



# KATHY LU

Digital media leader with 20+ years of experience.  
Passionate about people, journalism and empowerment.

[kathy@audiencibility.com](mailto:kathy@audiencibility.com) | 540-520-8626 | Kansas City, Missouri

Twitter & Instagram: @kathyluwho | LinkedIn: @KathyLu | Site: [audiencibility.com](http://audiencibility.com)

## EXPERIENCE

### STRATEGIC CONSULTANT

March 2021-present

Contracts include: Poynter Institute adjunct leading DEI training and one-on-one coaching sessions. Created my own presentations, adapted Poynter-designed ones for clients. Coordinating editor with KERA and The Dallas Morning News to set up a model for launching an arts journalism collaboration between public and private media.

### AMERICA AMPLIFIED

Digital and Social Media editor

January 2020-February 2021

Responsible for creating and managing the website and social media channels for America Amplified: Election 2020, a 14-month community engagement journalism initiative funded by the CPB. Launched a weekly newsletter; hosted webinars on community engagement strategies; helped produce two national talk shows; edited our community engagement playbook. Based in Kansas City, Missouri.

### THE KANSAS CITY STAR

Engagement and Partnerships editor

March-November 2019

Managed and created audience development projects, including launching and producing a daily sports podcast and building Instagram and newsletter audiences. Received Table Stakes training. Laid off in November 2019.

Enterprise editor

October 2017-March 2019

Managed a team of reporters who covered a range of topics, from immigration to business to restaurant and retail news.

Assistant managing editor for features

September 2013-October 2017

Managed a team of 20 reporters and editors to produce 10 features sections a week. Handled an annual operating budget of about \$500,000. Stories ranged from reader solicits to weekly magazine-length features.

### THE ROANOKE (Va.) TIMES

1997-2013

Rose from intern to features editor. Led Minority Journalism Workshop.

## COACHING EXPERIENCE

### POYNTER TRAINING FEEDBACK

- **Chicago media training: "Allyship in the Newsroom" (February 2022)**
  - "This was among the more helpful training/seminar sessions I've had."
  - "Kathy did a fantastic job leading this training!"
- **Hearst training: "How to connect better with our diverse news audiences" (July 2021)**
  - "Sincere thanks for everything. Please thank your team, the expertise and energy was amazing." *Wendy Metcalfe, VP of Content & Editor-in-Chief*
- **Newsday training: "How to Create the Newsroom You Deserve" (June 2021)**
  - "I thought Kathy was an excellent trainer. She was clear, thoughtful and organized, and I especially appreciated how she included personal examples (it made it easier to bring up similar examples in our breakout rooms)."
- **WBEZ training: "How to be a better ally" (April 2021)**
  - "I just wanted to send a quick, personal note of thanks to you for leading today's discussion with all of us at WBEZ. You were a terrific guide and facilitator, and the session was tremendously helpful in deepening our understanding of how we can center allyship in our workplace and in our journalism. Special thanks for all of the effort you invested in tailoring the conversation to our needs." *Steve Edwards, former Chief Content Officer.*

## LEADERSHIP

I've led efforts to promote women's and journalists of color's perspectives in the newsroom, supervised interns and continue to mentor young journalists.

## PROFESSIONAL HONORS, EDUCATION

- Society for Features Journalism board member and president emerita. Hosted the annual conference in Kansas City in 2017.
- 2016 ASNE Emerging Leaders Institute fellow; 2014 AAJA Executive Leadership program fellow; 2006 Maynard Media Academy fellow
- Won numerous features journalism awards
- Washington & Lee University (Lexington, Virginia), bachelor's in journalism, cum laude