



LESSONS FROM THE FRONT LINES OF  
CHANGE

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## Fall 2014 WAMU News Strategy

- Spot news heavy - 130 local newscasts/week
- Reactive not strategic
- Speed more important than depth
- Mix of geographic and topical beats
- No clarity about beat coverage
- Traffic reports – 50/day
- Weather by local TV weathercaster

## Beginning the Shift

Strategy

Culture

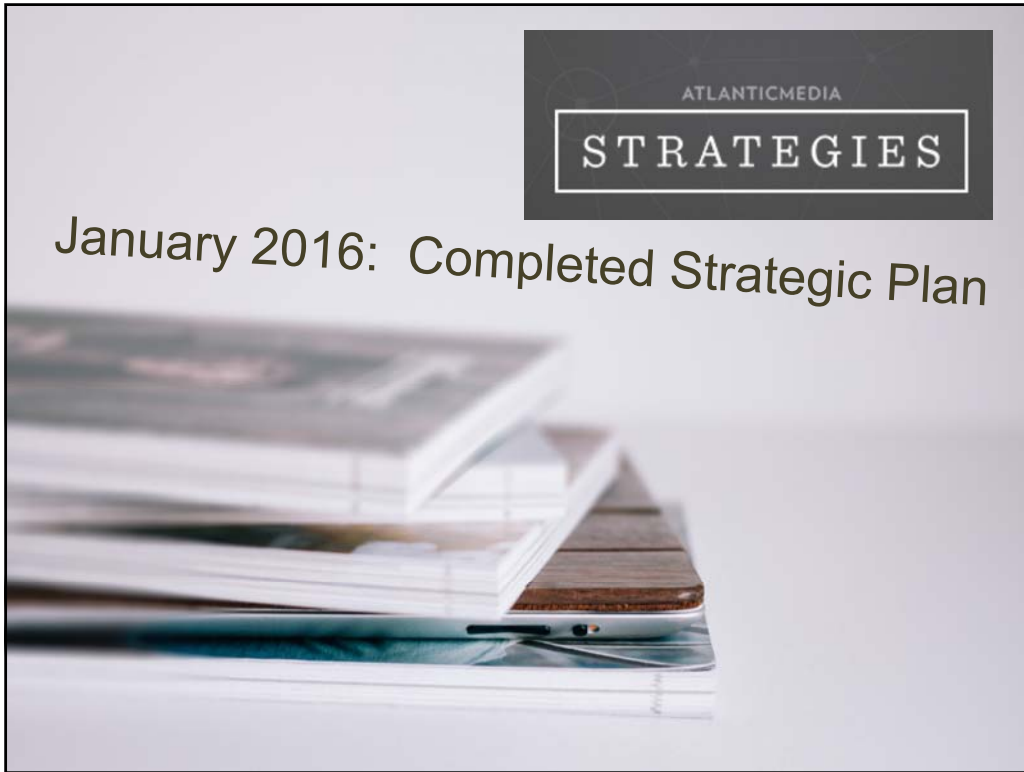
Structure

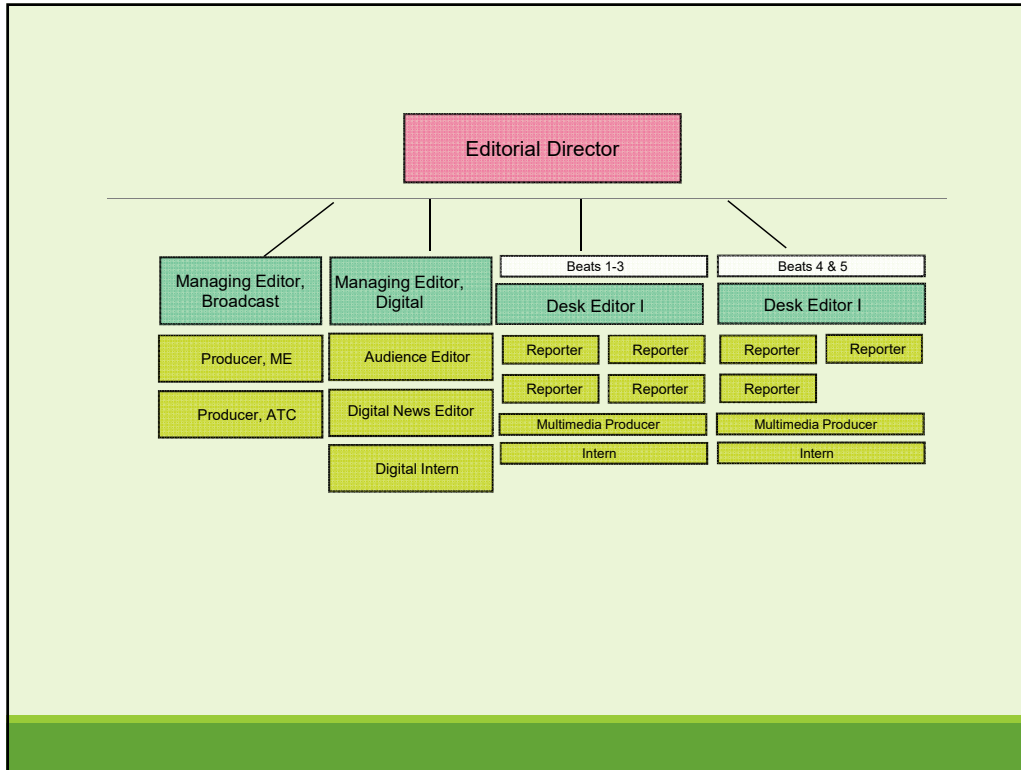


## Key Constituencies: It Pays to Communicate

September 2015: Content Chief Begins







## Launched Regional News Head Search

### Five Desired Criteria:

- Strong journalism;
- Audio journalism;
- Digital experience;
- Diversity;
- Deep history in region

**STANTON CHASE**

## October 2016: Regional News Director Begins



## WAMU's News Strategy: The Next Stage

- Mission
- Regional Lens
- Beats
- Spot news
- Digital
- Diversity
- Local Talk Show



Thank you.