



Institute for  
Nonprofit News

# INN Days 2022

June 13-15, 2022

Igniting our collective power



SPONSORED BY





Institute for  
Nonprofit News

**INN is**

**a new kind of  
news network.**

**Strengthening 400+  
independent news  
organizations.**

**Because everyone  
deserves access to  
trustworthy sources of  
news.**

## About INN

**INN accelerates and shapes the emerging field of nonprofit news.**

The Institute for Nonprofit News strengthens and supports more than 360 independent news organizations in a new kind of news network: nonprofit, nonpartisan and dedicated to public service. From local news to in-depth reporting on pressing global issues, INN's members tell stories that otherwise would go untold – connecting communities, holding the powerful accountable and strengthening democracy.

INN programs help these news organizations develop revenue and business models to support strong reporting, collaborate on editorial and business innovation, share services and advance the diverse leaders who are forging a new future for news.

INN Days brings together a network of innovative news leaders, funders, and researchers to explore the questions, challenges, and solutions shaping the future of nonprofit news.










[Learn more at INN.org](https://inn.org) →



## Thanks to our sponsors.

We want to thank our INN Days 2022 supporters, including title sponsors [The Inasmuch Foundation](#) and [The Knight Foundation](#), in addition to [Google News Initiative](#), [Microsoft](#), [Walton Family Foundation](#), [The Lenfest Institute](#), [SmartNews](#), [News Revenue Hub](#), and [Newspack](#), whose contributions have made this year's convening possible.

---

Title	 <b>KNIGHT FOUNDATION</b>	 <b>INASMUCH FOUNDATION</b>	
Presenting	 <b>Google News Initiative</b>	 <b>Microsoft Start</b>	 <b>WALTON FAMILY FOUNDATION</b>
Sponsoring	 <b>THE LENFEST INSTITUTE</b>	 <b>SmartNews</b>	
Community	 <b>News Revenue Hub</b>	 <b>Newspack</b>	

**#INNDays**





# Table of Contents

The Virtual Experience	<b>5</b>
Conference Agenda	<b>6</b>
— Monday, June 13	<b>6</b>
— Tuesday, June 14	<b>9</b>
— Wednesday, June 15	<b>11</b>
INN Days Speakers	<b>13</b>
Participant List	<b>Open →</b>



# The Virtual Experience



## How to access the conference

This year's conference will take place virtually on Hopin, an interactive online conference platform.

**As a registered attendee, you will receive a unique magic link in your inbox that will allow you to join the conference.** Can't find your magic link? Contact our tech support team at [help@hostpeoplenotevents.com](mailto:help@hostpeoplenotevents.com) for assistance.

We recommend accessing Hopin from a desktop or laptop on the Chrome browser. We also suggest using [this pre-event check tool](#) (from the same device and in the exact location you'll be at during the conference) to identify and solve any potential issues ahead of time.

If you plan to access the event from a work computer or network, run the above test on that device or network. If you encounter any issues, you can contact your IT department and [send them to this troubleshooting page](#) to assist you. Our event production partners, Relatu, will be hosting a *Check Your Tech Session* from 8:45 to 9:45 am US Eastern Time on the platform if you'd like to test your system in advance.

During the conference, there will be several opportunities to participate in small-group huddles. If you would like to participate in these sessions, please be sure to join these sessions from a desktop or laptop computer.



## Watch past sessions on-demand

INN Days is subject to being photographed, video/audio-recorded, screen captured, or live-streamed. Attendees, speakers, sponsors, and exhibitors may be captured via these formats. All conference sessions, materials, and activities are subject to recording by INN and may be reproduced in part or whole and distributed or used in any way consistent with INN's mission.

Throughout the event, **you'll be able to find the recorded presentations under the "Replay" tab in Hopin.** These recordings will be ready shortly after each presentation concludes. After the event, you'll also receive notice when these recordings are published on [inn.org](http://inn.org).



Questions? Get in touch with the INN team at [gatherings@inn.org](mailto:gatherings@inn.org).

# Conference Agenda

\*All times are listed in US Eastern Time

## Monday, June 13

**11:30 AM**

Main Stage

### **Welcome: A day of learning**

**Courtney Lewis**, INN

Leave each session with practical advice for a growing newsroom.

**11:45 AM**

Main Stage

### **Talking transition with the Texas Tribune**

**Evan Smith & Sewell Chan**, The Texas Tribune

*Moderated by Soraya Membreno, INN*

Founders play an essential role in shaping the vision and culture of startup and growing nonprofit news organizations. They can bring unparalleled energy and sometimes be a core reason for a newsroom's early success. But as any organization grows, so should the role of its founder. How do you know when it is time to pass the torch? And how does a founder transition in a way that strengthens the organization, not weakens it? Outgoing CEO and co-founder of The Texas Tribune Evan Smith speaks with the organization's new Editor-in-Chief Sewell Chan about bringing new leadership into a thriving organization to drive a vision for the future.

**12:30 PM**

### **Connect! Speed Networking**

**1:00 PM**

Breakouts

### **Collaboration classifieds: Find partners for future projects**

**Bridget Thoreson**, INN

Join this interactive session to learn about available collaborative opportunities across the nonprofit news field. Whether you're a newsroom looking for collaboration partners or interested in gaining support for collaborative projects, hear these quick pitches to find your perfect match.



---

## Building a diverse team that reflects your community

**Miki Clayton**, Nonprofit HR ▪ **Jayo Miko Macasaquit**, The 19th ▪ **Celen Vasquez**, COOP Careers

*Moderated by Sara Shahriari, INN*

We've seen signs of progress in racial equity and inclusion within the nonprofit news field. In 2020, over a third of outlets (37%) had a staff where people of color made up 40% or more of total personnel, roughly representative of the U.S. population. But there's still work to be done. Learn how to address common hiring and management questions with an equity lens from HR and talent development experts.

---

## How to grow your audience

**Tina Xiao**, Google News Initiative ▪ **Abbey Gingras**, News Revenue Hub

Gathering data is easy. Using it is hard. In this session, the Google News Initiative's Tina Xiao and Nicole Rocchio will share recommendations based on their work with thousands of news organizations worldwide. They will show you how to mine your data for trends about your audience that can help you grow your traffic, your revenue, and the loyalty of your readers.

 Google News Initiative

Sponsored by [Google News Initiative](#)

---

**2:30 PM**

Breakouts

## Creating an operationally sound organization

**Lisa Heyamoto**, LION Publishers

Learn how a solid operations foundation can help with everything from risk and money management to retention and succession planning.

---

## Powering up NewsMatch through community matches

**Vandana Kumar**, India Currents ▪ **Megan Wrappe**, Futuro Media Group ▪ **Shannon GaNun**, The Current GA

*Moderated by Jeffrey Woolverton, ICIJ*

While growth in individual giving has been a central marker of success for the program, we noticed something bigger was happening. NewsMatch also provides a way to secure large contributions from major donors, foundations and small businesses in the form of community or "local" match funds. In this session, newsrooms that have successfully secured matching gifts from local funders distill best practices for obtaining matches and using them to bolster individual giving.

---

## Community-centric models for delivering the news

**Rommel Ojeda**, Documented ▪ **Jesús Del Toro**, La Raza Newspaper ▪ **Ron Smith**, Milwaukee Neighborhood News Service ▪ **Sabrina Iglesias**, The Trace

*Moderated by Jihii Jolly, Time Spent Newsletter*





One of INN's most popular member events of the year was a *From the Field* session where members shared how they listen to and identify the information needs of communities of color. This INN Days session will continue this conversation — highlighting how nonprofit newsrooms have created innovative distribution channels to also reach communities with valuable news and information.



Sponsored by [Walton Family Foundation](#)

## 3:30 PM

Main Stage

### Close: Let's Huddle

Courtney Lewis, INN

## 3:40 PM

Breakouts

### Small-Group Huddles (Desktop or Laptop Only)

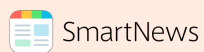
- ▶ **Publishing in Spanish:** Small group huddles with Spanish-only and bilingual publications
- ▶ **Succession Planning:** Small group huddles with founders, publishers, and executive directors to discuss ways to approach succession planning
- ▶ **Using Social Media:** Small group huddles with engagement and digital specialists on approaches to using (or deciding not to use) social platforms

Please join these sessions from a **desktop or laptop computer** to take part in the breakout feature on Hopin.

### SmartView First: Find new audience and grow revenue

Jodi Donner, Angela Lunter & Bernie Davis, SmartNews

Join SmartNews and a few of its INN partners to learn how non-profit organizations of all sizes and coverage areas can grow their audience and revenue through the SmartView First program. We'll discuss new product features, content best practices and how SmartNews utilizes technology with human guidance to provide high-quality news to millions of users daily.



Sponsored by [SmartNews](#)



## Tuesday, June 14

**11:30 AM**

Main Stage

### Welcome: The INN Network

**Jonathan Kealing**, INN

Explore what is happening across INN member organizations and how they work together to serve communities.

**11:40 AM**

Main Stage

### INN Index: The sustained success of nonprofit news

**Emily Roseman**, INN ▪ **Jesse Holcomb**, Calvin University

The INN Index is the most comprehensive study of the state of nonprofit news, typically published on an annual basis. Four years of data shows how nonprofit news is growing and reveals qualities of what the future of journalism will look like.

**12:15 PM**

### Connect! Speed Networking

**12:45 PM**

Breakouts

### Solutions for equitable funding access

**Deana Balinton**, El Timpano ▪ **Rakiba Kibria**, Common Future ▪ **Robert Chappell**, Madison 365

*Moderated by Allison Budschalow, Securing the Roots & Dragonfly Partners*

We know journalism provides critical avenues to a stronger democracy, community connection, and government and corporate accountability. To provide adequate representation and coverage of civic issues, newsrooms need to secure sustainable funding sources beyond reader revenue. We're seeing more local newsrooms start up led by and serving lower-income and communities of color (two terms which are often erroneously conflated), bringing innovative reporting and significant social impact. These newsrooms tend to be smaller, and often have a harder time tapping into revenue sources such as foundation funding, major donors, civic partnerships, and sponsorships. This session will explore what newsrooms are trying, barriers to funding, and how philanthropy can do to meet their needs to ensure equitable access to quality news.



---

## How big tech needs to help consumers get credible news

Lizzie Landels, Microsoft

Moderated by Sam Cholke, INN

Tech platforms are the news front page for millions of people, determining whether people see disinformation or credible news we see. What do journalists need to know now about how big tech can or should lift the discoverability of trustworthy news over disinformation, and how we handle the risks? Get a global view of the issues from Lizzie Landels of Microsoft's Information Integrity and Democracy Forward team.



Sponsored by [Microsoft Start](#)

---

2:00 PM

Main Stage

## Unusual Suspects: Bringing new funders to journalism

Katherine Plog Martinez, KP Catalysts ▪ Daphne Moore, Walton Family Foundation ▪ Natalie Kelinske, Waco Community Foundation ▪ Tracie Powell, The Pivot Fund

Moderated by Barbara Raab, Jonathan Logan Family Foundation

New funders are entering the journalism world, ranging from local businesses to national institutions. Hear from new-to-news funders on their journey — including what drove their interest, what they are learning, and how aspiring grantees can make their case.

---

3:00 PM

Main Stage

## When local news partners with national outlets

Wendi Thomas, MLK50 ▪ Sara Hebel, Open Campus ▪ Charles Ornstein, ProPublica ▪ Ebony Reed, The Marshall Project

As polarization of national news outlets increases and the revenues of local news organizations suffer, collaboration is key in providing reliable information to create informed and engaged communities. How can national and local news organizations partner effectively to benefit from the connections of local journalists and the resources that national news outlets — and what challenges will they face?



Sponsored by [Knight Foundation](#)

---

3:45 PM

Main Stage

## Close: Let's Huddle

Jonathan Kealing, INN



**4:00 PM**

Breakouts

**Small-Group Huddles (Desktop or Laptop Only)**

- ▶ **Approaching Internships:** Small group huddles with other news leaders and university representatives on creating meaningful internship experience
- ▶ **Partnering with for-profit news:** Small group huddles to brainstorm how to create win-win partnerships with for-profit organizations
- ▶ **Pitching journalism:** Small group huddles to brainstorm ways to present a case for support for journalism to funders and sponsors

Please join these sessions from a **desktop or laptop computer** to take part in the breakout feature on Hopin.

**Wednesday, June 15**

**11:30 AM**

Main Stage

**Welcome: Navigating this moment**

**Sue Cross**, INN

Explore the big picture of what's happening in the world and how it affects the nonprofit news sector.

**11:40 AM**

Main Stage

**What can news learn from public spaces? A lot.**

**Carol Coletta**, Memphis River Parks Partnership

*Moderated by Courtney Lewis, INN*

At this moment, journalism is being called to reinvention. From how it's funded, to who it's made for and the people who are at the forefront of its innovation. But here's the catch. News is not the first civic asset to go through this transition, and it probably won't be the last.

In this session, we'll look at another shared resource — public spaces — and the work being done to reimagine the role they can play in bringing communities together, cultivating trust, and making the places we live more equitable. This evolution is being powered by collective action and collaborations between funders, artists, local governments, community members, and other stakeholders to create solutions and achieve a common vision.

**12:10 PM**

**Connect! Speed Networking**



**12:30 PM**

Breakouts

## Why we decided to start a local news organization

**Sonam Vashi**, Canopy Atlanta ▪ **Andrew Phillips**, Door County Knock ▪ **Irene Romulo**, Cicero Independiente ▪ **Norine Dworkin**, VoxPopuli

*Moderated by Tasneem Raja, Oaklandside*

Starting a newsroom that serves a neighborhood/small town comes with its challenges. Learn why these news leaders are taking on the charge.

## The Chicago experiment

**Nissa Rhee**, Borderless Magazine ▪ **Tracy Brown**, Chicago Public Media ▪ **Nykia Wright**, Chicago Sun-Times ▪ **Bettina Chang**, City Bureau

*Moderated by Courtney Lewis, INN*

For a decade, Chicago has been a catalyst for new models in journalism, incubating more local nonprofit news outlets than any other major metro. It's home to organizations like City Bureau and Block Club Chicago, which are practicing deep listening, co-learning, and innovation to reach and serve people of color in the city. Now, its reputation as the journalism innovation center of the nation just took a big leap as WBEZ public radio agreed to merge with the Chicago Sun-Times newspaper and combine their newsrooms into a new journalism powerhouse. What can be done to increase public support for all news in Chicago? And how will local residents benefit from this growth? The news leaders creating a new future for news talk about the possibilities with us.

---

**2:00 PM**

Main Stage

## The bark of the watchdog: A fight against public corruption

**Nikki Usher**, University of Illinois Urbana-Champaign

*Moderated by Sue Cross, INN*

Be among the first to hear Nikki Usher discuss a new study suggesting that the presence of nonprofit news organizations in failing local commercial news markets may be an important safeguard against public corruption.

---

**2:30 PM**

Main Stage

## Who's your source? The story of the INN Network

**Sharene Azimi**, INN

Celebrate the launch of a new brand identity for the INN Network and experience our new communications toolkit designed to help newsroom leaders, entrepreneurs, funders and community supporters describe the unique value of nonpartisan, fact-based, nonprofit news that truly serves the public's interest.

---

**3:00 PM**

Main Stage

## Close: Taking action

**Sue Cross**, INN



## INN Days Speakers

---



### Abbey Gingras

Director of Consulting Services, News Revenue Hub • @abbeygingras

Abbey Gingras is the director of consulting services at News Revenue Hub where she helps newsrooms develop audience and membership strategies designed to grow trust, drive engagement, and increase reader-based revenue. Prior to working at the Hub, she was an audience editor at Outside magazine. In her non-journalism hours, you'll likely find her cooking, walking, doing CrossFit, or hanging with her dog. This summer, she's embracing being a beginner and is learning how to do wheel ceramics.

---



### Allison Budschalow

Senior Partner, Dragonfly Partners & Co-Lead, Securing the Roots

(she/her) With decades of experience in bringing folks together to build toward common goals, Allison has enjoyed resource generation & mobilization (or fundraising) as lead development staff for community-based organizations to help groups increase their individual and collective power through resourcing their work. She co-created Securing the Roots, a 6-month fellowship to build people-power through resource generation, mobilization and reclamation. In her work with Dragonfly Partners, she enjoys facilitating groups of all sizes through an exploration of who they are and what they are invested in, opening up ways for them to stretch and grow even while navigating tensions.

---



### Andrew Phillips

Executive Director, Door County Knock

Andrew Phillips is a longtime journalist and Door County native whose work has appeared in multiple Door County publications, as well as the Milwaukee Journal Sentinel, the Milwaukee Business Journal and The (Cedar Rapids, IA) Gazette. He is an alumnus of Gibraltar High School and graduated Cum Laude with a B.A. in philosophy and journalism from Marquette University.



## Angela Lunter

Manager, Strategy & Planning, SmartNews ▪ @angelalunter

Angela has spent her career helping media companies identify and execute new business initiatives - from scoping opportunities to building teams and managing their launch and execution. At SmartNews, she manages strategy & planning for the US Media & Business Development division. Before joining SmartNews, Angela spent seven years at McClatchy leading the development of its video, branded content, and audio businesses, as well as managing all strategic partnerships and investments. She's also held several senior roles in public and nonprofit media, most recently at PBS, where she built and launched the digital sponsorship business across platforms.



## Barbara Raab

Senior Program Advisor, Jonathan Logan Family Foundation ▪ @bbabbo1

After a long career as a broadcast television journalist and freelance writer, Barbara Raab made the transition to philanthropy, first as the journalism program officer at the Ford Foundation, and now Senior Program Advisor at the Bay area-based Jonathan Logan Family Foundation. Her portfolio focuses on investigative journalism, documentary film, arts & culture and democracy.



## Bernie Davis

Executive Director, Media Business Development, SmartNews ▪ @berniedavis

Working on sustainable models for journalism with an amazing team at SmartNews, which I joined in 2014 as employee #24!



## Bettina Chang

Co-Executive Director, City Bureau ▪ @bechang8

Bettina Chang is a cofounder and Co-Executive Director at City Bureau, a Chicago-based journalism lab reimagining local media. City Bureau informs, engages and equips people to eliminate information inequity to further liberation, justice and self-determination. Previously Bettina was editor at Chicago magazine, DNAinfo Chicago and Pacific Standard. She loves musicals and hates sea cucumbers.



## Bridget Thoreson

Director of Collaborations, INN ▪ @bridgetthoreson

Bridget Thoreson is the Member Collaborations Editor at INN, working with member newsrooms to frame, fund and execute project-based editorial collaborations, ongoing partnerships and collaborative networks. Previously, Thoreson worked with journalists from 109 news organizations as an engagement consultant at Hearken. She served as project manager for Election SOS, which brought together 45 organizations to support more than 1,500 journalists during the 2020 election.



## Carol Coletta

President and CEO, Memphis River Parks Partnership

Carol Coletta is CEO of Memphis River Parks Partnership, leading the relaunch of a nonprofit to develop, manage and program six miles of riverfront and five park districts along the Mississippi. Previously, she was a senior fellow at The Kresge Foundation and VP of Community and National Initiatives at Knight Foundation. Carol led the start-up of ArtPlace, a broad collaboration to accelerate creative placemaking and was president and CEO of CEOs for Cities. She also served as executive director of the Mayors' Institute on City Design.



## Celen (Vasquez) Yap

Senior Partnerships Manager, West Coast, COOP Careers

Celen works on the partnerships team for COOP Careers, an organization that she is very passionate about as she was a COOPer herself. Her work at COOP is focused on overcoming underemployment for underserved and underrepresented communities who deserve a fair chance in tech and upward mobility.

Prior to joining COOP, Celen worked in media for both boutique and global agencies. Her focus was in entertainment and tech. Outside of COOP, Celen enjoys spending time with her family and french bulldog Maui.





## Charles Ornstein

Managing Editor, Local, ProPublica ▪ @charlesornstein

Charles Ornstein is managing editor, local at ProPublica. In that role, he oversees ProPublica's local initiatives. From 2008 to 2017, he was a senior reporter at ProPublica, investigating health care and the pharmaceutical industry. Prior to that, he was a member of the metro investigative projects team at the Los Angeles Times. In 2004, he was a lead author on a series of articles about a troubled hospital in South Los Angeles. The articles won the Pulitzer Prize for Public Service. Ornstein previously worked at the Dallas Morning News. He is an adjunct professor at Columbia's journalism school.



## Courtney Lewis

Chief of Growth Programs, Institute for Nonprofit News ▪ @candorblue

Courtney Lewis oversees INN's initiatives to accelerate the growth of nonprofit news organizations. Previously, she led collaborative initiatives to diversify audience and revenue for Detroit's public radio station and worked for a manufacturing startup. Courtney graduated with a Bachelor of Arts from Michigan State University and holds an MBA from Wayne State University. She is currently based in Pittsburgh, PA.



## Daphne Moore

Communications Director, Walton Family Foundation

Daphne Davis Moore leads all internal and external communications for the Walton Family Foundation. She directs institutional foundation communications and branding, and oversees media relations and messaging to advance the foundation's K-12 Education, Environment and Home Region Programs.

Before joining the foundation, Daphne spent 13 years at Walmart, holding senior positions in public affairs, government relations and corporate communications. She managed a 16-person government relations team working nationwide to secure store approvals and also served as regional director of government relations for the Northeast.



**Deana Balinton**

Civic Partnerships Manager, El Tímpano

Deana was born and raised in Antioch, CA. She is married and has two children. The majority of her career has been spent in nonprofits helping underserved communities in Alameda and Contra Costa County. Prior to joining El Tímpano Deana worked for Self-Help Federal Credit Union as an Area Manager for Northern California and worked on their mission of creating and protecting economic opportunity for all. Deana is also part of a Board of Directors for Brighter Beginnings, a nonprofit based out of Alameda and Contra Costa County. In her free time, she coaches High School basketball.



**Ebony Reed**

Chief Strategy Officer, The Marshall Project ▪ @EbonyReed

Ebony Reed is Chief Strategy Officer of The Marshall Project. Ebony was New Audiences & Community Chief at The Wall Street Journal, Assistant Chief of Bureau New England and Director of Business Development (U.S. Local Markets) for the Associated Press and held other roles in reporting, editing and advertising leadership at The Plain Dealer, The Detroit News and Boston Business Journal. Ebony has also served as a senior consulting editor at NPR's Planet Money, taught journalism courses at universities across the country and served as a board member for the Online News Association and the New England First Amendment Coalition.



**Emily Roseman**

Research Director, INN ▪ @emilyroseman1

Emily Roseman is the Research Director for the Institute for Nonprofit News. She leads the INN Index, an annual study of INN members and the most comprehensive source of data about the emerging nonprofit news field. Previously, she served as research project manager for a study at Harvard's Shorenstein Center that analyzed how newsrooms can engage, grow and monetize audiences. She has researched and written for several journalism studies and projects including NYU's Membership Puzzle Project, the GNI-INN Sponsorship Lab, the Public Media Mergers Project, Solution Journalism Network, and Harvard's Belfer Center.



## Evan Smith

CEO & Co-Founder, The Texas Tribune ▪ @evanasmith

Evan Smith is the CEO and co-founder of The Texas Tribune, a pioneering nonprofit, nonpartisan digital news organization. Since its launch in 2009, the Tribune has won international acclaim and numerous honors, including a Peabody Award, 23 national Edward R. Murrow Awards from the Radio Television Digital News Association and three general excellence awards from the Online News Association. Evan is also the host of “Overheard with Evan Smith,” a weekly half-hour interview program that airs on PBS stations around the country. A native of New York, he’s a graduate of Hamilton College and Northwestern University’s Medill School of Journalism.



## Irene Romulo

Development and community engagement coordinator, Cicero Independiente

Irene Romulo is a bilingual journalist. She co-founded Cicero Independiente, a bilingual news organization for the residents of Cicero and Berwyn, IL in 2019.



## Jayo Miko Macasaquit

Chief People Officer, 19th News ▪ @jayomiko

Jayo Miko Macasaquit (he/him/they) is the chief people officer at The 19th\*. Before that, he led equity-centered human resources processes at organizations like Mother Jones and the Oakland Public Education Fund. Jayo was a 2019 Equity in Leadership Fellow at the Surge Institute and holds an MFA in Writing from the California College of the Arts. He also serves on the board for Kearny Street Workshop, an arts nonprofit in the San Francisco Bay Area.



## Jeffrey Woolverton

Chief Development Officer, ICIJ ▪ @jtwoolverton

Jeffrey Woolverton serves as ICIJ’s top fundraising executive and oversees a team of professionals who generate revenue through fundraising activities including foundations, corporations and individual donors. As chief development officer, he establishes fundraising goals and approves strategies designed to maximize ICIJ’s organizational fundraising efforts.



## Jesse Holcomb

Analyst, INN Index, Calvin University ▪ @jesseholcomb

Jesse Holcomb is a researcher specializing in the study of news audiences and journalists. Since 2018, he has served as data analyst for the INN Index survey, as well as principal advisor to the Knight-Gallup Trust, Media and Democracy research program. Previously, Holcomb was associate director of research at the Pew Research Center, where he spent a decade developing a broad research agenda around news, technology and civic life. Holcomb holds a master's degree from George Washington University's School of Media and Public Affairs. He is an assistant professor of journalism and communication at Calvin University in Grand Rapids, Michigan.



## Jesús Del Toro

Director, La Raza ▪ @JesusDelToro

Jesús Del Toro is the director of La Raza (Chicago), named the best Spanish weekly in the US by the National Association of Hispanic Publications (2021).

He is the author of the music journalism book 'Silvestre Revueltas del otro lado', a finalist at 2019 International Latino Book Awards, and edited the bilingual book 'Clamor Chicago. Fight, challenges, and successes of the Latino community facing COVID-19 and other issues', winner of the 'Víctor Villaseñor Prize' at the 2021 International Latino Book Awards. His poetry book Variaciones de la Creación was a finalist at the 2020 Poet in New York Prize.



## Jihii Jolly

Independent Journalist, Time Spent Newsletter ▪ @jihitea

Jihii Jolly is an independent journalist and researcher who specializes in media, gender and culture. She is currently working on a book about the news consumer's experience of the evolving information ecosystem called Taking Back the News, as well as the media and culture newsletter, Time Spent. She was previously Community Editor of gender verticals at News Deeply and is currently Director of Membership for the International Association for Feminist Economics.



## Jodi Donner

Team Head, US Partner Relations, SmartNews

Jodi Donner currently works on the media business development team at SmartNews where she collaborates with SmartNews' 400+ publisher partners on content optimization, editorial planning, data analysis and more.



## Jonathan Kealing

Chief Network Officer, INN ▪ @JKealing

Jonathan Kealing is the Chief Network Officer at the Institute for Nonprofit News, responsible for strengthening collaboration among INN's network of nonprofit newsrooms and developing partnerships and services that help them meet their missions and increase the reach and impact of their journalism. Kealing is also a director of MinnPost and part of the nonprofit news organization board's executive committee, as well as a member of the board of trustees for the William Allen White Foundation. Before joining INN, Kealing was part of the leadership team at Public Radio International, serving as executive editor for PRI.org. Jonathan lives in Minneapolis with his wife Anne, and their two kids, William and Emily, as well as a new puppy, Juniper.



## Katherine Plog Martinez

Managing Partner, KP Catalysts ▪ @katherineplog

Katherine currently serves as the Managing Partner for Knowledge to Power Catalysts, a small boutique consulting firm that increases the rate at which leaders transform Knowledge into Power to change the odds that all children and youth will thrive. In this role, she oversees the business operations of the firm and serves as the Executive Producer of Changing the Odds Remix.



## Kevin Corcoran

Strategy Director, Lumina Foundation ▪ @KevMiCor

Kevin Corcoran leads communication strategy for Lumina Foundation, an independent, private foundation in Indianapolis committed to making opportunities for learning beyond high school available to all. In his role, he manages a grant portfolio that supports public and nonprofit news and training organizations. Before joining Lumina, Corcoran worked as a newspaper reporter for nearly 20 years, including as an investigative reporter for The Indianapolis Star. Honors include the George Polk Award and the American Bar Association's Silver Gavel. Corcoran holds a bachelor of arts in journalism and a master of business administration in corporate finance from Indiana University.



## Lisa Heyamoto

Director of Teaching & Learning, LION Publishers ▪ @lisaheyamoto

Lisa Heyamoto is the director of Teaching & Learning at LION Publishers. She helps independent news organizations reach sustainability by designing training programs, coaching and consulting opportunities and practical resources that help publications become more operationally resilient, financially healthy and journalistically impactful. She was previously a journalism educator and program coordinator at the University of Oregon and a reporter at The Seattle Times and The Sacramento Bee. She is based in Eugene, Oregon.



## Lizzie Landels

Senior PM, Information Integrity, Microsoft

Lizzie is currently a Senior Manager in the Democracy Forward team at Microsoft working to preserve, protect, and advance the fundamentals of democracy by promoting a healthy information ecosystem.

Prior to joining Microsoft, Lizzie served as a foreign service officer for the Australian government (DFAT) working in South America, the Caribbean and Central Asia. Lizzie is an admitted barrister and solicitor in Australia.



### Megan Wrappe

Development Associate, Futuro Media ▪ @MeganWrappe

Megan Wrappe is the Development Associate at Futuro Media, and has been with Futuro since 2018. She was a theater critic for Zeal.com, and proudly worked on The Grace Children's Foundation's "Children's Resource Exchange Center" project as their social media coordinator. Megan is a graduate of Appalachian State University, where she received her Bachelor's degree in Communications. She is currently the Appalachian State NYC Alumni Chapter president, and is the Co-Commissioner of the Notre Dame Club of New York's Spirituality Committee. A native of Winston-Salem, NC, Megan is now based in Charlotte, NC.



### Miki Clayton

Sr. Consultant, DEI, Nonprofit HR

As a Senior DEI Consultant, Miki Clayton brings over 15 years of global human resources, DEI and organizational development experience to supporting nonprofit and social enterprise clients and leaders with operationalizing diversity, equity, inclusion and employee well-being through systemic change in policies, practices, and culture.

She is also the Founder and CEO of Miki Clayton Talent, a coaching and professional development services agency that specializes in helping Black and BIPOC professionals design and navigate successful careers. Through empathy and innovation, Miki envisions and hopes to contribute to a brighter future for all who work.



### Natalie Kelinske

Senior Director of Communications & Donor Services, Waco Foundation

Natalie Kelinske joined Waco Foundation in 2015 and is the Senior Director of Communications & Donor Services. She graduated from Baylor University with a Bachelor of Arts in Journalism/Public Relations and brings more than fifteen years of marketing, communications and fundraising experience to her position.

Natalie is a 2014 National Leadership Academy for the Public's Health fellow and a 2008 graduate of Leadership Pipeline. She is currently serving as a member of the West City Council.



**Nikki Usher**

Professor, University of Illinois Urbana-Champaign ▪ @nikkiusher

Nikki Usher, Ph.D. (she/they) is a professor at the University of Illinois Urbana-Champaign and the author of three books, most recently, *News for the Rich, White, and Blue: How Place and Power Distort American Journalism*. She has been a Tow Fellow at Columbia, a Reuters Institute Fellow at Mizzou, and most recently was named a Mellon Foundation New Directions fellow. You can find them at the University of San Diego's Communication Studies department starting Fall 2022.



**Nissa Rhee**

Executive Director and Cofounder, Borderless Magazine ▪ @nissarhee

Nissa is a Peabody-award nominated journalist and cofounder of Borderless Magazine. In her 15-year career, she has covered global issues as a producer at Chicago Public Radio, served as a foreign correspondent in South Korea and Vietnam for The Christian Science Monitor, and reported on police abuse and gun violence in Chicago. Nissa was a finalist for the national Nonprofit News Awards' Emerging Leader of 2021 prize. Prior to Borderless, Nissa served as a reporting fellow at both the Dart Center for Journalism and Trauma and the John Jay College of Criminal Justice and taught journalism at Northeastern Illinois University.



**Norine Dworkin**

Editor-in-Chief, VoxPopuli Corp. ▪ @Gardenvox

A 30-year veteran journalist, writing for regional dailies, alternative weeklies, and consumer magazines and websites, Norine Dworkin is now editor-in-chief of the online news site VoxPopuli, the alternative voice for community news in West Orange County, Florida.





**Nykia Wright**

CEO, Chicago Sun-Times

Nykia Wright has been the CEO for the Chicago Sun-Times for approximately four years. She is a recognized leader in the journalism industry and is responsible for managing significant disruption, driving change, and implementing the company’s digital transformation.

In January 2022, Chicago Sun-Times merged with Chicago Public Media to form the largest non-profit news organization in the country. Her professional experience includes strategic advisory and growth planning, operational turnarounds and change and transformation. She has led executives through the process of launching global digital strategies, starting new business lines, authoring strategic plans, and initiating organizational redesigns.



**Rakiba Kibria**

Director of Revenue, Common Future ▪ @rakibria

Rakiba is a lifelong learner, a mom, partner, daughter, and plant-lover. She has tough love for the nonprofit and philanthropic sectors which have been her professional home for over a decade. Rakiba is a big believer of the quadruple bottom line: people, planet, profit, and equity. She believes philanthropy has the power to drive catalytic capital towards remedying centuries of extraction, exploitation, and harm suffered by marginalized communities and our planet. Rakiba is a first-gen Bangladeshi American with strong Queens, NYC pride. She holds a B.A. from American University and M.S. from Columbia University, where she is also an Associate Instructor.



**Robert Chappell**

Executive Editor, Madison365 ▪ @RobChappell365

Robert Chappell (Executive Editor & Associate Publisher, It’s Only 10 Minutes podcast co-host) began his professional journalism career at the age of 15, covering village government for the Mount Horeb Mail in Mount Horeb, Wisconsin. He worked as editor of the Fennimore Times and associate editor of Madison Magazine. He later served Lt. Governor Barbara Lawton as communications director and worked in strategic communications in nonprofit, arts and entertainment and local government sectors for several years.



## Rommel H. Ojeda

Community Correspondent, Documented ▪ @cestrommel

Rommel H. Ojeda is a bilingual journalist and filmmaker based in New York City. He is currently the Community Correspondent for Documented, where he covers the topics affecting the Spanish-speaking immigrant communities in New York City. He holds a master's degree from the Craig Newmark Graduate School of Journalism and has published with local and national newspapers.



## Ron Smith

Executive director, Milwaukee Neighborhood News Service

Ron Smith is the executive director of the Milwaukee Neighborhood News Service, which provides fact-based, professional reporting for Black and Latinx residents in Milwaukee. Before his current role, Ron served as the managing editor for news at USA TODAY. He's also worked as a newsroom leader at the Milwaukee Journal Sentinel and The Oregonian along with stops at the Los Angeles Times and Newsday. He has edited several Pulitzer Prize-winning reports and is known for championing great journalism and the great journalists who produce great works. "Proceeding until apprehended" is how he lives his life.



## Sabrina Iglesias

Community Outreach Editor, The Trace/Up the Block

Sabrina Iglesias is the community engagement editor for The Trace and project manager for Up the Block, The Trace's local engagement project.

She studied journalism at Temple University and moved to the city's Kensington section when she was a teenager. Sabrina is interested in talking to Philadelphians about their information needs around gun violence and organizing with like-minded local groups and newsrooms.



## Sam Cholke

Manager of Distribution and Audience Growth, INN

Sam Cholke works with INN members to better understand their audiences and take their direct audience to the next level. Prior to joining INN, he was project manager for the Metro Media Lab at the Medill School at Northwestern University, the largest university program in the country researching and developing strategies around news audiences. He was also director of the Local Media Association's Solving for Chicago collaborative and reported on Chicago for 15 years as a contributor to Chicago Magazine, the Chicago Sun-Times, the Washington Post and other publications.



## Sara Hebel

Co-founder and editor-in-chief, Open Campus ▪ @shebel

Sara Hebel is the co-founder and editor-in-chief of Open Campus, a nonprofit newsroom focused on higher ed. She manages newsroom partnerships, leads a team of national reporters, and works closely every week with local editors and reporters covering the role of colleges in their communities. Before starting Open Campus, she spent two decades as a newsroom leader and journalist at The Chronicle of Higher Education.



## Sara Shahriari

Director of Leadership & Talent Development, INN

Sara Shahriari helps nonprofit news organizations develop effective and forward-thinking leaders, builds diversity, equity and inclusion resources for INN members and creates pathways into the field for people from backgrounds underrepresented in journalism. Before joining INN as its first director of leadership and talent development Sara served on the faculty at the Missouri School of Journalism, held management positions at NPR-members stations and reported extensively from the Andean region. Her work is founded on the understanding that a sustainable nonprofit news field must invest in and support its people throughout their careers.



### Sewell Chan

Editor in Chief, The Texas Tribune ▪ @sewellchan

Sewell Chan joined The Texas Tribune as editor in chief in October 2021. Previously he was a deputy managing editor and then the editorial page editor at the Los Angeles Times, where he oversaw coverage that was awarded a Pulitzer Prize for editorial writing in 2021. Chan worked at the New York Times from 2004 to 2018, as a metro reporter, Washington correspondent, deputy Op-Ed editor and international news editor. He began his career as a local reporter at the Washington Post in 2000.



### Shannon GaNun

Director of Development, The Current GA

Shannon GaNun is the director of development for The Current, the only non-profit news organization that provides original, in-depth watchdog journalism affecting Savannah and Coastal Georgia. She promotes The Current's mission and raises money for this high-quality, independent, non-partisan newsroom.

Prior to joining The Current, Shannon spent three decades developing strong communications, marketing, management, and leadership skills in a variety of industries. She has vast experience developing the overall marketing and communication strategy for a product or service and the writing, design, and production expertise to implement it.



### Sharene Azimi

Communications Director, Institute for Nonprofit News ▪ @sharenea

Sharene Azimi promotes the work of the INN network to funders, partners, and other external audiences while bringing INN members news and resources from the field of public service journalism. She edits the weekly INNnovation newsletter and oversees all of INN's communications channels. Prior to joining INN in 2020, Sharene spent a decade as founder and principal of Mission Communications, providing organizational strategy, branding, communications planning, and marketing services to nonprofits, universities, and foundations.



## Sonam Vashi

Cofounder + Development Director, Canopy Atlanta ▪ @sonamvashi

Sonam Vashi is a journalist and co-founder of Canopy Atlanta, a community-powered nonprofit newsroom producing stories chosen, reported, and presented with Atlantans. Her award-winning writing, usually about criminal justice, immigration, and her native Atlanta, has appeared in the New York Times, Atlanta magazine, ProPublica, and National Geographic, among others. She is currently a John S. Knight Community Impact Fellow.



## Soraya Membreno

Chief operating officer, INN ▪ @sorayamem

Soraya Membreno is the Chief Operating Officer of the Institute for Nonprofit News. Prior to joining INN, Soraya served as the publisher of Bitch Media, an independent, feminist, nonprofit media outlet. She is a graduate of the Executive Program in News Innovation and Leadership at the Craig Newmark Graduate School of Journalism. A first-generation Nicaraguan-American forever repping Miami, Soraya now lives in Los Angeles.



## Sue Cross

Executive Director & CEO, INN ▪ @suecross

Sue Cross leads the Institute for Nonprofit News, a network of more than 350 independent, nonprofit news organizations in North America. She joined INN in 2015 to build its emerging news network and advance social enterprise models for investigative and other public service journalism. Sue is a former senior vice president for the Associated Press global news agency, where she created digital news services, expanded Spanish language and Latin American operations, introduced video to more than a thousand online news sites, and managed a national news cooperative.



### Tasneem Raja

Editor-in-Chief, The Oaklandside ▪ @tasneemraja

Tasneem Raja is the Editor-in-Chief of The Oaklandside, a new nonprofit newsroom serving Oakland, California that amplifies community voices, shares information resources, and investigates systems, not just symptoms. She was a senior editor at NPR's Code Switch, a reporting team that investigates issues of race and identity in America. She founded and led a data journalism team at Mother Jones that built the first-ever database of mass shootings in America. She co-founded The Tyler Loop, a nationally recognized nonprofit community journalism and storytelling platform in East Texas. She lives in Oakland with her husband, daughter, and two imperious terriers.



### Tina Xiao

Digital Growth Program Manager, Google News Initiative ▪ tinaxiao\_

Tina works on the Digital Growth Program, helping small to medium-sized publishers succeed online by creating and scaling Google's free business trainings and resources. Prior to Google, Tina worked in strategy at ABC News, working across broadcast, streaming, digital, and audio, and in finance at Amazon. In 2020, Tina co-founded Feed Your Hospital, a non-profit initiative that delivered 27,000 meals to COVID-19 healthcare workers by supporting 100 local Asian restaurants.



### Tracie Powell

CEO/Founder, The Pivot Fund ▪ @TMPowell

Tracie Powell is a leader in philanthropic efforts to increase racial equity and diversity in news media. She is the founder of The Pivot Fund, which seeks to support independent BIPOC community news.

Powell is a Fall 2021 Shorenstein Center Research Fellow at Harvard Kennedy School, where she is researching mechanisms for funding and capacity building for media outlets run by and for BIPOCTM (Black, Indigenous, other people of color, and traditionally marginalized) communities. Powell is also the board chair of LION Publishers, a professional journalism association for independent news publishers where she has served on the board since 2017.



### Tracy Brown

Chief Content Officer, Chicago Public Media ▪ @tracylbrown

Tracy Brown is Chief Content Officer at Chicago Public Media. She joined WBEZ and leads news strategy across digital and broadcast, overseeing the newsroom, programming, podcasts, events, and music station Vocalo.

She was a newsroom leader at the Atlanta Journal-Constitution, The Dallas Morning News, the St. Petersburg Times, and South Carolina's The State. As a University of Georgia graduate, she's the current chair of the Grady College alumni board, a board member of the Local Media Association, and a member of the Chicago Economic Club and The Chicago Network. She is a 2021 Sulzberger Executive Leadership Fellow at Columbia University.



### Vandana Kumar

CEO & Publisher, India Currents Foundation

Vandana Kumar has a 35-year track record in the media industry. As a new immigrant, she co-founded India Currents magazine in 1987 and published an award-winning print magazine from April 1987 to Dec 2017. Fully digital today, India Currents has the largest following among Indians in the US.

Vandana has won awards for Overall Excellence at the Greater Bay Area Journalism Awards hosted by the San Francisco Press Club over the past several years. Vandana has won the Asian American Hero Award from the County of Santa Clara and the Leadership in Business award from the California Legislature Assembly.



### Wendi Thomas

Founding Editor & Publisher, MLK50: Justice Through Journalism ▪ @wendi\_c\_thomas

Wendi C. Thomas is the founding editor and publisher of MLK50: Justice Through Journalism. As part of ProPublica's 2019 Local Reporting Network, she investigated a nonprofit hospital's aggressive debt collection practices. In response, the hospital overhauled its financial assistance policies, raised the pay of its lowest-paid workers to \$15/hour, and erased nearly \$12 million in hospital debt for more than 5,300 defendants.

The "Profiting from the Poor" series earned her the 2020 Selden Ring Award, first place in the 2019 Association of Health Care Journalists' contest for business reporting, and a 2020 Gerald Loeb Award, among other honors.