The Washington Post

LEGACY MEETS CULTURE

HOW A 148-YEAR-OLD NEWSROOM LEARNED TO WORK WITH CREATORS

Sara Kehaulani Goo , President, Washington Post Creator
INMA Workshop, September 17, 2026

WASHINGTON POST CREATOR

A new division of The Washington Post outside of the newsroom and Opinion section focused on the creator economy and content partnerships with independent creators.

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AGENDA

Section Title — Presenter Name

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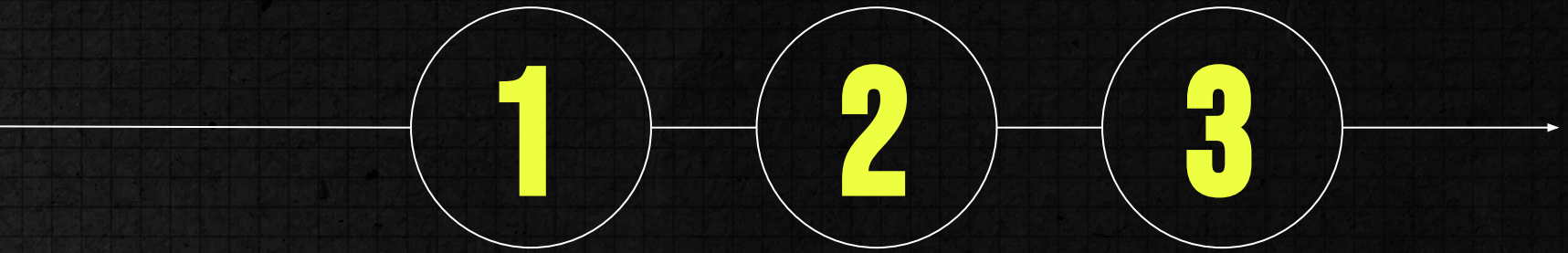
What problem are we trying to solve? 1

Our Approach, Thought Leadership & New Content 2

What we've learned so far 3

Section Title — Presenter Name

WHY CREATORS?



THERE'S OPPORTUNITY.

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CREATORS

Create original content based on their expertise, usually on social media or online platforms, with an audience that shares their interests.

=

CONTRIBUTORS

Freelance writers, photographers, videographers, expert opinion POV. There are many storytellers we already lend our platform to.

THE WASHINGTON POST IS WORKING WITH TRUSTED, VETTED CREATORS WHO HAVE SUBJECT MATTER EXPERTISE.

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OUR BET

- Creator economy has room to grow: it needs infrastructure. We can provide that.
- Advertisers want to be there. They are looking for a trusted partner that will deliver their message effectively to an engaged audience

CREATORS ARE HERE TO STAY.

OUR APPROACH

Verified: Covering the creator economy, with Dylan Wells. Thought leadership, interviews with creators and leaders in the space.

- Newsletter: >30,000 subscribers
- Vodcast
- Live Events

Featured Voices: Content with creators who have subject-matter expertise.

- Short-form video series: 4-8 videos, on and off platform, and text.
- Live events
- Sponsorship

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Our Creator Newsletter

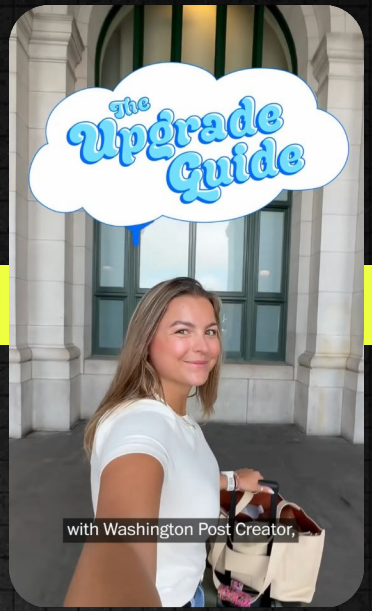
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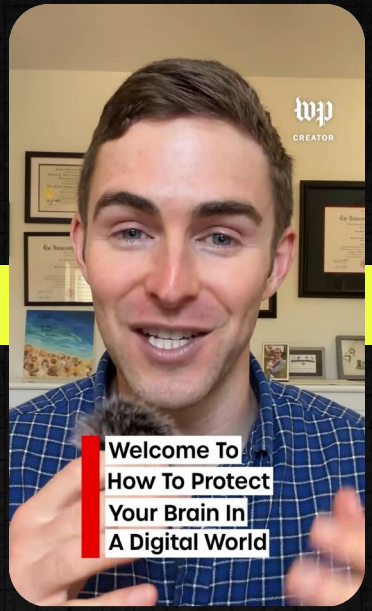
- **A free creator economy newsletter,** delivered every Wednesday.
- **Coverage:** how creators are disrupting industries.
- **Next:** Live event Oct. 15; video podcast!

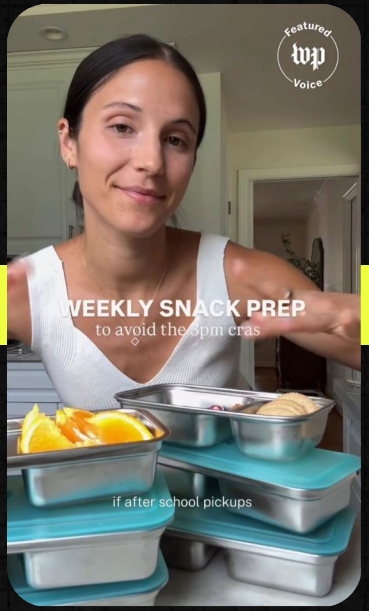
wpcreator.washingtonpost.com/verified

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SOME OF OUR FEATURED VOICES...









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FEATURED VOICES

How the content works:

- **Genres:** Personal finance, Health/Wellness, Travel, Entertainment, STEM/Tech
- **Differentiated** content from newsroom
- **Vetted** creators with engaged followers
- **Co-develop** theme & episodes
- Washington Post Creator edits, fact-checks, legal review before publication
- **90% production done by creator**



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FEATURED VOICES

How the money works:

- Washington Post Creator pays creator **like a freelancer**
- Washington Post Creator **sells sponsorships**
- Creators can do **brand integration** with brand and product mentions
- **Full transparency** in video and caption



Washington Post + creator share revenue from sponsorship.

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FEATURED VOICES



“Let’s Talk Numbers”

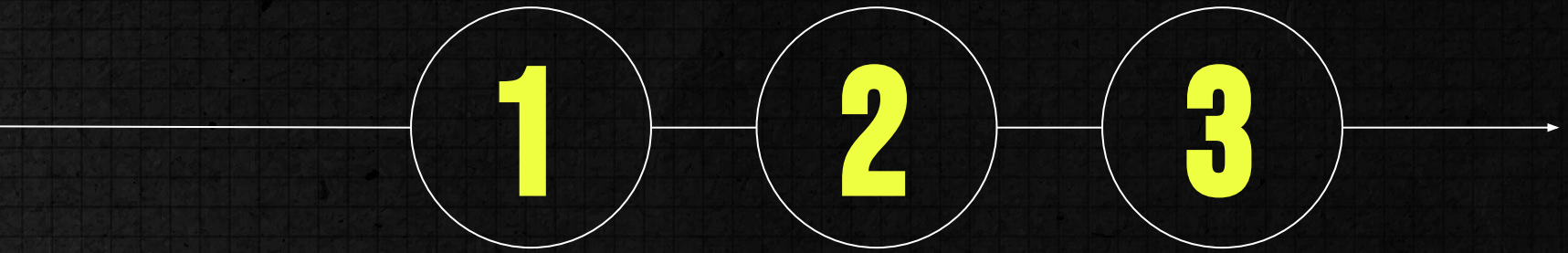
with JC Rodriguez
Personal Finance

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HOW WE DO IT

1. **Identify topics we want.** Differentiated from news. Develop show concepts.
2. **Evaluate creator talent:** Audience demo, engagement, expertise, brand safety.
3. **Outreach to talent + contract**.
4. **Pitch** sponsors
5. Creator **intake**
6. **Content production:** Episode development, scripting, shooting, editing, fact checking, legal review.
7. **Promotion** & sponsorship integration

CREATOR SELECTION



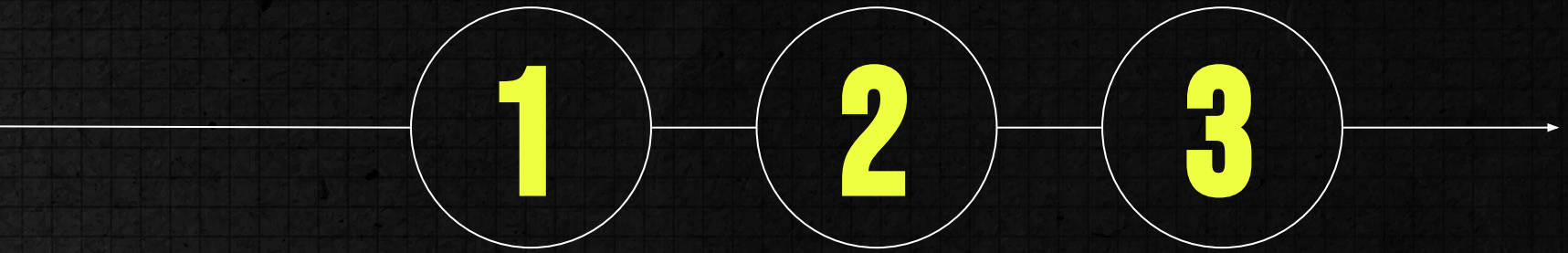
Select Topic. Differentiation from Newsroom. Sales Opportunity Audience Expansion

Expertise. Credentials, experience. AI review. Audience evaluation

Show concept development & creator outreach. Negotiation.

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ETHICS & LEGAL

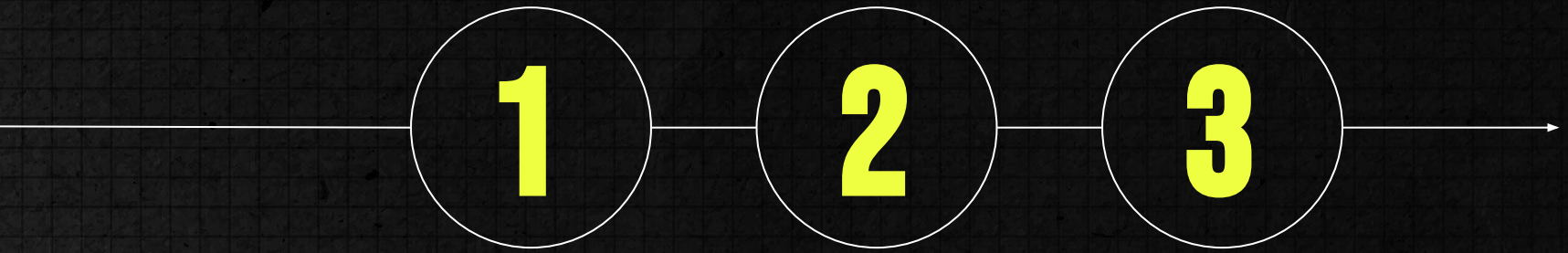


Washington Post Ethics Agreement. Sales, sponsorship disclosure

Brand experience & conflicts

Content agreement: No AI, copyright and distribution.

PRODUCTION



Editorial intake: source material, visuals, editing and expectations

Production timeline: scripting, shooting, fact checking, legal review, production materials

Final production: brand design, caption, final review, publication

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WHAT WE'VE LEARNED

- **Legal & Copyright convos need to start early**
- **Budget:** Fees for creator vary widely! It's not just about audience size.
- **New audience:** Met & surpassed our goal of 50% audience under 45
- **New advertisers**, new spend
- **Better engagement**, new learnings
- **Creators + Events:** High interest in creator content with live event sales

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WHAT'S NEXT?

- **Launching "always on"** creator content
- **Going bigger:** talent, more creators, scale
- **More products:** Text, vodcast, live events

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Questions?

Reach Sara at **sara.goo@washpost.com**

