

Memo Shows How NBC News Is Changing After MSNBC and CNBC Split

Cesar Conde, chairman of the NBCUniversal News Group, shared a note with staffers on Monday about the new outlet's position after the separation of MSNBC and CNBC. He stated that the network will continue to focus on its strategic priorities, which include content, innovation, and culture.

Conde outlined new projects that NBC News will be working on moving forward, including the launch of a new subscription product later this year and expanding its Sports Hub. To support these projects, NBC News will soon launch a new marketing campaign. According to Conde, the campaign "will reinforce our reputation for rigorous fact-based reporting that is indispensable and accessible across all platforms for all."

In addition, Conde announced that NBC News is shifting from a program-centric approach to a story-centric approach, led by **Rebecca Blumenstein**, the president of NBC News Editorial, who will also assume an expanded portfolio.

Reporting to Blumenstein will be **Janelle Rodriguez**, who will continue to lead Nightly News, NBC News Now, and Specials; **Marc Greenstein**, who will also lead creative production and operations; **Noreen Gillespie**, who will oversee standards; **Sarah Tanner**, who will lead marketing; and **David Gelles**, who runs Meet the Press.

They join her other direct reports, which include **Catherine Kim**, **David Verdi**, **Liz Cole**, **Lexi Rudolph**, and **Ken Strickland**.

Blumenstein has been NBC News' editorial president since January 2023, joining the news outlet from The New York Times.

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