

Life cycle of a story — and where Language, Please can help

1

Framing

You're coming up with ideas, pulling together a pitch, or making an assignment



Check out

- Sections of the **style guidance**, to learn about identities and communities relevant to your angle
- **Ten essential tips doc**, to remind yourself of best practices
- **Edit, Please**, to practice applying Language, Please principles
- **Tips for tricky conversations**, to be mindful of ways to talk about your ideas and give/receive feedback
- **Inclusivity reader directory**, to gut-check emerging angles that require deep expertise

2

Reporting

You're reaching out to sources and doing interviews



Check out

- **Ten essential tips doc**, to remind yourself of best practices around framing, sourcing, and empathy

3

Writing

You're outlining and drafting your story



Check out

- Relevant sections of the **style guidance**, to consider your terminology and framing choices
- **Inclusivity reader directory**, for outside expert reads and gut checks while there's time to shift course
- **Edit, Please**, to see a range of before-and-after examples of writing with DEI best practices

4

Editing

You're providing and/or receiving feedback



Check out

- **Edit, Please**, to warm up and refresh your skills
- **Tips for tricky conversations**, for guidance on asking for help and delivering notes
- **Inclusivity reader directory**, for outside expert reads on near-final decisions

5

Packaging

You're producing related materials (headlines, photos, social, etc.)



Check out

- **Style guidance** sections, to ensure terminology and framing align with best practices that shaped the original story

6

Afterlife

You've got thoughts or questions about a published story



Check out

- **Tips for tricky conversations**, for pointers on navigating feedback with colleagues on sensitive stories

Anytime

You're working to ground your newsroom's editorial practices and coverage in values of diversity, equity, and inclusion

Check out

- **Edit, Please**, to practice inclusive journalism
- **Ten essential tips deck**, to facilitate a live or virtual workshop with editorial teams
- **Tips for tricky conversations**, to establish practices and protocols for productive, inclusive newsroom communication about editorial judgment calls, questions, and concerns