

# bios

## [Penelope Abernathy](#)

Penelope Abernathy is Knight Chair in Journalism and Digital Media Economics at the University of North Carolina School of Journalism and Mass Communication. Abernathy, a journalism professional with more than 30 years experience as a reporter, editor and media executive, became the Knight Chair in Journalism and Digital Media Economics at the school July 1, 2008. Abernathy, a Laurinburg, N.C., native and former executive at the *Wall Street Journal* and the *New York Times*, specializes in preserving quality journalism by helping the news business succeed economically in the digital media environment. Before joining the school, she was vice president and executive director of industry programs at the Paley Center for Media in New York City. As an executive, Abernathy launched new enterprises and helped increase revenue at some of the nation's most prominent news organizations and publishing companies, including the *Wall Street Journal*, the *New York Times* and the Harvard Business Review. At the *Wall Street Journal*, she oversaw the international division and reversed its declining revenue to profitability in less than a year.

Before moving to the business side of the industry, Abernathy served as a newspaper reporter or editor at several daily newspapers, including the *Charlotte Observer*, the *Greensboro News & Record*, the *Dallas Times-Herald*, the *Wichita Eagle-Beacon*, the *Fayetteville Times* and the *Laurinburg Exchange*. Abernathy was inducted to the N.C. Journalism Hall of Fame in 1998 and delivered the Roy H. Park Distinguished Lecture at the school in April 2005.

## [Joaquin Alvarado](#)

Joaquin Alvarado is Senior Vice President, Digital Innovation at American Public Media. Alvarado leads strategic development of APM's Public Insight initiatives, as well as developing models for deepening audience engagement, widening digital reach and increasing digital revenue growth across all operating divisions.

Alvarado comes to APM/MPR from the Corporation for Public Broadcasting, where he led successful initiatives in broadening the reach and diversity within public media as Senior Vice President for Diversity and Innovation. Prior to joining the CPB, Alvarado spearheaded many key projects and companies furthering new frameworks for public media, education and community leadership in the Internet age. In 2008, he initiated CoCo Studios, promoting media collaboration and information sharing for fiber and mobile networks. Alvarado was the founding director of the Institute for Next Generation Internet, which launched in 2005 from San Francisco State University. During his time leading INGI, the group developed the Digital Media Advisory Council and Digital Sister Cities initiatives, enabling communities across the globe to connect and further advance digital growth, diversity and economic development. In 2004, Alvarado began the National Public Lightpath, advocating high-speed fiber optic network as the next generation of the internet with public media, education and community leadership. Alvarado holds a BA in Chicano Studies from U.C. Berkeley and an M.F.A. from the UCLA School of Film, Television, and Digital Media and has served on the boards of the

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California Council for the Humanities, TechSoup Global and Latino Public Broadcasting.

### [Susan Athey](#)

Susan Athey is a Professor of Economics at Harvard University. She received her Bachelor of Science degree from Duke University and her PhD in Economics from Stanford University's Graduate School of Business. She joined the Harvard faculty in 2006, after teaching at MIT for six years and at Stanford for five. Her current research focuses on auction theory, the design of auction-based markets, and the statistical analysis of auction data. She is an expert in several fields of economics — including industrial organization, econometrics, and microeconomic theory — and has used game theory to examine firm strategy when firms have private information. She advises governments and businesses on the design of auction-based marketplaces, and currently serves as a consultant to Microsoft Corporation in the role of Chief Economist, focusing on online advertising markets. In 2007, Athey became the first female recipient of the American Economic Association's prestigious John Bates Clark Medal, awarded every other year to the most accomplished American economist under the age of 40. She is a fellow of the American Academy of Arts and Sciences and the Econometric Society, and she serves as an elected member of the Council of the Econometric Society and the Executive Committee of the American Economics Association.

### [Alan Bjerga](#)

Alan Bjerga is the President of the National Press Club. Bjerga, who grew up on a farm in northern Minnesota, covers agricultural policy for *Bloomberg News*. In 2009 he won awards from the Overseas Press Club, the New York Press Club, the Society of American Business Editors and Writers and the

North American Agricultural Journalists for his work in Ethiopia on famine and U.S. food aid. He previously worked in the Knight-Ridder Washington bureau, where he won the NAAJ's top writing award in 2005. He began his career with the Saint Paul (Minn.) *Pioneer Press* and also reported for the Sioux Falls (S.D.) *Argus Leader* and Wichita (Kan.) *Eagle*. He holds a bachelor's degree from Concordia College in Moorhead, Minn., and a master's degree from the University of Minnesota in Minneapolis.

### [Steve Coll](#)

Steve Coll is President of New America Foundation, and a contributor to *The New Yorker* magazine. He regularly maintains a blog on *The New Yorker* website entitled Think Tank, where he writes primarily on issues of foreign and public policy, and American national security. Previously he spent 20 years as a foreign correspondent and senior editor at *The Washington Post*, serving as the paper's managing editor from 1998 to 2004. He is the author of six books including *THE DEAL OF THE CENTURY: THE BREAK UP OF AT&T* (1986); *THE TAKING OF GETTY OIL* (1987); *EAGLE ON THE STREET*, based on the Pulitzer Prize-winning account of the SEC's battle with Wall Street (with David A. Vise, 1991); *ON THE GRAND TRUNK ROAD: A JOURNEY INTO SOUTH ASIA* (1994), *GHOST WARS: THE SECRET HISTORY OF THE CIA, AFGHANISTAN AND BIN LADEN, FROM THE SOVIET INVASION TO SEPTEMBER 10, 2001* (2004); and *THE BIN LADENS: AN ARABIAN FAMILY IN THE AMERICAN CENTURY* (2008).

Coll's professional awards include two Pulitzer Prizes. He won the first of these, for explanatory journalism, in 1990, for his series, with David A. Vise, about the SEC. His second was awarded in 2005, for his book, *GHOST WARS*, which also won the Council on Foreign Relations' Arthur Ross award; the

Overseas Press Club award and the Lionel Gelber Prize for the best book published on international affairs during 2004. Other awards include the 1992 Livingston Award for outstanding foreign reporting; the 2000 Robert F. Kennedy Memorial Award for his coverage of the civil war in Sierra Leone; and a second Overseas Press Club Award for international magazine writing. Coll graduated Phi Beta Kappa, Cum Laude, from Occidental College in 1980 with a degree in English and history.

### Rick Edmonds

Rick Edmonds is media business analyst for the Poynter Institute where he has done research and writing for the last ten years. His commentary on the industry appears in *The Biz Blog* on Poynter Online. He is the co-author of the newspaper chapter in all six editions of the Project for Excellence in Journalism's STATE OF THE NEWS MEDIA report. He is frequently quoted in articles on newspaper economic issues and new business models and has provided comment in the *New York Times* and on numerous NPR reports. He was a co-author of Poynter's EYETRACK 2007 book and has contributed to Best Newspaper Writing anthologies. At Poynter he has helped coordinate conferences on emerging non-profit news alternatives and the future of advertising.

Edmonds spent 11 years with the *St. Petersburg Times* organization in various editor and publisher roles, including two years as managing editor of the paper's Tampa edition. Earlier in his career he was James Reston's assistant at the *New York Times* and a reporter at the *Philadelphia Inquirer*, where he was a finalist for the Pulitzer Prize in national reporting in 1982. He earned a BA from Harvard College in 1969.

### Charles Firestone

Charles M. Firestone is executive director of the Aspen Institute Communications and Society Program. Since his appointment in December 1989, this Program has focused on the implications of communications and information technologies for leadership, the impact of new technologies on democratic and social institutions, and the development of new communications policy models and options for the public interest. He was also the Institute's executive vice president for policy programs and international activities from 1997-2000.

Prior to his positions with the Aspen Institute, Firestone was director of the Communications Law Program at the University of California at Los Angeles and an adjunct professor of law at the UCLA Law School. He was also the first president of the Los Angeles Board of Telecommunications Commissioners, which advises the Mayor and City Council on all regulatory matters relating to the cable and telecommunications fields. Firestone's career includes positions as an attorney at the Federal Communications Commission, as director of litigation for a Washington DC public interest law firm, and as a communications and entertainment attorney in Los Angeles. He has argued several landmark communications cases before the United States Supreme Court and other federal appellate courts. Firestone is the editor or co-author of seven books, including DIGITAL BROADCASTING AND THE PUBLIC INTEREST (The Aspen Institute, 1998) and TELEVISION AND ELECTIONS (The Aspen Institute, 1992), and has written numerous articles on communications law and policy. He holds degrees from Amherst College and Duke University Law School.

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## [Richard Gingras](#)

Richard Gingras is CEO of Salon Media Group which operates the popular and acclaimed *Salon.com*, the blogging community OpenSalon.com, and the pioneering virtual community *The Well*. Gingras has had a long association with Salon having assembled its initial seed financing in 1995. Gingras has long guided the development of new products, new technologies, and new companies, often as an active board member and strategic advisor with early stage ventures. He also served, from late 2007 to early 2009, as a strategic advisor to the senior team at Google on matters relating to the evolution of the news and television industries.

Gingras was a founding VP of the pioneering broadband provider @Home Network from 1995-2000. At Apple Computer in the early 1990's, Gingras led the development of the first graphical online service eWorld. From 2002-2007, Gingras was co-founder, CEO and chairman of Goodmail Systems, a venture that provides certified email services to online retailers and financial service companies. Other ventures include Digital Railroad, a distribution marketplace for photojournalists and commercial photographers, Audio Mill (merged into Real Networks, April, 2002), technology incubator ChanceTechAV, web applications platform provider Laszlo Systems, custom book publisher MyPublisher, broadband applications platform developer Sugar Media (merged into 2Wire, September, 2003) among others. Gingras's work in online services reaches back to the very beginning of interactive media in the US. In 1979, he was the creator of the first interactive online news magazine, done in partnership with CBS, NBC, and PBS and delivered to several hundred test households using interactive TV set-top box technology known as broadcast teletext. Gingras began his career in television,

holding various positions with PBS, KCET/Los Angeles, and NBC during the 1970's. He is a 1973 graduate of Boston College.

## [Mary Glick](#)

Mary Glick is Associate Director of the American Press Institute in Reston, Va., where she designs and moderates programs to help newspaper editors lead innovation in their newsrooms. In 2009, she co-authored API's "NEWSMEDIA ECONOMIC ACTION PLAN," a white paper that provides models and recommendations for the migration of online content from free to paid. In 2002, she was co-author of "THE GREAT DIVIDE," a study of female leadership in U.S. newsrooms. Before joining the executive staff of API in 2001, Glick was director of the journalism program at the State University of New York, College at Oswego. There, in 1998, she founded the Center for Community Journalism, an institute for continuing education of journalists working in weeklies and small dailies. She began teaching journalism in 1991 at California State University, Long Beach. In 1994, the California Newspaper Publishers Association named her Outstanding Journalism Educator. For nine years, Glick held editorial positions for daily newspapers in Southern California, including posts as features editor for the *Star-News* in Pasadena, lifestyles editor for Copley Los Angeles Newspapers in Torrance and Santa Monica, and copy editor for the *Daily Report* in Ontario. Prior to her newspaper work, she had a career in public relations.

## [James Hamilton](#)

James Hamilton is the Charles S. Sydnor Professor of Public Policy at Duke University and Director of the DeWitt Wallace Center for Media and Democracy. Hamilton's scholarly work and numerous publications reflect his interests in the economics

of regulation, public choice/political economy, environmental policy, and the media. He has written or coauthored eight books, including *ALL THE NEWS THAT'S FIT TO SELL: HOW THE MARKET TRANSFORMS INFORMATION INTO NEWS*; *CHANNELING VIOLENCE: THE ECONOMIC MARKET FOR VIOLENT TELEVISION PROGRAMMING*; and *REGULATION THROUGH REVELATION: THE ORIGIN AND IMPACTS OF THE TOXICS RELEASE INVENTORY PROGRAM*.

For his accomplishments in teaching and research, Hamilton has received awards such as the Center for Advanced Study in the Behavioral Sciences Fellowship (2007), Frank Luther Mott Book Award, David N. Kershaw Award from the Association for Public Policy Analysis and Management, the Kennedy School of Government's Goldsmith Book Prize from the Shorenstein Center (1999), and Trinity College's (Duke) Distinguished Teaching Award (1993). Hamilton earned a BA in economics and government in 1983 and a PhD in economics in 1991, both from Harvard University.

### [Kevin Harold](#)

Kevin Harold is Publisher of *NJ Spotlight*. Harold has more than 30 years publishing experience with traditional and electronic media and has helped build and maintain global brand equity at multinational companies. As executive vice president operations for Rand McNally, Harold was responsible for a number of multimedia products, including vehicle-routing software and GPS-based services.

Harold also served as senior vice president of new media at *BusinessWeek* and senior vice president of McGraw-Hill's high-tech magazine group, which published *Byte*, *Data Communications*, and *LAN Times*. He was founding publisher of tele.com, the

magazine that documented the rise of converged networks.

### [Srinandan Kasi](#)

Sri Kasi was named Vice President, General Counsel and Secretary of the Associated Press in 2006. He is responsible for the AP's legal affairs globally, overseeing several strategic initiatives involving media law, intellectual property rights, and the corporate governance of a digital cooperative of AP members. Kasi is leading the AP's efforts to have a news registry serve as the framework for new digital business models. He joined AP in 2004 as vice president of Global Business and Deputy General Counsel. Prior to joining the AP, he was with the law firms of Dewey Ballantine LLP and Rogers & Wells. He was previously a scientist at IBM Corporation. A graduate of the University of Madras, India, Kasi holds a PhD in the physical sciences from the University of Houston, and a JD from Columbia University.

### [Gil Klein](#)

Gil Klein is an independent media consultant who in 2008 and 2009 toured the country for the National Press Club holding seminars on the future of journalism. He reached 40 audiences in 35 states, gathering more than 120 leading journalism authorities to talk about where the news business is going and how to protect its core values. His 40-page report on his findings, as well as summaries of each of the forums and video clips from many of them can be found at [www.press.org/juncture](http://www.press.org/juncture). For 22 years until the end of 2007, he was a national correspondent for the Media General News Service, writing for 23 newspapers in the Southeast. He was the 1994 president of the National Press Club, and he wrote the Club's centennial history, *RELIABLE SOURCES: 100 YEARS AT THE NATIONAL PRESS CLUB*,

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which was published in 2008. He was a reporter for the *Gwinnett Daily News* in Georgia and the *Tampa Tribune* before coming to Washington. A graduate of Rollins College in Florida, Klein earned a Master's degree in journalism at the American University in Washington, D.C.

### [Joel Kramer](#)

Joel Kramer is Editor and CEO of *MinnPost.com*, a not-for-profit startup providing high-quality journalism for Minnesotans on the internet. Before starting *MinnPost*, Kramer spent four and a half years as Executive Director of Growth & Justice, a progressive economic think tank he founded that is devoted to the proposition that Minnesota could simultaneously achieve economic growth and economic justice. From 1983 to 1991, Kramer was Executive Editor of the *Minneapolis Star Tribune*, and from 1992 to 1998 he was Publisher and President. Twice in his career, Kramer edited investigative projects that won Pulitzer Prizes.

Kramer was born in Brooklyn, NY in 1948. He graduated from Harvard College in 1969, where he served as President of the Harvard Crimson, the college's daily newspaper.

### [Jon Leibowitz](#)

Jon Leibowitz was designated to serve as Chairman of the Federal Trade Commission on March 2, 2009, by President Barack H. Obama. Leibowitz was previously sworn in as a Commissioner on September 3, 2004, following his nomination by the President and confirmation by the U.S. Senate. In joining the Commission, Leibowitz resumed a long career of public service. He was the Democratic chief counsel and staff director for the U.S. Senate Antitrust Subcommittee from 1997 to 2000, where he focused on competition

policy and telecommunications matters. He served as chief counsel and staff director for the Senate Subcommittee on Terrorism and Technology from 1995 to 1996 and the Senate Subcommittee on Juvenile Justice from 1991 to 1994. In addition, he served as chief counsel to Senator Herb Kohl from 1989 to 2000. Leibowitz worked for Senator Paul Simon from 1986 to 1987. In the private sector, Leibowitz served most recently as vice president for congressional affairs for the Motion Picture Association of America — from 2000 to 2004 — and worked as an attorney in private practice in Washington from 1984 to 1986.

A Phi Beta Kappa graduate of the University of Wisconsin with a BA in American History (1980), Leibowitz graduated from the New York University School of Law in 1984. He is a member of the District of Columbia Bar, and has co-authored amicus briefs before the U.S. Supreme Court on issues ranging from gun control to the census.

### [Alisa Miller](#)

Alisa Miller, president and CEO of Public Radio International (PRI) since January 2006, is a respected innovator, leader and spokesperson in public media who is helping transform the way journalism is created and people receive news, information and entertainment. Under her direction, PRI reaches more than 13 million listeners each week through its well-known content such as *BBC World Service*, *PRI's The World*, *This American Life* and *Studio 360*, heard on public radio stations nationwide, on-demand through podcasts and online at station sites and PRI.org. PRI's content, with its on-going focus on critical topic areas including global health and development, economic security, science and the arts, provides context and furthers Americans' understanding of global events and

cultural perspectives. Prior to her tenure at PRI, she led business development efforts at SesameStreet.com and corporate partnerships at the Sesame Workshop.

### [Jonathan Miller](#)

Jonathan Miller is Chief Digital Officer, and Chairman and CEO of the Digital Media Group, for News Corporation, a role in which he helps drive the Company's overall digital strategy, while also directly overseeing all of News Corp.'s standalone digital businesses. Prior to News Corporation, Miller was a founding partner of Velocity Interactive Group, an investment firm focusing on digital media and the consumer Internet space. Previously, Miller was Chairman and CEO of AOL, where he led the company to a record annual profit growth of 21 percent, and increased online advertising growth — the centerpiece of its new business model — by 46 percent in 2006.

Earlier in his career, Miller was CEO and President of USA Information and Services — now IACI and Expedia — and also served as Managing Director of Nickelodeon International, a unit of Viacom's MTV Networks. From 1987-1993, Miller was Vice President, Programming and Co-General Manager of NBA Entertainment, where he was responsible for league-wide brand management and programming. Miller is member of the Board of Directors of the American Film Institute and Ticketmaster, and serves on the Board of Trustees of Emerson College and WNYC Public Radio in New York. He holds a BA from Harvard College.

### [John Nichols](#)

John Nichols is Washington correspondent for The Nation and a veteran newspaper reporter and editor who has been in the forefront of the current debate

about the future of journalism. He is the associate editor of the *Capital Times*, a daily newspaper in Madison, Wisconsin, that recently made the transition from primarily print to digital delivery. His articles have appeared in the *New York Times*, *Chicago Tribune* and dozens of other newspapers in the United States and abroad. A pioneering political blogger, Nichols is a frequent guest on radio and television programs as a commentator on politics and media issues.

A keynote speaker at the 2010 Congress of the International Federation of Journalists in Cadiz, Spain, and a featured panelist at the 2009 UNESCO forum on Freedom of Expression in Oslo, Nichols is an internationally recognized commentator on issues of media and democracy. With Robert W. McChesney, he has co-authored the books *IT'S THE MEDIA, STUPID! (SEVEN STORIES)*, *OUR MEDIA, NOT THEIRS (SEVEN STORIES)*, *TRAGEDY AND FARCE: HOW THE AMERICAN MEDIA SELL WARS, SPIN ELECTIONS, AND DESTROY DEMOCRACY* (The New Press) and, most recently, *THE DEATH AND LIFE OF AMERICAN JOURNALISM* (Nation Books). McChesney and Nichols are the co-founders of Free Press, the nation's media-reform network, which organized the 2003, 2005 and 2007 National Conferences on Media Reform.

### [James O'Shea](#)

James O'Shea is the editor of the *Chicago News Cooperative*, an innovative journalism start-up that operates a website in Chicago and also produces two pages of local news twice a week for the Midwest edition of the *New York Times*. A former managing editor of the *Chicago Tribune* and editor of the *Los Angeles Times*, O'Shea is a seasoned journalist and author who helped convert the *Times* into an interactive news organization. He also serves on the

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board of *Creative Loafing*, an alternative newspaper chain with publications in six U.S. cities, including Chicago and Washington D.C. He recently completed a fellowship at the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard University.

As a reporter, O’Shea won national Sigma Delta Chi Distinguished Service Awards twice and numerous other awards, including the Associated Press Managing Editors Public Service Award and the National Education Writers Award. As an editor, O’Shea led the staff of the *Tribune* to six Pulitzer prizes.

He is currently working on a book about the failure of the merger of the Tribune and Times Mirror companies as a microcosm of the collapse of the newspaper industry. He is also the author of two other books, *THE DAISY CHAIN*, a narrative about the savings and loan crisis of the 1980s and *DANGEROUS COMPANY*, an examination of the role of management consultants in corporate decision making co-authored with former *Tribune* staffer Charles M. Madigan.

### [Tom Rosenstiel](#)

Tom Rosenstiel designed the Pew Research Center’s Project for Excellence in Journalism and directs its activities. The Project studies the revolution going on in the world of news and information — the way we learn about the world beyond our personal experience. The Project’s audience is citizens who consume the news, journalists who produce it, policy makers and activists who communicate through it, and anyone who recognizes that a society and its press rise and fall together. Since its inception in 1997, the Project has produced scores of reports on press performance. These include the largest study of local TV news ever produced, major studies of

topics in the news, and in 2004, the Project began producing its annual reports on the State of the American News Media.

A journalist for more than 20 years, Rosenstiel is a former media critic for the *Los Angeles Times* and chief congressional correspondent for *Newsweek* magazine. He also directs the Project’s content analysis reports on the performance of the press. Among his books, he is the author with Bill Kovach of *THE ELEMENTS OF JOURNALISM: WHAT NEWSPEOPLE SHOULD KNOW AND THE PUBLIC SHOULD EXPECT*, winner of the 2002 Goldsmith Book Prize from Harvard University, the Society of Professional Journalist Sigma Delta Chi award for research in journalism, and the Bart Richards Award for Media Criticism from Penn State. *ELEMENTS* is a required text in virtually every journalism school in the country and has been translated into more than 25 languages. A new edition of *ELEMENTS* was published in April 2007. Rosenstiel is also co-author of the Committee of Concerned Journalists *Traveling Curriculum*, an ongoing education program that since 2001 has trained more than 6,000 journalists in print, TV and online newsrooms nationwide.

### [Heerad Sabeti](#)

Heerad Sabeti is co-founder and CEO of TRANSFORMS, FB, which was created as a laboratory for implementation of the “for-benefit” organizational model, with irrevocable commitments to social purpose, inclusive ownership and governance, social and environmental responsibility, fair compensation, accountability, transparency and allocation of all profits to public purposes. Sabeti is committed to pursuing systemic solutions to social and environmental challenges. In 1998, he led the development of “the emerging fourth sector,” which introduced a strategy for a new sector

of organizations (“for-benefit” enterprises) that harness entrepreneurial energy to shape a more just, equitable, and sustainable future. He is a co-founder and trustee of the Fourth Sector Network. Sabeti serves on the advisory boards of the Center for International Business Education and Research at Duke University’s Fuqua School of Business, the Center for Sustainable Enterprise at the University of North Carolina’s Kenan-Flagler Business School, and the Aspen Institute’s Intersectoral Relations Initiative. He holds a BS in Computer Engineering from North Carolina State University.

### Jan Schaffer

Jan Schaffer is executive director of J-Lab: The Institute for Interactive Journalism and a leading thinker in the journalism reform movement. She left daily journalism in 1994 to lead pioneering initiatives in civic journalism, interactive and participatory journalism, innovations in journalism and citizen media ventures. J-Lab rewards novel ideas through the Knight-Batten Awards for Innovations in Journalism; funds cutting-edge citizen media start-ups; and produces Web tutorials on digital media at [www.J-Learning.org](http://www.J-Learning.org) and the Knight Citizen News Network at [KCNN.org](http://KCNN.org).

She previously directed the Pew Center for Civic Journalism, a \$14 million initiative that funded more than 120 pilot news projects that better engaged people in public issues. She is a former Business Editor and a Pulitzer Prize winner for the *Philadelphia Inquirer*, where she worked for 22 years as a reporter and editor. As a federal court reporter, she helped write a series that won freedom for a man wrongly convicted of five murders. The stories led to the civil rights convictions of six Philadelphia homicide detectives and won several national journalism awards, including the 1978 Pulitzer Prize

Gold Medal for Public Service. Also while covering federal courts, she broke the Philadelphia Abscam story about the FBI sting operation that used agents posing as Arab sheiks. She was sentenced to jail for six months for refusing to reveal her sources; the sentence was stayed on appeal. Schaffer joined *The Inquirer* in 1972 after earning a masters degree from the Medill School of Journalism. Currently, she serves as a speaker, trainer, author, researcher and consultant and Web publisher on the future of journalism.

### Vivian Schiller

A media executive and journalist with more than 20 years experience in the industry, Vivian Schiller joined NPR as President and CEO on January 5, 2009. She comes to NPR from The New York Times Company, where she served as Senior Vice President and General Manager of *NYTimes.com*. As President and CEO, Schiller oversees all NPR operations and initiatives, including the organization’s critical partnerships with its 800+ member stations and their service to the more than 26 million people who listen to NPR programming every week. Schiller is charged with assuring the fiscal and operational integrity of NPR, offering a clear and strong commitment to continuous strategic growth, and building the organization and its philanthropic base in ways that support the mission of NPR and stations.

During Schiller’s tenure at the New York Times Co., she led the day-to-day operations of *NYTimes.com*, the largest newspaper website on the Internet, overseeing product, technology, marketing, classifieds, strategic planning, and business development. Before that, Schiller spent four years as Senior Vice President and General Manager of the Discovery Times Channel, a joint venture

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of the Times and Discovery Communications. Previously, Schiller served as Senior Vice President of CNN Productions, where she led CNN's long-form programming efforts. Documentaries and series produced under her auspices earned multiple honors, including two Peabody Awards, two Alfred I. DuPont-Columbia University Awards, and five Emmys. Schiller began her career as a simultaneous Russian interpreter in the former Soviet Union, which led her to documentary production work for Turner Broadcasting.

### [Andrew Jay Schwartzman](#)

Andrew Jay Schwartzman is the President and CEO of Media Access Project (MAP), which he has directed since June, 1978. MAP is a non-profit public interest telecommunications law firm representing the public's interest in promoting the First Amendment rights to speak and to hear. It seeks to promote a well informed electorate by ensuring vigorous debate in a free marketplace of ideas. MAP has been the chief legal strategist in efforts to oppose major media mergers and to preserve policies promoting media diversity. It has also led efforts to promote openness and innovation on broadband networks and to ensure that broad and affordable access is available to the public.

Schwartzman is a faculty member of the Johns Hopkins University Master of Communication Program and serves on the International Advisory Board of Southwestern Law School's National Entertainment & Media Law Institute. He is a member of the FCC's Advisory Committee on Diversity for Communications in the Digital Age. He is also a member of the Board of Directors of the Minority Media Telecommunications Council and the Media and Democracy Coalition, for which he served as President from 2007 through 2009. After

graduating from the University of Pennsylvania in 1968, and its law school in 1971, Schwartzman was staff counsel to the Office of Communication of the United Church of Christ. From 1974 until he took his current position, Schwartzman worked for the U.S. Department of Energy and predecessor agencies.

### [Sherwin Siy](#)

Sherwin Siy is Deputy Legal Director and Kahle/Austin Promise Fellow at Public Knowledge where he focuses on a range of IP and telecommunications issues, including emerging copyright issues and international effects on IP and technology policy. Before joining PK, he served as Staff Counsel at the Electronic Privacy Information Center, working on consumer and communications issues. Siy received his JD with a Certificate in Law and Technology from UC Berkeley's Boalt Hall School of Law.

### [Paul Starr](#)

Paul Starr is professor of sociology and public affairs at Princeton University and co-founder and co-editor of *The American Prospect*. At Princeton he holds the Stuart Chair in Communications and Public Affairs at the Woodrow Wilson School. He received the 1984 Pulitzer Prize for Nonfiction and Bancroft Prize in American History for *THE SOCIAL TRANSFORMATION OF AMERICAN MEDICINE* and the 2005 Goldsmith Book Prize for *THE CREATION OF THE MEDIA*. His most recent book *FREEDOM'S POWER*, on the history and promise of liberalism, is now out in paperback.

Professor Starr has written extensively on American society, politics, and both domestic and foreign policy. In 1990, with Robert Kuttner and Robert Reich, he co-founded *The American Prospect*, a liberal magazine about politics, policy, and ideas. Published

quarterly in its early years, the magazine now appears monthly in print as well as online.

### [Paul Steiger](#)

Paul Steiger is the Editor-in-Chief, President and Chief Executive of ProPublica, a non-profit, non-partisan organization doing investigative journalism in the public interest. It began operations in January 2008 and is headquartered in New York. For 16 years previously, he was the managing editor of the *Wall Street Journal* and its international editions. Under his leadership, the *Journal's* reporters and editors were awarded 16 Pulitzer Prizes.

Steiger is also the chairman of the Committee to Protect Journalists, a New York-based nonprofit organization founded in 1981 to promote press freedom by working for the rights of journalists worldwide. He is a trustee of the John S. and James L. Knight Foundation, based in Miami, which supports transformative programs in areas including journalism and community development. He is a 1964 graduate of Yale University with a degree in economics.

### [John Sturm](#)

John Sturm is president and CEO of the Newspaper Association of America, the newspaper industry's largest trade organization. Prior to being named president and CEO in 1995, Sturm served four years as NAA senior vice president of public policy and general counsel. He joined NAA from CBS Inc., where he was vice president, government affairs. Prior to his eight years with CBS, Sturm was with NBC as senior counsel. He also served in several positions at the Federal Communications Commission, including assistant to the FCC Chairman, before entering the private sector.

Sturm is a member of the board of directors of the Advertising Council (New York City), American Society of Association Executives, the corporate advisory board of SOME (So Others Might Eat) in Washington, D.C., the directors committee of the Paris-based World Association of Newspapers, and the US Chamber of Commerce's Committee of 100. Sturm is a member of the District of Columbia and the Federal Communications Bar Associations and has been admitted to the bar of several courts, including the U.S. Supreme Court.

Sturm is a graduate of the University of Notre Dame and holds a law degree from Indiana University School of Law.

### [Barbara Wall](#)

Barbara Wall is Vice President/Senior Associate General Counsel of Gannett Co., Inc. where she advises Gannett's newspapers, broadcast stations and digital operations. Wall joined Gannett in 1985. From 1979 to 1985 she practiced law in New York City with the law firm of Satterlee & Stephens. She has written and lectured on the First Amendment, Intellectual Property rights, and the emerging law of the Internet. Wall is a graduate of the University of Virginia College of Arts & Sciences and School of Law.

A member of the Practicing Law Institute's annual Communications Law program faculty, Wall is Past Chair of the American Bar Association's Forum on Communications Law, current Chair of the Newspaper Association of America's Legal Affairs Committee and serves on the Advisory Board for the Reynolds National Center for Courts and Media at the University of Nevada and on the Board of Directors for the Media Institute in Washington, D.C. Wall is as an adjunct professor at both the

American University School of Communication and  
George Washington University School of Media and  
Public Affairs.