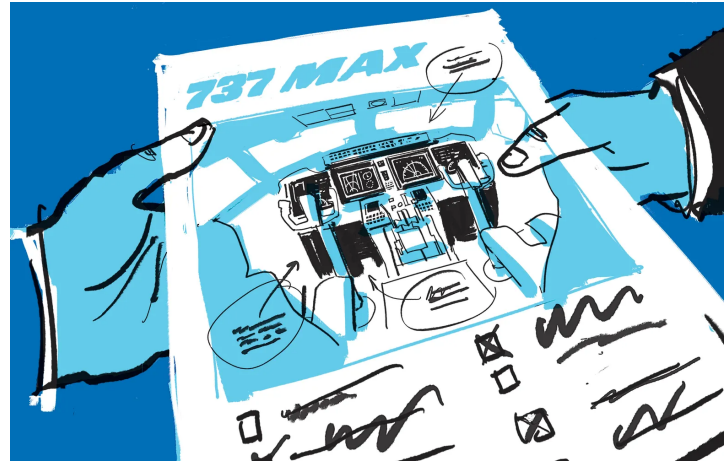


# Boeing 737 MAX Crisis Coverage

## Digital Strategy for Pulitzer-Winning Seattle Times Investigation



### THE PROJECT

The Seattle Times led national reporting on the Boeing 737 MAX crisis, revealing how engineering decisions, internal pressures, and gaps in federal oversight contributed to two crashes that killed 346 people. The newsroom broke critical stories about the MCAS flight-control system, Boeing's communication with regulators, and the FAA's increasing reliance on the manufacturer for safety assessments.

Across more than 150 stories from 2019 to 2020, The Times examined the technical, regulatory, and human dimensions of the crisis. The coverage won the Pulitzer Prize for National Reporting and became the definitive public record of what went wrong.

---

### MY ROLE

As Digital Audience Editor, I oversaw digital strategy for the entire newsroom during the 737 MAX crisis. This was a period of high-stakes, fast-moving reporting that required rapid decision-making, cross-team coordination, and a clear editorial vision for presenting complex, sensitive information to a global audience.

I managed the digital producers responsible for the website, mobile apps, social channels, email alerts, and push notifications, including the business producer who handled much of the day-to-day production. I edited or approved nearly all digital promotional content and made real-time decisions about story placement, framing, and cross-platform distribution. This was not passive oversight; I was a central editorial partner in shaping how readers encountered The Times' reporting.

---

### KEY WORK

**Real-time digital strategy during a global crisis:** Coordinated digital coverage across all platforms during breaking developments, regulatory announcements, Boeing statements, and international reactions. Ensured readers received accurate, contextualized information at speed without sacrificing clarity or sensitivity.

**Homepage and story-page production oversight:** Directed the presentation of every major article on the Seattle Times homepage, business index, and individual story pages. Oversaw layout, related links, inline linking, and visual hierarchy to ensure readers could navigate a complex, evolving story with ease.

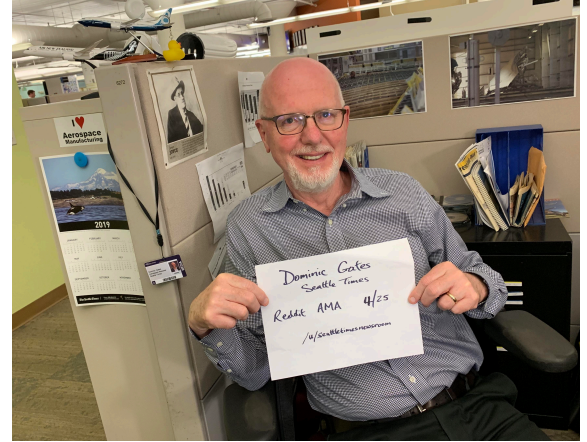
**Cross-platform promotional strategy:** Edited or approved nearly all digital promotional content, including social posts, email alerts, push notifications, and newsletter placements. Tailored messaging for each channel to balance urgency, accuracy, and respect for the victims and their families.

**Reddit AMA with Dominic Gates:** Conceptualized, orchestrated, and executed a Reddit AMA with lead reporter Dominic Gates, giving readers direct access to the journalist behind the investigation. The AMA expanded the project's reach, deepened audience trust, and reinforced The Times' leadership in aviation reporting.

**Search and audience strategy:** Guided SEO and audience-development decisions during a period of intense global interest. Ensured that high-impact stories were discoverable, contextualized, and aligned with reader intent during breaking news cycles.

**Newsletter and alert strategy:** Oversaw the use of existing newsletters and alert systems to deliver timely updates. Made real-time decisions about when and how to notify readers, balancing the need for speed with the responsibility to avoid sensationalism.

**Newsroom leadership and coordination:** Provided steady digital leadership during a global crisis, ensuring alignment across editors, reporters, producers, and product teams. My role kept the entire newsroom running digitally during one of the most consequential stories in the paper's history.



---

## THE RESULTS

The Seattle Times' 737 MAX coverage won the Pulitzer Prize for National Reporting and became the definitive account of the engineering and regulatory failures behind the crashes. The sustained digital strategy ensured that readers around the world could follow the story clearly and consistently across more than a year of coverage. The reporting influenced congressional hearings, regulatory reforms, and Boeing's internal processes. It also reinforced The Seattle Times' reputation as one of the nation's most authoritative sources on aerospace and aviation safety.

---

## SELECT LINKS

### Key stories:

- [Flawed analysis, failed oversight: How Boeing, FAA certified the suspect 737 MAX flight control system](#)
- [Engineers say Boeing pushed to limit safety testing in race to certify planes, including 737 MAX](#)
- [The inside story of MCAS: How Boeing's 737 MAX system gained power and lost safeguards](#)
- [Boeing rejected 737 MAX safety upgrades before fatal crashes, whistleblower says](#)

### Additional material:

- [Seattle Times coverage overview](#)
- [Reddit AMA with reporter Dominic Gates](#)
- [2020 Pulitzer Prize winner in national reporting](#)