



# NEWS DECODER TIPS TO GET PUBLISHED

So you're interested in publishing a story? You're in the right place!

Follow these guidelines to craft a successful pitch and increase your chances to see your story on News Decoder. Pitch-Report-Draft-Revise is News Decoder's signature content creation process that helps you create original content for a global audience – our audience.



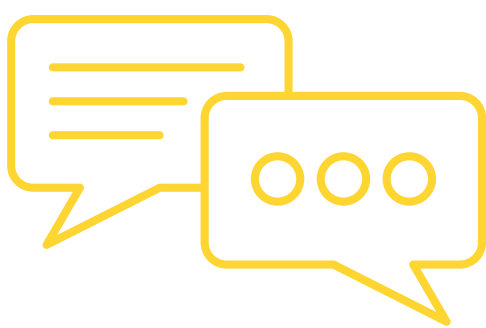
## Pitch

All stories begin with a pitch, a fundamental journalistic practice.

A pitch is more than sharing your interest in a topic or an opinion. It allows you to take an idea and set a strategy to develop it into a story. Your pitch should consider multiple viewpoints and show how your story is relevant to your audience.

When you submit a pitch, write a 50 to 100-word summary that includes your story's **core thesis**, identifies **opposing viewpoints**, outlines a **reporting strategy**, and sets a **realistic deadline** for a first draft.

A News Decoder editor will provide feedback to improve or refine your idea *before* you start working. Pitching saves you a lot of time and effort!

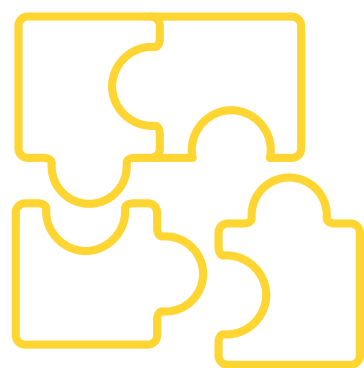


## Report

Reporting means getting out of your head, off your phone, and out of your house to talk to people.

To make your story unique, you need to break new ground. The best ways to do this are **interviews** with recognized experts or people affected by the subject you're covering, and mining **original data** collected by experts.

Secondary sources are a good place to begin to build your understanding of your topic, but they are not enough.



## Draft

Drafting is turning your raw materials – data you've extracted from reports, notes from your interviews, photos you've taken – into a story, whether a written article, podcast, video documentary, etc.

When you start crafting your story, one of the key things to consider is: **Who is your audience?** What assumptions are you making? How can you set the scene for someone unfamiliar with the context?

Second is to **keep it simple**. Simple structure, simple explanations, and simple sentences. You can always embellish later.



## Revise

The final stage of the process is working with our editors to get your story ready for publishing.

Revising is a team effort. Working with an editor will make your piece stronger and help to **address gaps** or **increase the clarity** of your storytelling.

The editor is there to help you. They know the audience. It's the audience that counts, not the author or even the publication. It's important to accept feedback gracefully, make revisions quickly, and meet deadlines.