



Ten Steps to Creating a Story-Centric Newsroom

Transform your news operation into a revenue-generating powerhouse with relevancy and reach. Use this guide to inform your strategy and track your progress.

1 VISION & STRATEGY

- ☐ Define editorial mission (what stories matter and why)
- ☐ Identify core audience segments and their content habits
- ☐ Decide story philosophy (impact first, people-driven, etc.)
- ☐ Establish platform priorities (TV, web, YouTube, TikTok, etc.)
- ☐ Write a content strategy document aligning story goals with business/community goals

2 ORGANIZATIONAL STRUCTURE

- ☐ Create cross-platform story teams (TV + digital + social)
- ☐ Assign story leads or producers for concept → execution → publishing
- ☐ Define communication channels between broadcast and digital desks
- ☐ Develop roles for story innovation (data journalist, audience editor, etc.)
- ☐ Implement collaborative story-centric tools

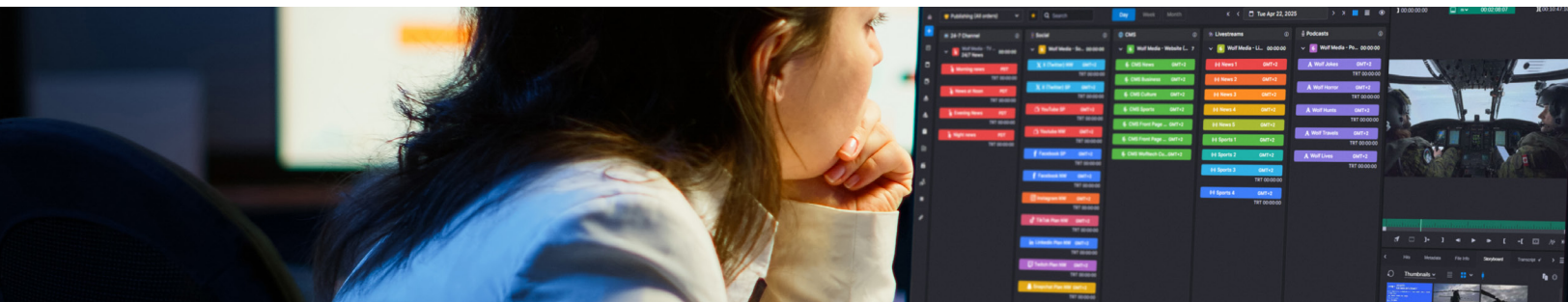
3 STORY DEVELOPMENT PROCESS

- ☐ Build a story pitch system with open editorial meetings
- ☐ Require pitches to answer: Why this story? Who's affected? Why now?
- ☐ Plan multi-platform versions early — one core narrative, different expressions
- ☐ Include audience insights in story selection (trends, analytics, comments)

4 PRODUCTION WORKFLOW

- ☐ Ensure news solution has an integrated content calendar covering all outputs
- ☐ Standardize metadata and asset naming conventions
- ☐ Use shared storage designed for media workflows for collaboration
- ☐ Establish editorial and visual standards for consistency
- ☐ Train staff on mobile journalism (MoJo) techniques

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5 DIGITAL-FIRST INTEGRATION

- ☐ Ensure every story has a digital plan from day one
- ☐ Create web-friendly formats (explainers, timelines, scrollytelling)
- ☐ Optimize headlines, thumbnails, and SEO metadata
- ☐ Build social media templates for quick turnaround (breaking news, updates)

6 TRAINING & CULTURE

- ☐ Train journalists in story structure and visual storytelling for multiple platforms
- ☐ Encourage data literacy and verification skills
- ☐ Promote collaborative, ego-free culture (TV and digital parity)
- ☐ Host innovation workshops (use of AI, content verification tools)
- ☐ Build feedback culture with post-mortems and story reviews

7 TECHNOLOGY & TOOLS

- ☐ Choose integrated story-centric newsroom systems
- ☐ Adopt cloud or hybrid cloud systems for planning and media management
- ☐ Use AI tools for transcription, translation, metadata tagging
- ☐ Ensure interoperability between production, web, and social tools

8 AUDIENCE ENGAGEMENT

- ☐ Set up interactive feedback loops (comments, surveys, Q&As)
- ☐ Track audience journey from social click to watch time
- ☐ Create community partnerships for sourcing and storytelling
- ☐ Analyse story impact metrics, not just views

9 MEASUREMENT & ITERATION

- ☐ Establish KPIs for storytelling success (engagement, retention, impact)
- ☐ Hold weekly data review meetings
- ☐ Track story life cycle (pitch → publish → performance → follow-up)
- ☐ Update best practices based on analytics and feedback

10 SUSTAINABILITY & INNOVATION

- ☐ Explore new revenue models (sponsorships, memberships, branded content)
- ☐ Build knowledge base of successful story case studies
- ☐ Encourage continuous experimentation — fail fast, learn fast

Avid's newsroom solution expertly handles your stories from pitch to publication, with collaborative tools which scale to meet your needs – in the office, in the studio, and in the field.

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