



MOBILE STRATEGIES FOR COMMUNITY NEWS AND INFORMATION

presented by

The McCormick Foundation, The Chicago Community Trust, and Knight Digital Media Center,
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PARTICIPANTS

La'Shon Anthony

Social Media Manager, Bronzecom

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La'Shon Anthony has over 10 years of experience as a consultant for small businesses & non-profits. Her services include web and graphic design, email marketing, promotions, fundraising, and e-commerce solutions. She is a graduate of Roosevelt University.



Tracy Baim

Publisher & Executive Editor, Windy City Media Group

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Tracy Baim is publisher and executive editor at Windy City Media Group, which produces Windy City Times, Nightspots, and other gay media in Chicago. She co-founded Windy City Times in 1985 and Outlines newspaper in 1987. She has won numerous gay community and journalism honors, including the Community Media Workshop's Studs Terkel Award in 2005. She started in Chicago gay journalism in 1984 at GayLife newspaper, one month after graduating with a news-editorial degree from Drake

University.

Terry is the editor and co-author of *Gay Press, Gay Power: The Growth of LGBT Community Newspapers in America* (2012), a finalist for a Lambda Literary Award. She is the author of *Obama and the Gays: A Political Marriage* (2010, Prairie Avenue Productions). She is also the co-author and editor of *Out and Proud in Chicago: An Overview of the City's Gay Community* (2008, Agate), the first comprehensive book on Chicago's gay history (the companion website is ChicagoGayHistory.org); and author of *Where the World Meets*, a book about Gay Games VII in Chicago (2007, Lulu.com—Terry served as co-vice chair of the Gay Games board). She was inducted into the Chicago Gay and Lesbian Hall of Fame in 1994 and was named a Crain's Chicago Business 40 Under 40 leader in 1995.



Lyla Catellier

Assistant Director, Elastic Arts Foundation

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Lyla Catellier is the assistant director for the Elastic Arts Foundation. She manages the Elastic Sound and Vision Gallery as well as serving as the project manager of ChicagoMusic.org. She recently received her Masters of Arts in arts administration and policy from the School of the Art Institute of Chicago. Her previous work includes community events coordination at the Pulmonary Fibrosis Foundation and program associate for the Street Artists Program at the San Francisco Arts Commission. She received her BA in Art History from the University of West Florida (UWF) in 2009,

where she was the assistant director of The Art Gallery, UWF, for two years and organized exhibitions as founder of the artist collective Cosmoplastic.

Thom Clark

President, Community Media Workshop

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Thom Clark is president of the Community Media Workshop that works annually with over 2,000 nonprofit communicators and hundreds of journalists in and around the Midwest to promote news that matters. During his almost 40 years as an editor, photojournalist and social enterprise entrepreneur in Chicago's nonprofit sector, Thom has developed affordable housing; co-founded and directed the Chicago Rehab Network; served as editor of award-winning monthly, *The Neighborhood Works* published by the Center for Neighborhood Technology; and operated a freelance business as a newsletter editor and photojournalist, before co-founding the Workshop in 1989. Thom was one of Business and Professional People's "40 Who've Made a Difference," he's received the Chicago Headline Club's Peter Lisagor Award; and he gained a Studs Terkel Community Media Award from the Workshop for his journalistic leadership. He recently co-authored *The NEWnews: Journalism We Want & Need* for the Chicago Community Trust.



Jean de St. Aubin

Executive Director, Gene Siskel Film Center of the School of the Art Institute of Chicago

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As the executive director since 2003, Ms. de St. Aubin brings to Gene Siskel Film Center of the School of the Art Institute of Chicago a wealth of energy and experience from a diverse and accomplished career history. She has nearly 20 years of experience in arts administration ranging from strategic planning, programming, and event planning to fundraising, audience development and marketing. As the executive director, Jean de St.

Aubin has worked with the staff to identify areas of potential growth particularly in fundraising and marketing. The outcome has been an increase in foundation and individual giving. De St. Aubin led the staff in a process to rebrand the public image of the Gene Siskel Film Center, creating a more graphic logo, redesigning the monthly schedule the *Gazette*, and employing more aggressive electronic marketing initiatives. She is the liaison between the Gene Siskel Film Center and the School of the Art Institute of Chicago.

Her first career out of college was an art director and set designer for film, TV and theater. From a life of free-lance

art direction; Ms. de St. Aubin joined the Chicago Park District where she held various positions in Cultural planning and management. She is most proud of developing twelve cultural centers throughout the city in neighborhood parks, creating an overnight camping programming throughout the city and running the esteemed summer professional theater program *Theater on the Lake*. While at the Chicago Park District Jean was awarded the Excellent Civil Servant award from the Mayor's office for her contribution to the citizens of Chicago. She is a graduate of the University of Illinois in Chicago.

Fernando Diaz

Editorial Director/Managing Editor, Hoy Chicago

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Fernando Diaz has been a professional journalist since 2004. He has worked at daily newspapers in Illinois and New York, as well as the Chicago Reporter, where he was a bilingual investigative reporter, and ChicagoNow, where he was a community manager. Fernando also participated on several non-profit boards at the local and national level, including the National Association of Hispanic Journalists and the Chicago Headline Club, a chapter of the Society of Professional Journalists, where he is currently the VP of FOIA and the president-elect.

Diaz is one of three journalists selected for the 2013 Studs Terkel Community Media Award. Hoy, Chicago's only Spanish-language newspaper, was NAHP's newspaper of the year in 2011 and has won almost a dozen SND awards for photography and design under his leadership. Hoy Chicago had the first responsive site in the Tribune Media Group. Fernando was a Livingston Award finalist in 2008 and NAHJ's Emerging Journalist of the Year.



Hilary Fosdal

Digital Strategist, Better Government Association

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Hilary Fosdal serves as the Digital Strategist, managing all things digital, at the Better Government Association (BGA). Prior to joining the BGA, Hilary was the digital managing editor for the Chicago-based Cumulus Radio stations WLS AM and 94.7 FM. She got hooked on journalism working as an assignment editor at ABC27 WKOW in Madison, Wisconsin. She earned her M.A. in journalism at the University of Wisconsin-Madison. You can follow her @hilaryfosdal and get to know her better online at <http://hilaryfosdal.com>.

Linda Lenz

Founder & Publisher, Catalyst Chicago

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Linda Lenz is the founder and publisher of *Catalyst Chicago*, a print and online news magazine that has covered the progress, problems and politics of school reform in Chicago since 1990. Serving as a watchdog and resource, *Catalyst Chicago* has won numerous local and national awards, including three national public service awards from the Society for Professional Journalists and investigative honors from IRE and the National Association of Black Journalists. Linda is a former president of the national Education Writers Association, a journalism organization that promotes informed coverage of education in print, online and broadcast media across the country. Before launching *Catalyst* in 1990, she was the education writer for the *Chicago Sun-Times* and before that an editorial writer for the

Chicago Daily News. Following graduation from the University of Illinois at Urbana, she was the political writer and columnist for Pioneer Press, North Shore. Linda is the recipient of a Studs Terkel Media Award for excellence in covering and reflecting Chicago's diverse communities. She also was among the first recipients of the Arne Duncan Awards for Educational Equity, bestowed by Associated Colleges of Illinois.



Daniel X. O'Neil

Executive Director, Smart Chicago Collaborative

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Daniel X. O'Neil is the executive director of the Smart Chicago Collaborative, a civic organization devoted to making lives better in Chicago through technology. Prior to the Smart Chicago, Daniel was a co-founder of and People Person for EveryBlock, a neighborhood news and discussion site serving 16 cities. He was responsible for uncovering new data sets through online research and working with local governments. He has a degree in English and Anthropology from the University of Illinois at Chicago.



Brian Hieggelke

Founder & President/CEO, Newcity

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Brian Hieggelke is the founder and president/CEO of Newcity, a Chicago-based company operating in print, digital and social media environments. Newcity, which he also edits, is an award-winning print and digital publication and Chicago's only locally owned and operated arts and culture weekly, which just marked its twenty-sixth anniversary. In addition, Newcity publishes Chicago Weekly, a student newspaper at the University of Chicago. Newcity recently issued its first e-book in partnership with Agate Digital. Since 1996, Brian has served on the Board of Directors of the Alternative Weekly Network, a sales organization that aggregates the audiences of more than 100 cultural weeklies for national advertisers. Brian was awarded the Peter Lisagor Award for Exemplary Journalism from the Society of Professional Journalists for a weekly media column, Press Relief. He currently writes the regular "Thought Police" column about media, culture and advertising. A June 1983 graduate of The University of Chicago (AB-Economics), Brian earned an MBA in Finance in June 1984 from the University of Chicago Graduate School of Business (Booth).

Rui Kaneya

Interim Editor, The Chicago Reporter

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Rui Kaneya is interim editor at *The Chicago Reporter*. Rui was a recipient of the Robert R. McCormick Tribune Minority Fellowship in Urban Journalism in 1998 and specializes in reporting on immigration issues. His has been recognized with numerous awards for his reporting and editing. Among the most recent were the Watchdog Award for Excellence in Public Interest Reporting from the Chicago Headline Club, the Society of Professional Journalists' local chapter, and the Herman Kogan Media Award from The Chicago Bar Association.

Brittany Langmeyer

Publisher/Director of Marketing & Communications, StreetWise, Inc.

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Before StreetWise, Brittany was a student at Loyola University Chicago, studying journalism and theatre. During her time as an undergraduate, she served as a PR/marketing intern for the Loyola Marketing & Communication Department and also worked as a social media/web consultant for LA Boxing Merrillville.

In 2012, Brittany gained Streetwise recognition in the Community Media Workshop's published survey, "The New News: Ranking Chicago's Online News Scene." As a result of her work to ensure that all stories from *StreetWise* magazine were uploaded onto StreetWise.org for the public to freely view, StreetWise received an honorable mention in the category of "Specialty News." This was a significant award, as there were merely 15 organizations recognized in the entire category that ranked above hundreds in the city.

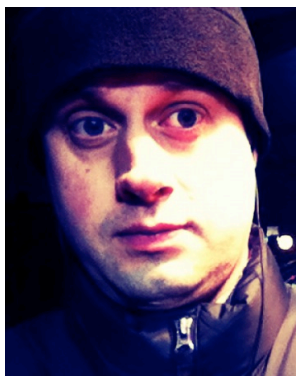


Suzanne McBride

Co-Founder, ChicagoTalks

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Suzanne McBride is associate chair of the journalism department at Columbia College Chicago, where she teaches community news and investigative reporting. She is co-founder of ChicagoTalks, which has been honored by Investigative Reporters & Editors, the Society of Professional Journalists, the Association of Capitol Reporters and Editors, and the Chicago Headline Club. Suzanne is also editor and publisher of AustinTalks, which covers Chicago's West Side. She has worked as a reporter and editor for daily newspapers and in local TV, and served as a congressional aide in Washington, D.C. Suzanne spent spring 2012 teaching and lecturing about online journalism and hyper-local web sites as a Fulbright Scholar in Ireland. She has a bachelor's degree from the University of Iowa and a master's from Northwestern University.



Jeff McCarter

Founder and Executive Director, Free Spirit Media

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Jeff McCarter is the founder and executive director of Free Spirit Media, a Chicago-based non-profit organization that cultivates diverse youth voices to transform media and society. Free Spirit Media trains 500 youth each year in media and news literacy through the production of original media products; participants produce approximately 950 works each year. Jeff's background is in professional media production, as a documentary producer, director, cameraman, and video editor. He has experience at WTTW-11 Chicago, ABC News, and PBS, as well as on feature film and commercial productions. Jeff has received multiple Chicago/Midwest Emmy Awards and nominations, both as a documentary producer and as a collaborating media mentor to youth from Free Spirit Media, who won in the PSA category for their 2010 anti-gun piece, "Being Big is a Choice." Jeff is a fellow of Leadership Greater Chicago and the Chicago Council on Global Affairs Emerging Leaders program. He attended the University of Colorado, Boulder, where he studied Humanities and Film, and the University of Illinois, Chicago, where he studies non-profit management.

DeAnna M. McLeary

Co-Founder & Co-Executive Director, True Star Foundation

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DeAnna M. McLeary, co-founder and co-executive director of True Star Foundation, oversees operations of the organization created to increase literacy rates in Chicago Public Schools and give a voice to urban youth.

With her help the program to reach teens has grown from 17 students in one program to 14 summer and after-school programs with more than 500 participants throughout the year. Her vision most recently led to the youth media company's expansion from a print publication to include a weekly radio program in partnership with Crawford Broadcasting's Power 92.3 FM and an interactive blog driven by topics of the radio show. Her past career path crosses several industries, investment banking with JP Morgan Chase, global corporate finance with Arthur Andersen, manufacturing finance with DaimlerChrysler, management consulting with Accenture Ltd., and advertising sales with Essence Communications Partners. McLeary is a 2010 recipient of the Cook County Commission on Women's Issues Unsung Heroine Award. She holds a Bachelor of Science in business administration, and an M.B.A. with a concentration in marketing and finance from Florida Agricultural and Mechanical University.



Kevin Obomanu

Program Coordinator, Columbia Links

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Kevin Obomanu is the Program Coordinator for Columbia Links, a journalism and news literacy program housed at Columbia College Chicago. Before being the Program Coordinator at C-Links, Kevin was the operations manager for the Columbia Chronicle, of the top weekly college news publications in Illinois. He graduated from Columbia College in 2011 with a Bachelor's of Arts in Television, focusing on production and directing.

Marcel Pacatte

Managing Editor, Medill Reports

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Marcel is the managing editor of the Medill Reports website and director of the Medill News Service. He also teaches reporting at Northwestern and direct magazine/interactive innovation projects for graduate students at Medill.

Mike Reilley

Founder, ChicagoTribune.com

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Mike Reilley is a faculty member at DePaul University's College of Communication in the journalism program. A former reporter and copy editor at the LA Times, Mike also was one of the founding members of ChicagoTribune.com and taught journalism for four years at Northwestern University. Mike is the founder of the journalism resource site, The Journalist's Toolbox, which he updates for the Society of Professional Journalists. He developed the site while teaching Newswriting courses at Northwestern in the late 1990s. At DePaul, he teaches Online Journalism I and II,

News Editing, Multiplatform News Editing, Reporting for Converged Newsrooms, News Now, Online Sports Journalism and Intro to Journalism courses. In 2011, he and 18 students launched the local news site [The Red Line Project](#). The site has won many [awards](#) in its first two years. He is also the founder and faculty adviser to DePaul's Society of Professional Journalists chapter. SPJ DePaul was named National and Region 5 Campus Chapter of the Year in its first year, and was also DePaul's "Most Outstanding Student Organization." He was named DePaul's outstanding campus organization adviser in 2012 for his work with SPJ DePaul.

Helen Schneider

Director of Development and Marketing, Street-Level Youth Media

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Helen Schneider, Director of Development and Marketing at Street-Level Youth Media, has led creative and production teams for all manner of media and events; from grassroots tree planting, large-scale rock concerts and festivals, international corporate conferences, product launches, national marketing and sales meetings, to promotional and fundraising events. She has spoken at several conferences, and lectured at the Institute for Music and Media in Düsseldorf. With a BA in German comparative literature from Cleveland State University, Helen credits Wikipedia and The Cartoon Network for her continuing education. She values honesty, (em)power(ment), respect, passion, imagination, learning, impact, resourcefulness, humor, and fairness.



Stephanie Simon

Social Media and Civic Engagement Coordinator, Better Government Association

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Stephanie Hardiman Simon is the social media and civic engagement coordinator at the Better Government Association (bettergov.org). She earned her B.A. in journalism from Washington and Lee University in Lexington, VA and her M.A. in journalism from DePaul University in Chicago. Previously she worked as a web producer for Chicago Tribune Media Group and wrote for the *Peoria Journal Star*, the *Portland Press Herald* and the *Nashville Business Journal*. She was selected as a 2012 fellow for both the Society of

Professional Journalists' Reporters Institute and the Fulbright Commission's Berlin Capital Program.

Ethan Spotts

Marketing & Communications Director, Active Transportation Alliance

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Ethan Spotts has 14 years of marketing and communications experience focused on media outreach, social media, events and brand communications. He has managed teams in developing and executing award-winning campaigns with annual budgets of more than \$1.5 million. As the marketing & communications director, Spotts is responsible for planning and executing efforts for many of the Active Transportation Alliance's major projects, including MB Financial Bank Bike the Drive, one of the nation's largest recreational bicycle rides with more than 20,000 participants. He drives social media efforts for the organization and served as the staff lead on the two-year rebranding effort that re-introduced the Chicagoland Bicycle Federation as the Active Transportation Alliance. Prior to Active Trans, he worked as Marketing Specialist at the Whole Foods Market in River Forest and as a freelance marketing communications consultant. The first five years of his career were at Edelman Public Relations in Chicago.

JC Steinbrunner

Editor, Chicago Arts Resource

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JC Steinbrunner is the editor of Chicago Artists Resource (CAR), a program of the Chicago Artists Coalition. The CAR website publishes professional development articles that address both the practice and business of creating artwork within the disciplines of dance, literature, music, theater and visual arts. Steinbrunner is also a painter and the founder of The Salon Series, a visual arts curatorial project. Prior to CAR he spent over 12 years as an online creative director for fashion and lifestyle businesses.

Chuck Sudo

Editor-in-Chief, Chicagoist

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The Chicagoist was named the “Top News Aggregator” in 2012 by the Community Media Workshop. Chuck studied nuclear engineering in the United States Navy Nuclear Power Program.



Wendy Turner

Vice President of Systems, Chicago Public Media

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Wendy Turner is Vice President of Systems and leads the technology and infrastructure teams at Chicago Public Media, including Facilities, IT, Engineering, Web and Mobile development and Digital content creation.

Wendy joined the staff of Chicago Public Media in February 2000 as assistant membership manager, later becoming pledge drive manager, director of on-air and online fundraising, director of membership and General Manager of Vocaly.org. In 2008 Wendy was named a “Woman To Watch” by Crain’s Chicago Business and in 2009 she received a Power Up award from Street Level Youth Media. Wendy has a B.A. in Theater from St. Olaf College in Northfield, Minnesota.



Gordon Walek

Communications Manager, LISC Chicago

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Gordon Walek joined LISC Chicago as its communications manager in 2008, after a nine-year stint as a communications officer with the national LISC office. A graduate of The Ohio State University, he spent 20 years as a wire service and newspaper reporter and a newspaper columnist before coming to LISC.

Marissa Wasseluk

Media Associate, Community Media Workshop

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Marissa Wasseluk is the new media associate at Community Media Workshop. Marissa believes that creative and quality content is the key to effective mass media communication. After graduating from DePaul University with a Bachelor's in Communications and Media Studies, she began creating multimedia content for nonprofits as a workshop facilitator for Video Machete, teaching youth to use video as a medium to share their unique stories.

As a production coordinator for the nonprofit association Million Dollar Round Table, she implemented several new media initiatives, including creating video podcasts—a project that was featured as New & Notable on iTunes for several weeks. A member of the Nonprofit Technology Network, she frequently contributes to the Workshop's Nonprofit Communicator blog. In her free time she produces videos, interviews indie rock bands, eats, eats, and eats, and talks about all those experiences in the multitude of blogs she scribes.