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SOCIETY**

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**THE 2019  
MEDIA IMPACT FORUM**

# **RADIO ACTIVE CULTURE**

**MAY 23, 2019 | PHILADELPHIA**



The Media Impact Forum is an annual event brought to you by Media Impact Funders.

Generous support comes from:



## JOIN US ON SOCIAL MEDIA

We will be live tweeting today's event (follow us **@MediaFunders**), and we invite you to join the online conversation. Below you will find relevant Twitter handles for our participants and their respective organizations. We will be tagging our tweets with #MIForum, and encourage you to do the same. We have one small request: Please refrain from using your computers in the balcony area. There is ample space for using your devices on the main floor.

We will also be livestreaming the event, so please invite your colleagues or anyone else who may be interested to tune in. Find the livestream on our website, **mediaimpactfunders.org**.

**Please note:** By entering this venue, you consent to your voice, name and/or likeness being used, without compensation, for any and all media, whether known or hereafter devised, and you release Media Impact Funders from any liability whatsoever of any nature. Please do not enter this area if you do not wish to be subject to the foregoing.

Media Impact Funders **@MediaFunders**

Vince Stehle **@VinceDaily**

Arnetta Johnson **@ArnettaJohnson1**

NPR Music **@NPRMusic**

Peter Buffett **@PeterBuffett**

NoVo Foundation **@NoVoFoundation**

Laura Flanders **@GRITlaura**

The Laura Flanders Show **@theLFshow**

Sara Lomax-Reese **@slomaxreese**

WURD **@onwurd**

WRTI **@WRTImusic**

WXPB **@WXPB**

Gerald Veasley **@geraldveasley**

Kaitlin Yarnall **@kaityarnall**

National Geographic Society **@NatGeo**

Jenny Choi **@jennychoinews**

News Integrity Initiative **@NIINewmarkJ**

Cristi Hegranes **@CristiHegranes**

Global Press **@GlobalPress**

Deborah Ensor **@infosaveslives**

Internews **@Internews**

Tim Isgitt **@tisgitt**

Humanity United **@HumanityUnited**

Kerri Hoffman **@KerriPRX**

Kerry Donahue **@KerryDonahue**

PRX **@PRX**

Barnes Foundation **@the\_barnes**

Valerie Gay **@valgaysings**

Free Library of Philadelphia **@FreeLibrary**

San San Wong **@essw00**

Barr Foundation **@BarrFdn**

Lauren Pabst **@contextmessage**

MacArthur Foundation **@macfound**

Christie George **@christiegeorge**

New Media Ventures **@newmediaventure**

Elizabeth Méndez Berry **@mendezberry**

Nathan Cummings Foundation **@NCFImpact**

Eddie Torres **@eddiatorres2001**

Grantmakers in the Arts **@GIArts**

Salamishah Tillet **@salamishah**

Peter Dugan **@peterduganpiano**

From the Top **@classickid**

Stanley Nelson **@StanleyNelson1**

Firelight Media **@firelightmedia**

Doris Duke Charitable Foundation **@DorisDukeFdn**

**#MIForum**



Welcome, funders!

The WiFi password is:  
Franklin1743

Network: APS-Guest

## ABOUT TODAY'S GATHERING

**W**e're living in a new golden age of audio, by almost any measure. Every week, broadcast radio reaches 93 percent of American adults (228.5 million weekly listeners) and 30 million people watch, listen to, or download a podcast, up 157 percent since 2014. In public media, the top 20 largest public radio news stations together reach a weekly average of 11 million listeners, up from 10 million the prior year. In case you think that radio is mainly for older adults, in the midst of digital upheaval and proliferating ways to find and listen to audio, Nielsen reports that 97 percent of Millennials and 98 percent of Gen Xers listen to the radio every month.

Digital streaming services, for-profit and not-for-profit podcast companies, and independent podcast producers are creating a proliferating number of dynamic general interest and niche-audience podcasts on everything from the daily news to mushroom hunting, while targeting every conceivable demographic group. The February announcement that music streamer Spotify would purchase the once-scrappy podcast start-up Gimlet for \$230 million was another indication that there is money, and audience, in the creative audio space.

Grantmakers and the cultural organizations they fund are taking advantage of the flourishing creativity, reach, and impact in today's audio field to build new intersections for communities and cultural organizations to engage. This year's Media Impact Forum explores the ways grantmakers and cultural organizations are investing in audio and media across traditional broadcasting, podcasting, and on-site properties in order to foster greater context, reach, and conversation with constituencies.

This year's program hearkens back to the 2017 Media Impact Forum, when grantmakers gathered in Washington, D.C., to celebrate the 50th anniversary of the Public Broadcasting Act through a series of dialogues and presentations about remaking public media. At that event, we heard from public media leaders and NPR founding board member Bill Siemering, exploring the accomplishments of public broadcasting's first 50 years and offering fresh ideas for new services for new generations. Siemering, who drafted the language, reminded attendees that NPR's original mission statement included this: "In its cultural mode, National Public Radio will preserve and transmit the cultural past, will encourage and broadcast the work of contemporary artists, and provide listeners with an aural aesthetic experience which enriches and gives meaning to the human spirit."

This year's Forum showcases the ways grantmakers have invested in "enriching the spirit" since then, taking advantage of new ways to listen and watch, and exploring the work of cultural and community activists who are using audio and media tools to connect in new ways with myriad communities.

*Want to amplify new voices and ideas locally? Radio excels.*

Peter Buffett of Radio Kingston and Sara Lomax-Reese of WURD are independent radio station leaders who are using their media properties to build and engage local communities. Both stations present a mix of news, music and cultural programming intended to serve very local audiences, to amplify local stories, and to build community connections. In WURD's case as the only African-American owned and operated talk station in Pennsylvania and one of the few in the U.S., Lomax-Reese is building a powerful platform to promote "progressive Black thought and activism locally, regionally, and nationally." Buffett's WKNY, now a nonprofit, is dedicated to "a vibrant, healthy, just Kingston." Today, Buffett and Lomax-Reese will share approaches and outcomes, and explain why radio remains one of the most effective bullhorns for community engagement.

*Wish independent musicians had more avenues to reach audiences? Public media music excels.*

Philadelphia is home to two flagship public media music stations. WXPB focuses on roots, folk, singer-songwriter, and contemporary rock, while WRTI offers classical music and jazz. Leaders of these two stations



came together to help build a new service offering digital distribution of their streams, programs, and artists. VuHaus is the resulting online visual platform that showcases independent music in all genres. Soon to become part of NPR, VuHaus is one of several imaginative, multi-station efforts to support independent musicians and bands, and to engage local communities in live performance and artist discovery in ways that strengthen local cultural and creative ecosystems.

*Want to help your local communities tell and share stories? Podcasting is a great tool.*

The Barr Foundation is helping community members in Boston learn podcasting skills via the PRX Podcast Garage and the PRX organization's multi-year effort to train and develop new independent media voices. The Garage is a community recording studio and classroom teaching the art of storytelling to dozens of area residents.

Surrounding these core presentations, this year's Forum will examine other recent funder innovations in support of cultural media. The Nathan Cummings and Ford foundations came together to create Critical Minded, which aims to bring diverse voices and perspectives to arts and cultural criticism. Elizabeth Méndez Berry of Nathan Cummings will discuss the necessity for ensuring that a more diverse group of cultural critics is placed in leading roles in U.S. journalism outlets. She'll be interviewed by the new president of Grantmakers in the Arts, Eddie Torres, along with Salamishah Tillet, a cultural critic, activist and professor at Rutgers University in Newark. These and more conversations build the case that innovation in cultural programming offers new ways to bring meaning and value to artists, cultural organizations, and their audiences and communities.

Like every other field, the arts and culture sector faces new opportunities and new challenges as the unrelenting march toward our shared digital future progresses. Unless we are willing to cede digital platforms and programs solely to the commercial sector, there is a critical role for philanthropy in helping to build a shared cultural commons that is as diverse, as complex, and as penetrating as our nation's multi-faceted, multicultural, and multi-dimensional forms of cultural expression and engagement.

Throughout the Forum, organizers hope to show how funders are having an impact on the flourishing of local cultures using digital platforms. Just as journalism and news is a critical component in fostering a democratic society in which voters choose who and how they are governed, so also is cultural media an investment that supports democratic values, gives voice to diverse artists and cultural agents who are not likely to be part of the commercial cultural mainstream, and offers communities and audiences access to the fullest human expression of art and creativity.

We are so pleased to see Media Impact Funders explore the role of culture in a just, vibrant and humane society and look forward to spending the day with you.

**Sarah Lutman**

Senior Advisor, Wyncote Foundation  
Principal, 8 Bridges Workshop



# AGENDA

## 8:30 a.m.—Registration and networking

## 9 a.m.—Welcome and introductions

**Vince Stehle**, Executive Director, Media Impact Funders

**David Rousseau**, Vice President, Media & Technology, Kaiser Health News; Media Impact Funders Board Chair

## Musical Opening

**Arnetta Johnson**, an NPR Slingshot artist, is a young trumpeter on the rise.

## Building Community Through Radio

Peter Buffett has transformed the Kingston radio station he now owns into a commercial-free source of hyper local news and culture. And Sara Lomax-Reese, president and CEO of WURD—the only African-American owned and operated talk radio station in Philadelphia—has shaped the way the station uplifts and inspires its community. With Laura Flanders in the hostess seat, we'll hear from both Buffett and Lomax-Reese as they reflect on connecting with their communities.

- **Peter Buffett**, Philanthropist & Co-President, NoVo Foundation
- **Sara Lomax-Reese**, President & CEO, WURD
- **Laura Flanders**, Host & Executive Producer, "The Laura Flanders Show"

## Surprise Musical Guest!

## Using Radio to Create Vibrant Musical Ecosystems

Laura Flanders will interview Roger LaMay, General Manager of WXPB and Bill Johnson, General Manager of WRTI, both of whom helped create a new multi-genre public radio approach to music. VuHaus, an online visual platform that showcases music, will be taken over and rebranded as NPR music. We'll talk about the implications and impact of this partnership, and about how these music stations connect with their communities. We'll also talk about the role that noncommercial radio stations can do to help with individual artist development and the artist community as a whole.

- **Bill Johnson**, General Manager, WRTI
- **Roger LaMay**, General Manager, WXPB
- **Laura Flanders**, Host & Executive Producer, "The Laura Flanders Show"

## Hitting the Right Notes: Creating Environments in Which Music Can Thrive

Arnetta Johnson, whose musical talents we heard earlier, is an NPR Slingshot artist. A collaborative project between NPR Music and VuHaus, Slingshot elevates exceptional emerging artists. Gerald Veasley, a seasoned musician, runs the Philadelphia Jazz Project in Philadelphia.

- **Arnetta Johnson**, Trumpeter & NPR Slingshot artist
- **Gerald Veasley**, Bass Guitarist
- **Laura Flanders**, Host & Executive Producer, "The Laura Flanders Show"

## Breakout Sessions & Networking

Dig a little deeper into the content you've just heard by joining one of our breakout sessions:

- **Kaitlin Yarnall**, Chief Storytelling Officer, Senior Vice President, National Geographic Society, and MIF board member, will lead a discussion on engaging the community through cultural content.
- **Jenny Choi**, Managing Director, News Integrity Initiative, will lead a discussion on engaging the community through radio programming.
- Or, use this free time to network with colleagues!

## Noon—Lunch

## Local Radio Around the World

We'll hear two different strategies for delivering radio news in local communities across the globe.

- **Cristi Hegranes**, CEO, Global Press; Publisher, *Global Press Journal*
- **Deborah Ensor**, Senior Vice President, Technical Leadership, Internews
- **Tim Isgitt**, Managing Director, Humanity United; MIF Board Member



# AGENDA

## Musical Interlude

- **Valerie Gay**, Deputy Director, Audience Engagement & Chief Experience Officer, Barnes Foundation
- **Eric Wortham II**, Pianist, Composer, Songwriter, Producer

## Podcasters Aren't Born—They're Trained

The podcast medium is booming, but people need skills and training to be successful. Last year, PRX launched a multi-tier podcast training program, so we're going to hear more about it from Kerri Hoffman, PRX CEO, Kerry Donohue, PRX Director of Training, and San San Wong, Director of Arts & Creativity at the Barr Foundation, a significant supporter of the program.

- **Kerri Hoffman**, CEO, PRX
- **Kerry Donahue**, Director, Training, PRX
- **San San Wong**, Director, Arts & Creativity, Barr Foundation
- **Laura Flanders**, Host & Executive Producer, "The Laura Flanders Show"

## Breakout Sessions & Networking

Choose from the following breakout sessions, or feel free to network with your colleagues!

- **Lauren Pabst**, Senior Program Officer, Journalism & Media, MacArthur Foundation, will lead a discussion around bringing local news to global cities.
- **Christie George**, President, New Media Ventures, and MIF Board Member, will lead a discussion around podcasting.

## Beyond Artifacts: Film & Technology in the Modern-Day Museum

More and more museums are incorporating film and technology to tell stories and to engage audiences. Donna Lawrence, filmmaker and owner of Donna Lawrence Productions, will talk about how museums contract with her to produce films that deliver sophisticated messages to mass audiences.

- **Donna Lawrence**, Filmmaker & Owner, Donna Lawrence Productions
- **Elizabeth Christopherson**, President & CEO, Rita Allen Foundation; MIF Board Vice Chair

## Critical Minded: A Collaboration to Elevate Cultural Critics of Color

Critical Minded is an initiative of the Ford and Nathan Cummings foundations, which aims to build a national network of cultural critics of color.

- **Elizabeth Méndez Berry**, Director, Voice, Creativity and Culture, Nathan Cummings Foundation
- **Eddie Torres**, President & CEO, Grantmakers in the Arts
- **Salamishah Tillet**, Cultural Critic, Activist & Professor, Rutgers University-Newark

## Off the Walls: How Art Museums Are Reaching People Where They Are

Valerie Gay and Barbara Wong from the Barnes Foundation, along with Kalela Williams from the Free Library of Philadelphia, will talk about a new initiative that uses VR to bring art to the viewer.

- **Valerie Gay**, Deputy Director, Audience Engagement & Chief Experience Officer, Barnes Foundation
- **Barbara Wong**, Director, Community Engagement, Barnes Foundation
- **Kalela Williams**, Director, Neighborhood Library Enrichment, Free Library of Philadelphia

## And Now, in Closing, Let's Take It...From the Top

- **Peter Dugan**, Pianist
- **Laura Futamura**, Flautist

## Cocktails!

## 6:15 p.m.—Screening & Discussion Featuring *Miles Davis: Birth of The Cool*

- **Stanley Nelson**, Filmmaker
- **Maurine Knighton**, Program Director, Arts, Doris Duke Charitable Foundation

*\*Don't forget to check out the Barnes VR Experience Project. Look for the headsets next to the registration table!*

## ABOUT OUR SPEAKERS AND PERFORMERS



**Elizabeth Méndez Berry** leads the Nathan Cummings Foundation's investments in the arts and media. Prior to joining Nathan Cummings, she worked at the Ford Foundation, focusing on its journalism portfolio, and then at the Surdna Foundation, where she led the Artists Engaging in Social Change portfolio. Before working in philanthropy, Elizabeth was an award-winning journalist and cultural critic whose work appeared in *Vibe*, the *Village Voice* and the *Washington Post*; her work was twice featured in Da Capo's Best Music Writing anthology. In Jay-Z's book *Decoded*, he cites one of her essays as inspiring a line on the song "P.S.A." from *The Black Album*. The country's first ever city council hearing on street harassment was held in New York City after Queens council member Julissa Ferreras read Elizabeth's Spanish-language op-ed in *El Diario* on the topic. Her work has been included on syllabi at colleges around the country, and she has lectured at Princeton, Duke University, Texas A&M, Jackson State and Hunter College. Méndez Berry serves on the board of Hedgebrook, which supports women writers, and the board of Grantmakers in the Arts.



**Peter Buffett** is the co-president of NoVo Foundation as well as an established musician, composer, and producer. Born in Omaha, Nebraska, Buffett began his career in San Francisco writing music for commercials, film and television. He has recorded albums for Narada Records, Epic and Hollywood Records. His Emmy-winning album, titled *Ojibwe*, was released on his own label, BisonHead. Highlights of his film and television work include the fire dance scene in the Oscar-winning film "Dances With Wolves" and the score for "500 Nations," the 8-hour miniseries produced by Kevin Costner for CBS. Peter is the author of *Life Is What You Make It*, which debuted at No. 4 on the *New York Times* Best Seller Hardcover Advice list and is a companion to his live "Concert & Conversation" performances. Peter and Jennifer were named in Barron's list of top 25 most effective philanthropists in 2009 and 2010.



**Jennifer Choi** is the Managing Director of the News Integrity Initiative, which is a project of the Newmark Graduate School of Journalism (CUNY) to strengthen trust between newsrooms and communities. She previously served as the Director of Diversity and Inclusion Initiatives at the school, and continues to serve as an advisor for diversity related work. Prior to the Newmark School, Jennifer was the vice president and chief content officer for the National Committee for Responsive Philanthropy (a research organization for social justice philanthropy), managed the journalism portfolio of grants at the Robert R. McCormick Foundation in Chicago, and served as director of strategic initiatives at Chicago Public Media.



**Elizabeth Christopherson** is president and CEO of the Rita Allen Foundation, an organization investing in transformative ideas in their earliest stages to promote breakthrough solutions to significant problems in science and society. The foundation supports early-career biomedical scholars doing pioneering research, seeds innovative approaches to fostering informed civic engagement, and develops knowledge and networks to build the effectiveness of the philanthropic sector. She is guiding the foundation through a period of rapid expansion, including building new investments and coalitions to strengthen the role of science and evidence in civic dialogue and decision-making. A respected advocate for improving how the philanthropic sector listens to and learns from the communities they aim to serve, she recently was a judge for the MacArthur Foundation's 100&Change initiative, which awarded \$100 million to a single project to make a measurable impact on a significant problem in the world.



## ABOUT OUR SPEAKERS AND PERFORMERS



**Kerry Donahue** is PRX's Director of Training. Previously, she was the director of the audio program at Columbia University's Graduate School of Journalism, where she's been an adjunct instructor since 2002. Her work has been heard on PRX, NPR, WBGO, and Marketplace. She earned a master's degree in journalism from Columbia and lives in lower Manhattan.



**Peter Dugan** first performed on NPR's *From the Top* as a Jack Kent Cooke Young Artist when he was 18 years-old, and has served as a guest-host on the radio program during the 2018-19 season. An accomplished pianist, he has performed as soloist, recitalist, and chamber musician across North America and abroad. Prizing versatility as the key to the future of classical music, Mr. Dugan is equally at home in classical, jazz, and pop idioms. A sought-after crossover artist, Mr. Dugan has performed in duos and trios with artists ranging from Itzhak Perlman and Joshua Bell to Jesse Colin Young and Glenn Close. Mr. Dugan holds Bachelor's and Master's degrees from the Juilliard School and serves on the piano faculty at the Juilliard School Evening Division. He resides in New York with his wife, mezzo-soprano Kara Dugan. Mr. Dugan is a Yamaha Artist.



**Deborah Ensor** is currently the Senior Vice President for Technical Leadership at Internews, where she supports consistent, quality design and implementation of programs; provides specialized expertise; develops core methodologies, approaches, and measurement of impact; and leads an organizational imperative to drive learning, exploration, creativity, quality and accountability. Deborah's work has a deep focus in community radio, specifically in humanitarian contexts. She originally joined Internews as Country Director in Sudan in 2008, where she helped build a network of community radio stations across the country, training local journalists to run them. As Regional Director for Africa, she developed and oversaw projects in Sudan, DRC, Chad, Central African Republic, Mali, Niger, Kenya, Ethiopia, Nigeria and Haiti. As Vice President for Africa, Health and Humanitarian Media Programs, she built the capacity of Internews to respond globally in humanitarian emergencies. From 2013-2017, she returned to South Sudan, where she served as Chief of Party on Internews' largest media development and humanitarian project, which included 11 community stations. Deborah has spent a total of 14 years living and working in East Africa, where in addition to her work with Internews, she designed and implemented projects dealing with media, refugees, education, gender, HIV and sexual violence, including living for several years in a remote Kenyan community as a Peace Corps volunteer, providing home-based care and death and dying support for those affected by HIV/AIDS. Deborah holds a Master's degree in Journalism and Human Rights from Columbia University, spending 15 years as a journalist, including as editor in chief for *The Taos News*, one of the largest community newspapers in the United States, and as a reporter at several major metropolitan dailies, including the *San Diego Union-Tribune*.



**Laura Flanders**, best-selling author and broadcaster, interviews forward-thinking people about the key questions of our time on "The Laura Flanders Show," the place where, as she puts it, "The people who say it can't be done take a back seat to the people who are doing it." "The Laura Flanders Show" features real life stories of shifting power from the few to the many in the worlds of arts, economics and governance. You can see it every week on KCET/LinkTV, FreeSpeech TV, CUNYTV as well as on Flanders' own YouTube channel. Also available as a free podcast. Flanders is the author of six books including *BUSHWOMEN: Tales of a Cynical Species*, and *Blue GRIT: True Democrats Take Back Politics from the Politicians*. She recently published an in-depth report for the Next System Project titled *Next System Media, An Urgent Necessity*. Follow @GRITlaura on Twitter or visit [LauraFlanders.com](http://LauraFlanders.com).

## ABOUT OUR SPEAKERS AND PERFORMERS



**Laura Futamura** (flute) is a high school junior and appeared on NPR's "From the Top" earlier this year. This summer, Futamura will tour Europe as a member of the National Youth Orchestra USA. She was a winner in the 2018 and 2019 National YoungArts Foundation. She participated in the Marina Piccinini International Master Classes in the New World Symphony Center, where she was awarded a full-tuition scholarship to study with Sir James Galway at the Galway Flute Festival in Switzerland. Futamura was awarded the "Best Performance of the Newly Commissioned Work" and 2nd place overall in the 2018 National Flute Association's high school competition. Futamura is in her high school's competitive VEX Robotics team, which won 1st place in Skills in the National Technology Student Association 2018. She is a volunteer for the Superior Court of New Jersey's JCC and is in the MHSS varsity tennis team.



**Valerie V. Gay** is deputy director of audience engagement and chief experience officer for the Barnes Foundation. She plays a leading role in growing and sustaining the Foundation's relationship with all audiences in the Philadelphia region, and embedding visitor-centered thinking into every aspect of the Barnes. Val oversees public and community programs, lead the visitor experience team, and is working to expand diversity and inclusion initiatives to cultivate new ways for visitors to have meaningful and long-lasting relationships with the Barnes. Prior to joining the Barnes in 2019, Val served as executive director of Art Sanctuary in Philadelphia, assistant dean for Institutional Advancement for the College of Education at Temple University and vice president and portfolio manager with PNC Advisors where she managed investment portfolios of high net worth individuals and family trusts. In addition to being civically active, Val is a classically trained singer, music educator and serial entrepreneur.



**Christie George** is the president of New Media Ventures. She has overseen investment into a portfolio of more than 70 nonprofits and for-profits, including Indivisible, Blavity, and Vote.org. She has spent her career supporting individuals and institutions that are making media that matters—from independent filmmakers documenting powerful stories to social entrepreneurs disrupting the way media is created, distributed and promoted. Christie started her career at a venture capital firm, spent six years managing sales and marketing for Women Make Movies, the world's leading distributor of films by and about women, and is a co-founder of Louder (acquired by Change.org). She serves on the boards of Indivisible, Roosevelt Institute and Media Impact Funders. Christie holds a BA from Yale University and an MBA with distinction from the University of Oxford, where she was a Skoll Scholar and graduated with the Said Prize. She lives in Oakland and is a co-owner of the Rio Theater in Monte Rio, CA.



**Cristi Hegranes** is the CEO of Global Press and the Publisher of *Global Press Journal*. Cristi founded Global Press in 2006 to create a new model for producing and distributing ethical, accurate news from least-covered markets. Her values-driven approach to journalism prioritizes dignity, diversity and transparency. Cristi leads the business side of the organization, which is committed to keeping editorial processes 100 percent independent. Cristi is an expert in local journalist security. She created the industry-leading Duty of Care program which provides for the physical, emotional, digital and legal security of local journalists. She has a Master's degree in journalism from NYU and was the Social Entrepreneur-in-Residence at Stanford University in 2017. She has received the SPJ Journalism Innovation Prize, the Young Innovator for Social Justice Prize, the Jefferson Award for Public Service and the Ida B. Wells Award for Bravery in Journalism. She became an Ashoka Fellow in 2012.

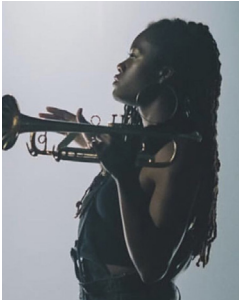
## ABOUT OUR SPEAKERS AND PERFORMERS



**Kerri Hoffman** is the CEO of PRX, a leading media company shaping the future of audio by connecting talented producers with their most engaged, supportive audiences. Kerri played a key role in the building and evolution of PRX, and led the launch of Radiotopia, The Moth Radio Hour, Reveal and recently managed all aspects of PRX's merger with Public Radio International.



**Tim Isgitt** is Managing Director at Humanity United, an organization dedicated to bringing new approaches to persistent challenges like violent conflict, atrocities, and human exploitation. Tim oversees the Strategic Media and Public Policy portfolios, as well as the communications team. Prior to joining HU, Tim was the Senior Vice President for Communications and Government Affairs at the Corporation for Public Broadcasting. Previously, he served in the U.S. State Department as special advisor to the Undersecretary for Public Diplomacy and Public Affairs. Tim was a manager of public affairs at the public relations firm Burson-Marsteller in New York, and an associate with the D.C.-based lobbying firm Meyers & Associates. Tim began his career as a legislative assistant in the U.S. House of Representatives. He received his bachelor's degree from Texas A&M University and a master's degree from The Johns Hopkins University.



**Arnetta Johnson** and the trumpet began their relationship at age 13; They dubbed her "That Trumpet Chic!" Arnetta's goal is simple: Besides world peace and understanding, it's to stand jazz on its head! Nasir Dickerson, Jamal Dickerson and Hassan Sabree were the initial catalysts' that birthed Arnetta's passion for the trumpet. They introduced Arnetta to a new realm of musical discovery: the art of improvisation. From this estuary, Arnetta headed to study at Berklee with destinations yet to be determined, including: the Super Bowl LVIII (49) performance featuring Beyonce, as a feature trumpeter on the the 2018 "On The Run II Tour", or playing on The Carters "Everything Is Love" 2018 Grammy Award-winning album. The future for Arnetta is immeasurable, which includes expanding her "Disruptive Jazz" style and her "Netta Bop" sound. Leading her band Arnetta Johnson & SUNNY (SUNNY=Sounds Uplifting Nobility through Notes and Youth), Arnetta's goal is to stand jazz on its head, to disrupt, uplift, inspire. Look for her debut album "If You Hear A Trumpet It's Me" due later this spring!



**Bill Johnson** has worked in the the nonprofit sector for 29 years including development and leadership positions in higher education, the arts, and public media. A trumpet player for more than 40 years, he also brings deep experience and commitment to music performance and education. As WRTI's general manager he has established WRTI's presence and commitment to live local music by producing more than 200 live performances a year. He has also taken an active role in championing classical music and jazz within public media and in the community. He believes music is a superb model for social change and has a deep interest in exploring the complex issues associated with keeping jazz and classical music financially strong, present and relevant in the lives of listeners daily. Bill currently serves on the board of Eastern Region Public Media, "Play On, Philly!", Jazz Philadelphia, and has previously served on the board of organizations such as the International Society for Improvised Music and the African American Jazz Caucus. He holds a B.S. in Policy Analysis from Cornell University and was privileged to be a mentee of jazz master, educator, and entrepreneur Dr. Donald Byrd.

## ABOUT OUR SPEAKERS AND PERFORMERS



**Maurine Knighton** is the Program Director for the Arts at the Doris Duke Charitable Foundation. She is responsible for developing and overseeing grantmaking programs that support contemporary dance, theater, and jazz. Prior to DDCF, Knighton was the Senior Vice President for Grantmaking at the Nathan Cummings Foundation. She has also served as Senior Vice President for Program and Nonprofit Investment at the Upper Manhattan Empowerment Zone. She is a former board member of Grantmakers in the Arts, where she chaired its Racial Equity Committee. Knighton currently serves on the board of the Upper Manhattan Empowerment Zone Development Corporation, chairing its Cultural Investment Fund Committee.



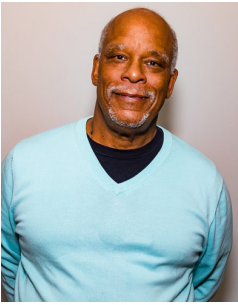
**Roger LaMay** joined WXPN in January 2003 as General Manager after a successful 25 years in commercial television broadcast news and management. At that time, WXPN was located in a University converted Victorian house on Spruce Street. His first move was to relocate to the Hajoca building and a unique partnership with World Cafe Live, the performance venue named for XPN's flagship national program. During his tenure, WXPN forged a long-term partnership/distribution agreement with NPR and NPR Music, moved and expanded its annual summer music festival, and launched its popular Free at Noon live weekly concert. He also acquired the national conference for Triple A music stations, the "Non-Commvention." In recent years, WXPN grew its impact and reach and amortized programming costs with the purchase of radio stations in Central Pennsylvania and Northern New Jersey.



**Donna Lawrence** is the Creative Director and Executive Producer of Donna Lawrence Productions. Donna has directed and executive produced an extensive portfolio of highly acclaimed special format, non-fiction, theatrical and immersive experiences; documentary and 360-degree films; and soundscapes, sound and light shows, and other unique media installations. Her company's work is recognized for its capacity to connect audiences to great stories through the power of insight and emotional connection, expressed through the most effective medium for the audience and environment. Much of her work is informed and inspired by an extensive background in music and early experience with documentary radio production. Projects produced or directed by Donna have received top awards in almost every national and international festival dedicated to special format or non-fiction productions, including the Sundance Film Festival, Cine Golden Eagle Awards, THEA Awards (Themed Entertainment Association), and many others.



## ABOUT OUR SPEAKERS AND PERFORMERS



**Stanley Nelson** Stanley Nelson's feature-length films, many of which have aired on PBS, combine compelling narratives with rich and deeply researched historical detail, shining new light on both familiar and under-explored aspects of the American past. Nelson has won every major award in broadcasting. In 2016, he was honored with a Lifetime Peabody Award, a Lifetime Emmy Award and a Lifetime Achievement Award from the International Documentary Association. He is a 2014 National Humanities Medalist, multiple Emmy Award winner, MacArthur "Genius" Fellow, and member of the Academy of Motion Picture Arts and Sciences. Nelson has received honorary degrees from Haverford College, Duke University, Marymount Manhattan College, and Morgan State University. His latest film, *Miles Davis: Birth of the Cool*, the definitive look at the life and career of the iconic Miles Davis, premiered at the Sundance Film Festival in 2019. The screening marked Nelson's 10th premiere at the prestigious Sundance Film Festival spanning 20 years, the most premieres of any documentary filmmaker. In 2018, Nelson directed a short film which examined the history and impact of racial profiling in public spaces. The Story of Access was screened at a mandatory training for 175,000 Starbucks employees across 8,000 stores, and received a million views on companion websites. Mr. Nelson's two recent films, *Tell Them We Are Rising: The Story of Black Colleges and Universities* (2018) which chronicled the 150 year history and impact of HBCUs and *The Black Panthers: Vanguard of the Revolution* (2016), the first comprehensive feature-length historical documentary portrait of that iconic organization, broke audience records for African American viewership on the PBS series "Independent Lens," and trended on Twitter for over four hours. *The Black Panthers: Vanguard of the Revolution* won the 2016 NAACP Image Award for Outstanding Documentary Film. In 2000, Mr. Nelson, along with his wife, Marcia A. Smith, founded Firelight Media, a nonprofit production company dedicated to using historical film to advance contemporary social justice causes, and to mentoring, inspiring and training a new generation of diverse young filmmakers committed to advancing underrepresented stories through the acclaimed Documentary Lab program.



**Lauren Pabst** is a Senior Program Officer in the Journalism and Media program at the John D. and Catherine T. MacArthur Foundation, which works to strengthen U.S. democracy by supporting just and inclusive news and narratives that inform, engage, and activate Americans to build a more equitable future. MacArthur does this through support of Professional Nonprofit Reporting, Nonfiction Multimedia Storytelling, and Participatory Civic Media. Prior to joining the MacArthur Foundation in 2012, Lauren worked with the Rada Film Group, Black Public Media, and Public Policy Productions.



**Sara Lomax-Reese** is the President and CEO of WURD Radio, LLC, Pennsylvania's only African-American owned talk radio station. She is also the co-founder of The Next Majority, LLC, a new multi-media initiative geared towards mobilizing Black and Latino communities towards greater civic engagement. Prior to her work with WURD and The Next Majority, Sara co-founded HealthQuest: Total Wellness for Body, Mind & Spirit, the first nationally circulated African-American consumer health magazine in the country. A graduate of the University of Pennsylvania and Columbia University Graduate School of Journalism, Sara has written for The Miami Herald, The Philadelphia Inquirer, The Atlanta Journal-Constitution, Essence Magazine, American Visions Magazine and Modern Maturity. Most recently Sara has contributed to a new book of essays from Black mothers of sons. Sara also served as an adjunct professor of communications at Oglethorpe University in Atlanta, GA. She has taught a collaborative course at the University of Pennsylvania with Dr. John Jackson titled Urban Ethnography, which taught students how to create audio documentaries that aired on 900AM-WURD. Sara has received numerous awards including: the Woman of Substance Award from the National Medical Association; the "Tree of Life" award from the Wellness of You; and, HealthQuest Magazine received the Beacon of Light Award from the Congressional Black Caucus for outstanding health coverage. Sara was recognized as one of the "100 People to Watch" by Business Philadelphia Magazine, and in 2010, she was selected for the "Women of Distinction" award given by the Philadelphia Business Journal. Additionally, Sara received the 2012 PECO "Power to the Community" award given by the National Coalition of 100 Black Women of Pennsylvania. Sara sits on a variety of boards including The Kimmel Center for Performing Arts, Pennsylvania Academy of the Fine Arts and the Philadelphia Community of Leaders. An avid yoga and meditation practitioner, Sara is also co-founder of Philadelphia's People of Color meditation group. She is married to Tim Reese and is the mother of three boys, Langston, Elijah and Julian.

## ABOUT OUR SPEAKERS AND PERFORMERS



**Vince Stehle** is the Executive Director of Media Impact Funders. Before joining MIF in 2011, Vince was program director for Nonprofit Sector Support at the Surdna Foundation, a family foundation based in New York City. Prior to joining Surdna, Stehle worked for 10 years as a reporter for the *Chronicle of Philanthropy*, where he covered a broad range of issues about the nonprofit sector. Stehle has served as chairperson of Philanthropy New York and on the governing boards of VolunteerMatch and the Nonprofit Technology Network (NTEN). Currently, he serves on the board of directors of the Center for Effective Philanthropy.



**Salamishah Tillet** is the Henry Rutgers Professor of African American and African Studies and Creative Writing Rutgers University-Newark and the Founding Director of the New Arts Justice Initiative at Express Newark. Tillet is a regular opinion writer and Culture critic for *The New York Times* and author of *Sites of Slavery: Citizenship and Racial Democracy in Post-Civil Rights America*, *In Search of 'The Color Purple': The Story of Alice Walker's Masterpiece* and *All The Rage: 'Mississippi Goddam' and the World Nina Simone Made*. In 2003, she and her sister, Scheherazade Tillet, co-founded A Long Walk Home, a Chicago-based nonprofit that uses art to empower young people to end violence against all girls and women and is the subject and writer of the "Story of A Rape Survivor" multimedia performance.



**Edwin Torres** was appointed president & CEO of Grantmakers in the Arts in October 2017. He most recently served as deputy commissioner of cultural affairs for New York City. Prior to joining the NYC Department of Cultural Affairs, he was a program officer with The Rockefeller Foundation. Torres served on the GIA board of directors from 2011 through 2016. He has also served on the arts and culture team at The Ford Foundation as well as on the staff of the Bronx Council on the Arts. He holds a Master of Arts in Art History from Hunter College and a Master of Science in Management from The New School.



**Gerald Veasley** is an accomplished bassist, having worked with many notable artists in jazz, R&B, and gospel: Joe Zawinul, Grover Washington, Jr., Nnenna Freelon, McCoy Tyner, Pat Martino, Kirk Whalum, Will Downing, and the Dixie Hummingbirds. He has recorded ten albums as a leader, including tribute albums to Charles Mingus and Nina Simone; and "Live at SOUTH" a collection of originals captured in concert. Live at SOUTH was recorded at Philadelphia's SOUTH Jazz Club where Veasley has curated over 250 performances of national jazz artists. Veasley serves as President of Jazz Philadelphia. His record of service also includes leadership with the Recording Academy as Chapter President, National Trustee, and National Advocacy Chair. He has taught at Philadelphia's University of the Arts and is the co-founder and artistic director of Bass BootCamp, an annual event which has informed and inspired hundreds of bass players of all levels and ages.

## ABOUT OUR SPEAKERS AND PERFORMERS



**Kalela Williams** is the Director of Neighborhood Library Enrichment within the Free Library of Philadelphia's recently established Division of Cultural and Civic Engagement. Her primary responsibilities include building the programming capacity of more than 50 library branches throughout the city as well as creating, supporting, and implementing adult-focused artistic, cultural, and civic initiatives that are affirming, inclusive of, and relevant to diverse communities. The former director of the Free Library's One Book, One Philadelphia program, Kalela has worked towards building transformative community programs in the nonprofit and higher education sectors for more than a decade. She also serves as the chair of the Historical Society of Pennsylvania's Young Friends Board.



**Barbara Wong** is the Director of Community Engagement at the Barnes Foundation, where she oversees Community, Youth and Family Programs. Barbara works to develop community partnerships, programs and outreach, and improved access/inclusion. Wong was the Executive Director of Providence CityArts, in Providence, RI, a 2014 President's Committee NAHYP award recipient. Ms. Wong was a School Board Member of Providence Public School District, and appointee of Governor Gina Raimondo to the RI Commission for Women and Girls. Board leadership includes the RI Committee for the Humanities, and review panels include the National Endowment for the Arts. Wong has served as Adjunct Faculty at the Rhode Island School of Design, Dept. of Teaching and Learning; Program Officer at the Rhode Island Foundation; and Director of Summer Programs at RISD/CE. Barbara received her MA in Art Education from the Rhode Island School of Design and BFA from Cornell University.



**San San Wong** directs Barr's Arts & Creativity portfolio. She currently serves on the board of Grantmakers in the Arts, a national leadership and service organization that supports the growth of arts and culture. Prior to joining Barr in 2012, San San served as director of grants at the San Francisco Arts Commission, executive director of the National Performance Network, director of development and special initiatives at Theatre Artaud, and as a performing arts producer and presenter. As an international arts consultant, her clients included the Ford Foundation, Doris Duke Charitable Foundation, New England Foundation for the Arts, and Res Artis, among many others. San San earned a master's degree in community psychology from New York University and a bachelor's degree in clinical psychology from Smith College.

## ABOUT OUR SPEAKERS AND PERFORMERS



**Eric Wortham II** is a jazz and classically trained accomplished pianist, composer, songwriter and producer. He is best known for captivating audiences with his soulful rhythmic feel, innovative hand technique and precise hand speed. Eric has toured with Grammy Award winning artists such as Jill Scott and Adele and collaborated with Vivian Green, Aloe Blacc, Kindred The Family Soul, Music SoulChild, Jeff Bradshaw, Bakithi Kumalo and Jamey Haddad. Eric's reputation as gifted pianist beckoned him to Shanghai, China, where he was invited to the House of Blues for a three-month residency titled Jazz in Shanghai. He has graced the stages of the Grammy Awards, the Brit Awards, the NAACP Image Awards, the Marian Anderson Awards and has performed on "The View," "Good Morning America," "Live! with Kelly and Michael," "The Ellen Show," "The Jimmy Kimmel Show," "The Tonight Show Starring Jimmy Fallon," and "Saturday Night Live." Eric was the Musical Director for Jill Scott. He co-wrote and served as the producer, keyboards and main personnel for several songs on *The Original Jill Scott from the Vault, Vol. 1* and *The Light of the Sun*. He performed on Adele's live version of "When We Were Young (Live at The Church Studios)," and appeared with Adele on her NBC televised special, "Adele Live in New York City." Eric was on tour with Adele through 2017.



**Kaitlin Yarnall** is the Chief Storytelling Officer and Senior Vice President for the National Geographic Society, where she is responsible for expanding the organization's impact in all forms of storytelling including photography, journalism, film, and public experiences. In this capacity, Yarnall manages a team of creatives that produce impact-driven media as well as identifies key partnership, grantmaking and fellowship opportunities with creative talent to help the Society further illuminate issues around its mission of A Planet in Balance. Prior to assuming her current role, Yarnall was head of Nat Geo Labs, where she oversaw programs, funding and outreach in the core areas of geographic visualization, exploration technology, and digital exploration. Yarnall began her career at National Geographic 15 years ago as a cartographer. Since that time, she has served as Executive Editor of *National Geographic* magazine, Director of Cartography, and Deputy Creative Director. Yarnall was the lead editorial manager for National Geographic's groundbreaking food initiative, which launched in 2014. At the time, this multi-year platform was National Geographic's most commercially successful editorial initiative. In addition to her editorial responsibilities, she negotiated and oversaw groundbreaking collaborations with multiple U.N. agencies around food security and agriculture. Yarnall was also deeply involved in conceptualizing the storytelling for past National Geographic series on urban impacts and population. Yarnall frequently speaks on topics such as storytelling, data visualization, mapping and visual narratives. She has been a keynote speaker at conferences around the globe, addressing the UN General Assembly, Scandinavian royals and rock concert stadiums. Yarnall has written extensively about information graphics, data visualization, and cartography. Her book contributions include publications by Taschen, Gestalten and other international publishing houses. Additionally, she often serves as a jury member for international journalism and design competitions. She sits on the Board of Directors for Media Impact Funders. Yarnall studied Latin American literature and geography at Humboldt State University and earned her M.A. in geography from The George Washington University.



## CURRENT MEMBERS AND SUPPORTERS

Our members include some of the largest foundations in media funding, local and regional foundations, and individual donors and high-net worth individuals. Media Impact Funders thanks its members and key stakeholders for their continued support.

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## ABOUT MEDIA IMPACT FUNDERS

**Media Impact Funders traces its roots back to the Council on Foundations, a longtime philanthropy-serving organization.**

In 1990, just as the word “Internet” was being introduced for the first time, an affinity group for funders interested in the power of film to highlight social issues of importance to funders was gaining momentum. Grantmakers in Film, Video & Television began on a volunteer basis in 1984; reflecting changes in technology and media behavior over the past decade, it was renamed Grantmakers in Film & Electronic Media (GFEM) and formally incorporated in 2008 to advance the field of media arts and public interest media funding. It had 45 members and was headed by former MacArthur Foundation Program Officer Alyce Myatt. GFEM was renamed Media Impact Funders in 2012 and has since expanded its strategy to include a broad range media funding interests such as journalism, immersive technologies, media policy and more.

Today, MIF has grown to more than 80 organizational members representing some of the largest foundations, and holds more than 40 in-person and online events yearly.



Did you enjoy today's meeting?

Please let us know. We appreciate  
your feedback.

Email **[info@mediafunders.org](mailto:info@mediafunders.org)**