

# What I Would Do Monday

## If I was a News Director Again

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**1/ I would take more risks.** I worried too much about the other stations and what they were doing. I would celebrate the days when my team found a lead that was different from everyone else. I would break the "what did they have" mentality and focus on what we want our viewers to see tonight.

**2/ I would surprise my viewers more.** Every newscast must have a memorable moment, a deep psychological connection with the viewer. The viewer remembers what they feel longer than what they know.

**3/ I would respect my viewers' intelligence.** No more silly teases. I would think about how I use file tape and what standards my newsroom has about using file tape. I would be more honest about how hard we really tried to get people to talk in stories or how long we worked on a special project. Is it a 6 month investigation or 6 days of work stretched over 6 months?

**4/ I would invest more in training.** Many newsrooms spend more on ice cream and pizza than they do on training. I do not know any other multi million-dollar business that spends a little effort in this area as broadcasting does.

**5/ I would be nicer.** I would coach more and fix less. I would listen more and talk less. I would give my staff the gift of time. By doing that, I believe I would find more time because my people would feel they could make decisions without me second-guessing them.

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