LESSONS FROM THE FRONT LINES OF CHANGE

JJ Yore

Change Comes to WAMU
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
January 2016: Completed Strategic Plan

MARCH 2016
Unveiled New Newsroom Structure

Image by Dana Voss
Launched Regional News Head Search

Five Desired Criteria:

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