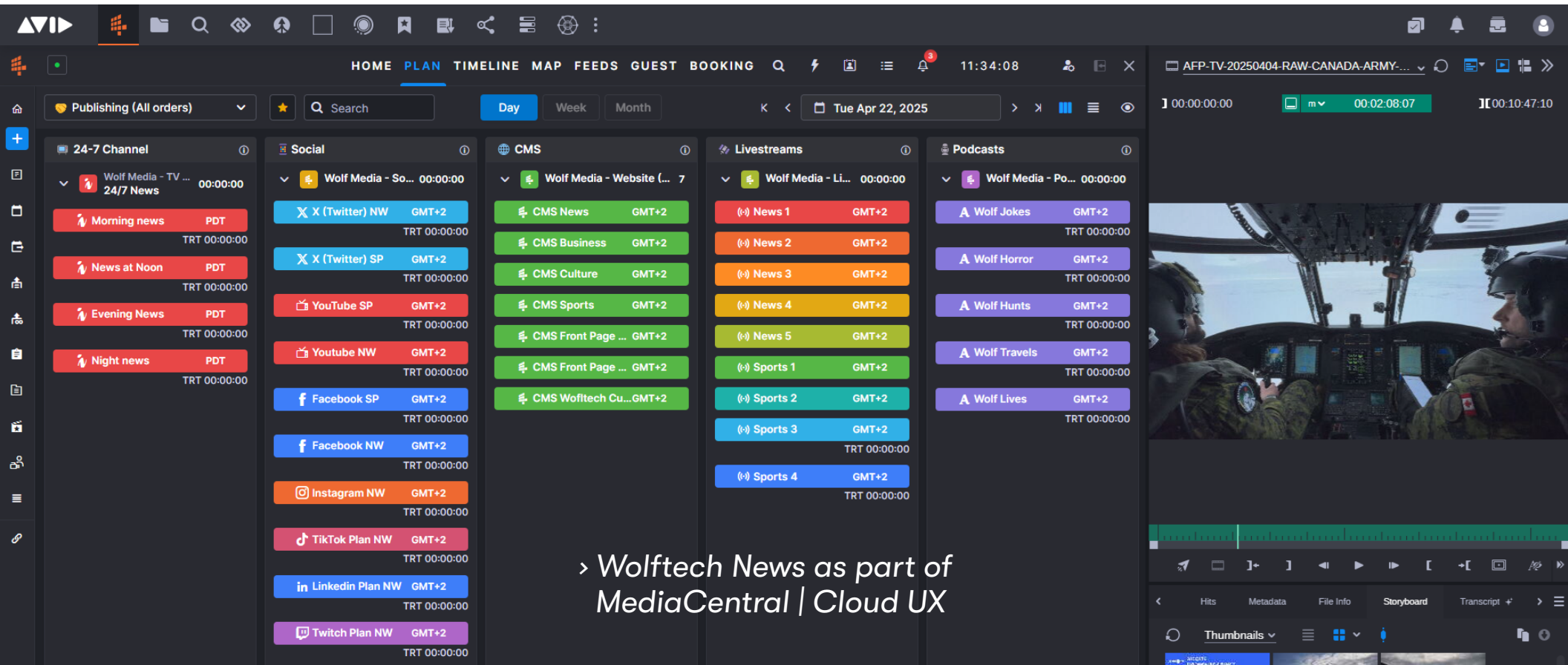
Internal Events

Internal Events 0

> The plan view in Wolftech News

Wolftech also enables customers to gain insight into their business, providing further efficiencies. As we all know, the business of news is one which is under significant pressure, not least financially, to ensure it remains relevant and adaptable to changing audience needs. Wolftech News is available as a standalone application, open for integration with NRCS and media

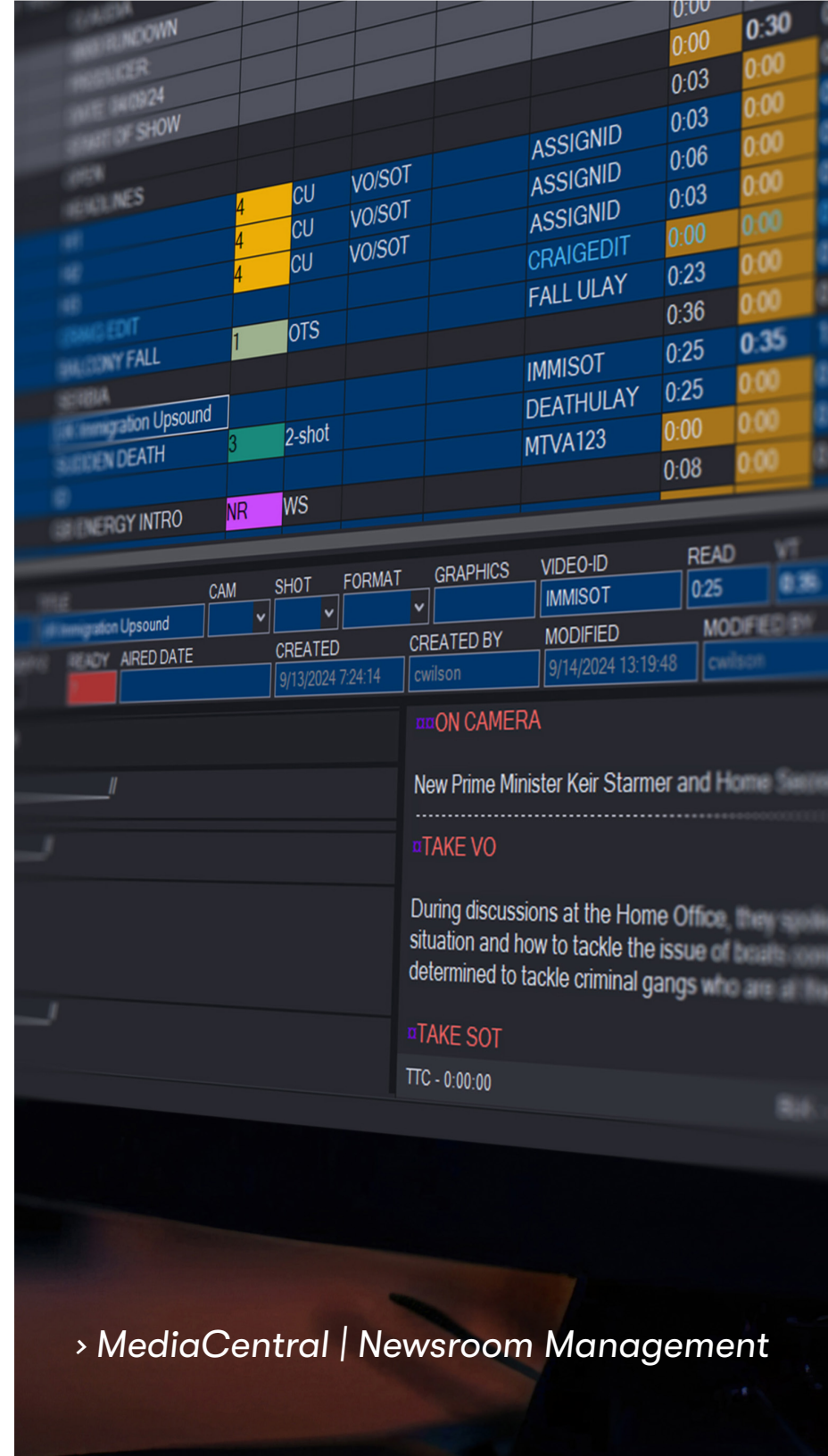
asset management (MAM) systems. It is also now fully integrated with the wider Avid newsroom solution bringing the best story-centric workflows together with the best collaborative story writing and video editing production systems in the business. Wolftech News is available as an app inside MediaCentral | Cloud UX.



This combination can also take advantage of automation, another aspect of efficient workflow management, with the **MediaCentral Rules Engine**. This provides no-code automation to eliminate time consuming manual tasks. For example, creating a story which automatically generates a placeholder for a social post, a website post, an item in a broadcast rundown, and a related sequence primed for editing. And this is only one example of how it can eradicate tedious tasks which each may only take a few minutes but when you add them up contribute to a significant chunk of time. Every. Single. Day.

Another aspect of story-centric is the way it can change how teams communicate for the better. Reducing the amount of telephone calls between team members because the information they need is no longer just in the head of one person but is instantly available on the screen in front of them or cutting down the amount of email traffic with multiple attachments. All of these are time savers which really add up. It is small individual gains which transform newsrooms into more efficient operations.

While digital is becoming the most important method of delivery, linear TV broadcasts remain important, with NRCS systems such as Avid **MediaCentral | Newsroom Management™** (also known as iNEWS®) at the heart. It continues to quietly and effectively deliver those core linear TV workflows which are often now taken for granted, but in reality still play such a significant role in a broadcaster's output, delivering revenue for commercial broadcasters and reach for public service organizations. It's available in MediaCentral | Cloud UX, too, through the Rundown app.



The newsroom market has changed massively since the days when the rundown alone dominated. The newsroom computer system remains a key component, but it is just one element of a much larger, more integrated story.

Avid's future in news—whether for digital, online or on-air—is deeply intertwined with newsroom industry development. Avid's recent developments, such as the acquisition of Wolftech, continue to move the industry toward the future, with shared, collaborative workflows where teams can contribute and deliver to wherever the story needs to go. Newsrooms are reshaping their operations to keep up with the constantly changing needs of their audiences, their work processes, and technology. Avid solutions provide the critical support news organizations need to remain up-to-date and relevant. And there is much more to come.

Redefine your newsroom with story-centric innovation.

Get started at www.avid.com/news



