Blog Submission and Publication Process

Purpose
PA is the **Managing Editor of the Blog.**
This process outlines the steps the PA, Studio Assistants (SA), and Studio Assistants in Training (SAT) must follow for the submission, review, approval, and publication of blog written content and/or its accompanying media (photos or approved video).

Step 1: Plan the Submission Timeline
- SAs and SATs must plan their work in advance to allow sufficient time for review, revisions, and final approval.
- Blog and any accompanying media should be submitted to the PA **at least 4–5 working days before the intended publication deadline**.

Step 2: Submit Blog and Approved Media
- Submit the **completed blog and any accompanying media (photos or approved video)** directly to the PA via email.
- Videos must be **approved by Mediazone staff** before submission. This follows the already established video approval workflow / procedure.
- Ensure **no other recipients are CC'd** to keep the review process organized.

Step 3: Blog Review
- PA reviews the **blog content** for structure, clarity, and formatting.
- **Minor edits:** PA may edit directly.
- **Major revisions:** Blog is returned to the author for correction and resubmission. This requires an almost immediate 'reaction from the author – to undertake these minor corrections in order to avoid delays.

Step 4: Final Approval
- PA creates a **shared document with the Head of Mediazone**.
- Upload the **finalized blog and media links/files** for review.
- **Head of Mediazone** provides **final approval** before publication.

Step 5: Publish Blog with Media
Blog and accompanying media are published as a single piece of content:
1. **Blog is published on the Mediazone website** with embedded media (photos or approved video).
2. **Content is shared on Instagram and Facebook**.
3. **Team engages with the post** across all platforms. Please ensure you participate as this is your work and definitely has portfolio content potential.

Step 6: Monitor Dates – Timeline / Deadlines
- PA ensures all submissions, reviews, and approvals are **completed on time**.
- Deadlines are your responsibility as outlined in training.
- Missed deadlines may **delay publication**.