



## MOBILE STRATEGIES FOR COMMUNITY NEWS AND INFORMATION

presented by

The McCormick Foundation, The Chicago Community Trust, and Knight Digital Media Center,  
USC Annenberg School for Communication and Journalism

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### SPEAKERS



#### **Amy Gahran**

*Independent Journalist and Media Consultant*  
[amy@gahran.com](mailto:amy@gahran.com)

Amy Gahran is a journalist, editor, trainer, entrepreneur, strategist, and media consultant based in Boulder, Colorado. In addition to writing articles and doing educational programming for KDMC at the University of Southern California, she also covers mobile technology for CNN.com and Entrepreneur.com. Amy was a cofounder of the hyperlocal news site OaklandLocal.com. In 2006 she won a Knight News Challenge award for the Boulder Carbon Tax Tracker project. Her blog is [Contentious.com](http://Contentious.com).



#### **Mark Hallett**

*Senior Program Officer, Journalism Program, McCormick Foundation*  
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Mark Hallett is a senior program officer in the journalism program of the McCormick Foundation. Mark joined the foundation in May 1995, and coordinates grantmaking in a number of areas, including youth journalism, press freedoms, diversity in journalism, community news and First Amendment initiatives. Prior to joining the McCormick Foundation, he launched an international version of a nonprofit environmental health magazine. He is an avid photographer and has lived in Mexico, Norway and Spain. Mark is fluent in Spanish and Portuguese. He was awarded a 2011-12 Fellowship in the PLACES program of the Funders Network for Smart Growth. Mark serves on the board of directors of the Erie Elementary Charter School.



**Eva Penar**

*Director of Marketing and Communications, The Chicago Community Trust*  
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Eva Penar is the director of marketing and communications and a member of the management committee at The Chicago Community Trust, where she is involved in day-to-day practices that support the vision for all Trust marketing and communications activities. She previously served as manager of public relations, increasing the Trust's visibility and elevating the work of grant recipients and donors. Prior to joining the Trust, Eva was part of the launch team behind Time Out Chicago. As a marketing manager, she developed partnerships that made the introduction to the Chicago market so successful. Eva also worked at the Mexican Fine Arts Center Museum for five years. During her tenure there, she worked on the "Gelman Collection: Frida Kahlo, Diego Rivera and 20th Century Mexican Art" exhibition and supported an expansion that tripled the museum's size. Her hard work was recognized at the Chicago Emmy ceremony in 2004, where a public-service announcement that she coordinated with Univision Channel 66 won an award. She has also worked as a communications associate for the Chicago Millennium Celebration, Department of Cultural Affairs for the City of Chicago. Eva is fluent in Polish and Spanish. In 2009, Time Out Chicago recognized Eva as a "Super Connector" in its feature about Chicagoans who go above and beyond in networking. In 2012, Eva participated in the Young Atlanticist Summit during the NATO summit that took place in Chicago. She serves as a steering committee member for CommA, the professional association of communicators affiliated with the Council on Foundations.



**Vikki Porter**

*Director, Knight Digital Media Center*  
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Vikki Porter is director of the Knight Digital Media Center and supervises professional development programs for new media journalists at USC Annenberg School for Communication and Journalism in Los Angeles. She was the founding director of the Western Knight Center for Specialized Journalism at the USC Annenberg School. During her 30-year journalism career, Vikki worked in five Western states, started a newspaper, served as top editor for three community newspapers, and shared a 1986 Pulitzer Prize Gold Medal as part of a five-person team while city editor of *The Denver Post*. Most recently, she was executive editor of *The Desert Sun* newspaper in Palm Springs, CA. Vikki was a Knight Professional-in-Residence at the William Allen White School of Journalism at the University of Kansas in 1987-88 and a Knight Journalism Fellow in Studies of Law at Yale Law School in 1988-89, where she earned her Master in Studies of Law. She is active in the American Society of Newspaper Editors, the Associated Press Managing Editors, and has been invited to participate in conferences hosted by the Pew Foundation for Public Journalism, the Freedom Forum, Harwood and Associates and the American Press Institute.



### **Will Sullivan**

*Mobile Product Manager, Broadcasting Board of Governors*  
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Will Sullivan is the mobile products manager for the Broadcasting Board of Governors, an independent federal agency that operates numerous digital and broadcast properties including The Voice of America, Middle East Broadcasting Networks, Radio Free Europe, Radio Free Asia, and others, delivering content in 59 languages to more than 90 countries. He was previously the director of mobile news for Lee Enterprises and a 2010-2011

Donald W. Reynolds Journalism Fellow at the University of Missouri, where he studied mobile, tablet and emerging technologies. Before that, he was the interactive director of the *St. Louis Post-Dispatch* where he pioneered the organization's mobile, social and multimedia initiatives. Will recently was selected by Editor and Publisher as one of 2012's "25 under 35" innovative young journalism leaders. His work has won more than a dozen professional awards from organizations including the Online News Association, Society for News Design and National Press Photographer Association; projects he's worked on have twice been declared finalists for the Pulitzer Prize and twice been named to Editor and Publisher's annual list of "10 That Do It Right." His personal website, *Journerdism.com*, was also recognized by Harvard University's Nieman Journalism Lab as one of the 10 best "future-of-journalism" blogs. He's the former secretary of the Online News Association's board of directors as well as a board member for the Society for News Design foundation and co-creator and co-director of the NPPA's Multimedia Immersion. Will also frequently offers strategic and technical consulting in emerging technologies, as well as hands-on training at organizations, universities, workshops and conferences around the world including the Knight Digital Media Center, South by Southwest Interactive and The Poynter Institute.



### **Vivian Vahlberg**

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Vivian Vahlberg is president of Vahlberg & Associates, which works with media, foundations and non-profit organizations to foster high-quality news and information. She directs The Chicago Community Trust's Community News Matters program (<http://www.communitynewsmatters.org>) and serves on advisory boards of the Ethics and Excellence in Journalism Foundation, the Online News Association and the New Media

Women's Entrepreneurship project. Previously, she was managing director of the Media Management Center at Northwestern University; journalism program director at the McCormick Foundation; executive director of the Society of Professional Journalists, and assistant Washington bureau chief for the Daily Oklahoman. She was inducted into the Oklahoma Journalism Hall of Fame and received the 2012 Distinguished Service Award from the Association of Schools of Journalism and Mass Communications. She has written and edited numerous reports about the news media. She is an alumna of Rice University and Northwestern University's Medill School of Journalism.