

EDITORIAL — EXECUTIVE BRIEFING

Editorial Calendar Briefing

What can be filed against what is planned

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
ECB-28-008	January 2028	Editorial	6	Illustrative sample

The read

The calendar plans 34 pieces against a capacity of 21. The gap is not distributed evenly — it is entirely in the reported features, which are also the pieces the title is read for. Cutting the quick turnarounds does not help, because they are not what is oversubscribed.

34 Pieces planned, next quarter	21 Capacity, at current staffing	13 The gap	100% Of the gap in reported features
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ACHIEVABLE

- 01 Quick turnarounds, all of them.
- 02 Two reported features per month.
- 03 The season coverage.

NOT ACHIEVABLE

- 01 Six reported features per month.
- 02 Two long investigations in the same quarter.



Taken live, and never twice.

THE SHOW · MCLEUKER HOUSE SET

SO WHAT

The gap is entirely in the pieces that take the longest and matter most. Cutting elsewhere frees hours that cannot be moved into reporting.

The plan

BY TYPE

TYPE	PLANNED	CAPACITY	GAPHOURS EACH
Quick turnaround	14	14	0Low
Reported feature	16	5	-11High
Long investigation	2	0	-2Very high
Season coverage	2	2	0Medium
Total	34	21	-13



Filed while the room is still emptying.

THE FILE · MCLEUKER HOUSE SET

SO WHAT

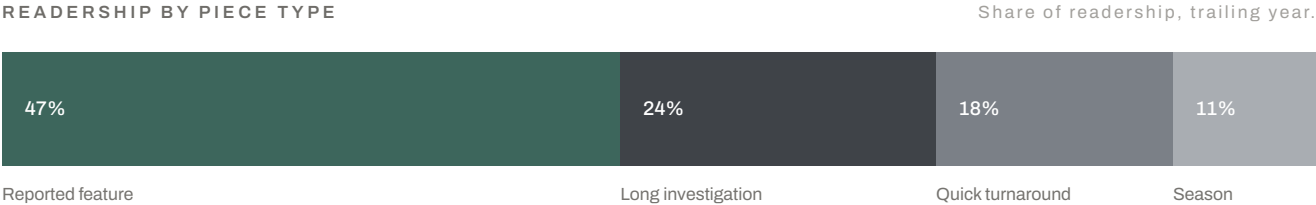
Quick turnarounds are fully covered and reported features are a third covered. The calendar was built on a total, and the total is the one number that hides this.



The show is forty minutes. It matters for the eight weeks after, when the same three silhouettes turn up in four unrelated line sheets.

MCLEUKER HOUSE SET

What to cut



THE TRADE

Cut quick turnarounds	Frees few hours, loses volume, does not help reporting
Cut reported features	Frees the right hours, loses 47% of readership
Cut one investigation	Frees the most hours from one decision
Recommendation	One investigation, not eleven features
Not assessed	Whether commissioning out is viable at the current budget



The step a correction is made of.

THE CHECK · MCLEUKER HOUSE SET

SO WHAT Cutting one investigation frees more capacity than cutting eleven features and costs a quarter of the readership rather than half. It is one decision instead of eleven.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Cut one long investigation from the quarter	Managing Editor	26 Jan	Eleven features are cut instead
Plan by type, not by total	Managing Editor	26 Jan	The gap stays hidden in a single number
Establish whether commissioning out is affordable	Editor	09 Feb	A capacity option stays untested
Re-read capacity after the season coverage	Managing Editor	31 Mar	Next quarter is planned on the same assumption

SOURCES AND BASIS

Planned pieces — the editorial calendar as issued.
Capacity — our own staffing and historical output per type.
Readership by type — our own analytics, trailing year.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Editorial Calendar Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.