



## Julie Kraft



As a Senior Consultant at Frank N. Magid Associates, Julie Kraft brings a wide professional perspective. Her career includes work in radio and television news in high-profile on-air positions and editorial excellence as a news manager.

In addition to consulting and coaching clients in the US and Canada, Julie travels extensively around the world working with Magid's international clients in Europe and Asia.

Julie is a strong believer in the value of a focused brand and its application to television stations and networks. With that belief in mind, she offers “big picture” strategic planning, advice and instruction on day-to-day tactical operations within the framework of the brand, and preparation for the future of news across many platforms. Within the halls of Magid, she is known for seeking out and pushing for innovations in newsgathering, news distribution, and news presentation on multiple platforms.

Julie came to Magid from a distinguished career as a news anchor and news manager. As news director, Julie faced a number of challenges beyond the everyday battles of winning daily coverage in newscasts and meeting budgets. Those challenges required quick thinking, decisive actions, and the development of clear action plans.

Within days of assuming the helm of WOI News 5, for example, Julie found herself in an extremely challenging situation when two photojournalists were severely injured in an accident. Despite the setback, Julie was able to pull the staff together and launch a fast-pace, aggressively positioned 5 p.m. newscast the following week as had been planned. Within a month, Julie's organizational skills were quickly called into play again, when the News 5 staff found themselves covering a major local and national story — the birth of the McCaughey septuplets.

Prior to joining WOI, Julie helped launch one of the first local news operations on cable in the United States for Time Warner. While at KTCB, she coanchored the 6 and 10 p.m. newscasts, as well as did daily street reporting and investigative reporting.

Julie was just 24 years old when she took home “First Place Investigating Reporting” from the Iowa Associated Press. Under her leadership at WOI, the news department won the Edward R. Murrow award for a special report on children and cancer.

Julie graduated from the University of Northern Iowa with a B.A. in Communications-Radio/TV and was named “Outstanding Alum 2005” for the Department of Communications Studies. She often dedicates personal time to preparing communications students who are looking to enter the crazy world of broadcasting. Julie is also a frequent instructor for THE MAGID INSTITUTE™ where she challenges attendees to embrace innovations in their news and weather operations.