

LKJ

# 10 Women - How Their businesses are looking ahead 2022

- LKJ Media - Breaking News

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## Breaking News - Lady Kendal Jaggar

Lkj Media moves towards a digital media platform, as the company continues to secure the ongoing future of journalism in the current economic landscape. LKJ Media encourages

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empowering platforms that express the shift in media patterns as we have moved forward with life after lockdown.

## **Free Your Mind**

As a company we believe that our workforce should be proactive and as a team support each other, using techniques to address the mental health awareness that we may have faced during lockdown, most of us having to adapt to reporting using different strategies also the power of social media.

## **Empowering**

Essentially, our CEO pursued different measures to ensure our company could still deliver ground breaking news under difficult circumstances and conditions. However, as essential workers freedom was given to still report under restrictions brought in by law reference Covid19. The change in the way interviews were constructed by the use of zoom was extremely challenging at times, as journalists at LKJ Media we have always enjoyed the human contact and at times adjusting your “home office” left some of our colleagues feeling less energetic as the adrenaline was not as magnetic when interviewing via zoom.

However, as this platform became more of a normality, we found that in actual fact the empowerment from the zoom meetings were reflecting a very proactive and positive approach for the team.

The new strategic approach has led LKJ Media to move more digital regarding their work force allowing their staff the choice to be home based reporter to field reporter.