



Overhauling Our CMS: Expanding our Borders

Presented by Samantha Minish
Director of Digital Content Products & Strategy



Supporting Rapid Content Expansion



Sunset
8:36





Why Bother?

Explosive growth: video alone grew 300% in 2015

Workflows originally designed for a leaner, US-centric newsroom

Tools are text-first, didn't account for massive multimedia efforts



Looking Outward: Ask the Experts

If you want to be best-in-class, you have to find the best in the field

Needed a solution that would be flexible, room for growth

Focus on the *who*, not just the technology

Sought out a true partner, not just a vendor

Extension of our own development team



Be Everywhere. Be Immediate.

Our data is global, immediate, accessible

Content should parallel that reach

Bring localized, relevant content to our users

Publish for local and global audience

Cross-platform publishing is critical to success



Now What?

How do we balance manual vs. automated publishing?

How do we grow our contextually relevant experiences?

How do we expand to new and emerging platforms without taxing our resources?



Thank You