Public Story Standard

A standards-led media accountability platform designed to strengthen independent reporting, improve reader trust, and create a documented public-response process when published narratives are challenged by new evidence.

Two-page business plan

Positioning: build the operating standard for transparent, independent and publicly accountable journalism.

Market problem

Readers increasingly consume legal, sports, and trade reporting that shapes reputations, commercial outcomes, and public opinion. Yet there is often no visible standard for how outlets should disclose influence, log contradictory public evidence, or explain why a submitted right-of-reply was not published.

- Trust erosion when readers suspect one-sided coverage.
- No simple way for the public to know whether material counter-evidence was received.
- Editorial transparency is inconsistent across publishers and sectors.
- Reputational harm can persist even when later evidence weakens the original story.

Solution

Public Story Standard is a standards, workflow, and accreditation business. It gives publishers a practical framework for transparent reporting and gives readers a structured way to see how contested stories were handled.

- **Article-end disclosure module:** ownership, funding context, conflicts, and editorial-control statement.
- **Public challenge register:** timestamped log of concerns, contradictory accounts, and editorial decisions.
- **Right-of-reply workflow:** intake, review, escalation, and publish / do-not-publish reason codes.
- **Trust mark and audit:** periodic compliance review for participating publishers.

Why now

The commercial case is strong: publishers need trust, readers want clarity, and institutions face rising pressure around misinformation, governance, and accountability. A neutral operating standard can become infrastructure for modern editorial credibility.

Core value proposition

- For publishers: stronger trust signal, lower reputational risk, clearer editorial process.
- For readers: visibility into who controls the story and whether conflicting evidence exists.
- For contributors: a defined route for submitting contradictory information or a right of reply.
- For partners: measurable transparency standards suitable for legal, sport, and trade sectors.

Disclosure	Register	Decision trail	Trust mark
Show ownership, funding, affiliations and conflicts.	Log public challenges and contradictory submissions.	Record publish, update, reject, and rationale.	Audit compliance and publish performance metrics.

Operating model and commercial plan

Designed as a B2B standards platform with optional public-facing tools, certification, and compliance support.

Customer segments

- **Publishers and digital newsrooms:** legal, sports, financial, and trade media.
- **Professional associations:** bodies seeking higher transparency norms.
- **Institutions and sponsors:** organisations funding independent media standards initiatives.
- **Public-interest partners:** NGOs, academic centres, and governance programmes.

Revenue model

- Annual publisher subscription for workflow tools and disclosure modules.
- Accreditation / trust-mark fees tied to compliance revie
- Advisory projects for editorial governance, policy desig and training.
- Sector partnerships and sponsorship for independent transparency programmes.

Product modules

- Submission portal for public challenge, evidence upload, and right-of-reply requests.
- Editorial dashboard with decision codes, response SLAs, and escalation flags.
- Article-end disclosure widget and public transparency page.
- Analytics suite tracking response times, corrections, updates, and rejection reasons.

12-month rollout

Phase	Focus
0-3 months	Pilot standard, legal review, and prototype register.
4-6 months	Launch with 3-5 pilot publishers and public guidance pack.
7-9 months	Release trust mark, dashboard analytics, and training offer.
10-12 months	Expand into sector partnerships and annual benchmark report.

Success metrics

- Number of participating publishers and accredited outlets.
- Average response time to public submissions and rights of reply.
- Percentage of articles carrying full disclosure statements.
- Correction / update rates and documented decision transparency.
- Reader trust uplift and partner retention.

Governance principle

To maintain legitimacy, the business should operate with an independent advisory board covering journalism, law, governance, and reader advocacy. The standard must be publisher-neutral and evidence-led.

Strategic aim	Near-term ask	Long-term asset
Become the recognised trust infrastructure layer for contested-public-interest reporting.	Develop the standard, pilot the register, and secure 3-5 early publisher partners.	A defensible dataset on transparency, response behaviour, and editorial accountability.