***John Dokes****, recently promoted to Chief Content Officer and President of* ***Accuweather****, is leading the company’s aggressive move into content creation. Dokes talked to Cynopsis about evolving audience behavior, digital tools – and all that jazz.*

**Cynopsis: What are the biggest challenges facing the industry right now?**  
**John Dokes:** The biggest challenge for the industry is how quickly viewers are changing the way they engage with and consume content. The reality is, people have infinite options – from digital and social media content to OTT and skinny bundles. Distractions are ever-present. It’s on us to develop powerful programming that’s not just accurate and personalized, but also includes dramatic footage and engaging content that keeps viewers wanting more. AccuWeather has done a great job of that on a variety of platforms, developing a passionate audience of nearly 2 billion people. We are committed to building trust with the customer and earning that trust every day.    
  
**Cynopsis: How has AccuWeather pivoted to adapt to the evolving landscape?**  
Dokes: We have worked to better understand how viewers consume information generally – and then develop tools and content to meet them where they are. For instance, people don’t just check Twitter or Instagram in the morning; they check it hundreds of times a day. The demand for instant, constantly-refreshed information is tailor-made for AccuWeather. We have invested in our data and digital tools for years now and have developed content that is hyper-local, sharable, and immediate. What’s fascinating is that our coverage truly has a fly-wheel effect – with network programming driving subscribers to download the app while local stories on social media drive viewership on the network.  
  
**Cynopsis: What do you do when you’re not working?**  
**Dokes:** My wife and family allow me to spend a bit of my time recording and performing as a Jazz vocalist. My next album release TRUE LOVE arrives on all platforms May 3. I also write songs when I'm inspired, poetry when I'm angry and stories when the real characters in my life get way too interesting.