



Agenda

Note: The Knight Media Forum program will be streamed online, except for the Breakout Sessions.

Tuesday, Feb. 21, 2023

1 – 5 p.m. **Registration**
Atrium, Third Floor

5:30 p.m. **Welcome Reception**
Corporate Lounge, 19th Floor

Wednesday, Feb. 22, 2023

7:00 - 8:45 a.m. **Buffet Breakfast**
Met Prefunction South, Third Floor

9 a.m.- 10:15 a.m. **Welcome**
Met Ballroom, Third Floor

Alberto Ibargüen, Knight Foundation

Kelly Jin, Knight Foundation, Knight Media Forum Day One Host

Knight x LMA Bloom Lab: The Power of Collaboration

Paulette Brown-Hinds, Black Voice News

Sonny Messiah Jiles, Defender Media Group

John Celestand, Knight x LMA BloomLab, moderator

Participants in the Knight x LMA Bloom Lab, a groundbreaking partnership between the nation's leading Black news publishers, will discuss how they're working together to reinvent their iconic publications from a financial, technical and editorial perspective.

10:15 - 11:15 a.m. Racial Healing and the Media

Met Ballroom, Third Floor

Emma Carrasco, NBCUniversal News Group

La June Montgomery Tabron, W.K. Kellogg Foundation

Kelly Jin, Knight Foundation, moderator

W.K. Kellogg Foundation and NBCUniversal explore their year-long media partnership to promote the dialogue around racial equity and advance racial healing.

11:15 - 11:25 a.m. Break

Third Floor

11:25 a.m. – 12:25 p.m. Breakout Sessions

Funding Journalism 101: Making the Case for Support

Plaza 1, Level 5

When talking with funders, how do news organizations or entrepreneurs make the case for supporting journalism? And how do funders partner with grantees equitably, in a manner where power is shared?

Moderator: **Karen Rundlet**, Knight Foundation

Facilitators: **Andrea Hart**, MLK50 and **Jill Ozarski**, Walton Family Foundation

How to Partner with the Public to Keep Communities Informed

Gallery 2, Level 4

As readers provide more revenue for news outlets, publishers are pushed to find new ways to engage them as sources and stakeholders of news content. Learn

how some of the smartest thinkers in this space are approaching this challenge as a business opportunity.

Moderator: **Ashley Alvarado**, Southern California Public Radio (LAist)

Facilitators: **Madeleine Bair**, El Timpano and **Eric Marsh**, WHY/WHYY/NICE

The 2024 Election: Local news Organizations and New Approaches to Political Coverage

Plaza 4, Level 5

Traditional horse-race coverage of elections has been under fire for years, and the next presidential election will give newsrooms another chance to rethink how they cover elections and how new platforms can be utilized. Hear about some of the new, replicable approaches being considered.

Moderator: **Emily Ramshaw**, The 19th*

Facilitators: **Sergio Bustos**, WLRN and Neil Chase, CalMatters

Reaching Underserved Audiences: Effective Approaches

Plaza 5, Level 5

From war veterans to indigenous populations, underserved audiences are widely dispersed geographically and ideologically and can be better served with diversified newsrooms. Hear from news leaders and journalists successfully addressing this challenge.

Moderator: **Duc Luu**, Knight Foundation

Facilitators: **Thomas Brennan**, The War Horse, **Dave Kurpius**, School of Journalism, University of Missouri and **Karen Lincoln Michel**, Indian Country Today

How New Technologies Power Newsrooms, Reporting and Community Engagement

Junior Ballroom A, Level 5

Technology was once viewed as a distraction by most newsrooms. But times have changed, and many are now experimenting with new tools or platforms to aid their reporting and community engagement.

Moderator: **Marc Lavalley**, Knight Foundation

Facilitators: **Alexis Madrigal**, KQED, **Claire Leibowicz**, The Partnership on AI, and **Lisa Gibbs**, The Associated Press

How Newsrooms Can Tap into Legal Resources to Support Their Work

Junior Ballroom B, Level 5

Legal support can be costly, which often puts it outside what small publishers can afford. But legal support often assures impactful stories can be published and can keep legally embattled publishers in business. Thankfully, there are now legal options for smaller newsrooms looking to make a difference.

Moderator: **Nabiha Syed**, The Markup

Facilitators: **Bruce Brown**, Reporters Committee for Freedom of the Press and **David Bralow**, Lawyers for Reporters

Radical Engagement Embedded in Local News and Information: A Case Study

Junior Ballroom C, Level 5

Leaders from Lexington, Kentucky talk about how CivicLex embedded an engagement process into local news and information to help with community decision-making.

Facilitators: **Lisa Adkins**, Blue Grass Community Foundation and **Richard Young**, CivicLex

StoryCorps: How the Organization's One Small Step Program Bridges Political Divides

Gallery 1, Level 4

StoryCorps' One Small Step program is partnering with community foundations to bring community members together.

Facilitators: **Courtney Bengtson**, Wichita Foundation and **Lisa Gale**, LVG Strategy Group

The Roadmap for Local News

Plaza 2, Level 5

Over the past year, more than 50 industry leaders were interviewed by a team developing a plan to reimagine local news in the United States. The final product—the Roadmap for Local News—was released in early February. At this session, the co-authors of the roadmap will lay out its findings and take questions for the audience.

Facilitators: **Elizabeth Green**, Chalkbeat, **Darryl Holliday**, City Bureau and **Mike Rispoli**, Free Press

12:30 – 1:45 p.m. **Luncheon: The Key to Scaling News Start-Ups**

Met Ballroom, Third Floor

Sarabeth Berman, American Journalism Project

Lila Mills, Signal Cleveland

Mary Margaret White, Mississippi Today

Three years after its launch, The American Journalism Project and news leaders the project supports discuss how transforming business models is strengthening local news.

1:45 - 2:45 p.m. **Dessert Break/Meet-ups**

Third Floor, Prefunction North and South, Third Floor

2:45 - 3:45 p.m. **The Big Picture: Where Local Journalism Now Stands**

Met Ballroom, Third Floor

The past few years have seen positive trends in local media-including increased diversity inside and atop newsrooms, significant revenue gains across the nonprofit sector and the creation of smart shared infrastructure-but the journalism business is far from out of the woods. In this rapid-fire session, we'll explore the current state of the local media playing field.

Jim Brady, Knight Foundation, Moderator

Sue Cross, Institute for Nonprofit News (INN)

Kinsey Wilson, Newspack-Automattic

Graciela Mochkofsky, Craig Newmark Graduate School of Journalism

3:45 – 4:30 p.m. **Journalism Funding Collaboration**

Met Ballroom, Third Floor

Jim Brady, Knight Foundation

Jeff Cohen, Senior Advisor, Journalism, Arnold Ventures

Kristen Mack, John D. and Catherine T MacArthur Foundation

Funders interested in journalism have been discussing pooling funds to accelerate the transformation of the local news ecosystem. Hear the latest on this effort, and how funders can connect to it.

4:35 – 5:30 p.m. **Follow the Money: Community Investments and Accountability Journalism**

Met Ballroom, Third Floor

Lisa Adkins, Blue Grass Community Foundation

Michele Jolin, Results for America

Catherine Kelly, Bridge Detroit

Maria Ines Zamudio, Center for Public Integrity

Nonprofit news sites are helping the public track major infrastructure projects in Detroit and in Lexington, Kentucky.

5:30 – 6:30 p.m. **Networking Reception**

Met Prefunction North and South, Third Floor

Thursday, Feb. 23, 2023

7:00 - 8:45 a.m. **Breakfast Buffet**

Prefunction North and South, Third Floor

9 – 10 a.m. **Welcome and Plenary Session**

Met Ballroom, Third Floor

Jim Brady, Knight Foundation, Knight Media Forum Day Two Host

Are We Really That Polarized?

Met Ballroom, Third Floor

The Honorable Larry Hogan, former Governor, Maryland

Darren Walker, President, Ford Foundation

Susan King, University of North Carolina, moderator

Today, our country appears more divided along ideological lines than at any point in recent memory, but is that sentiment shared by all – or even most – Americans? Some Americans sit idly on the edges while others feel relatively removed, disengaged, and even alienated in society. In this session, two civic leaders discuss ways to repair this misalignment and what the consequences could be for America if we don't.

10:15 – 11:15 a.m. **Breakout Sessions** (Repeated from above)

11:15 - 11:45 a.m. **Break**

11:50 a.m. - 1:30 p.m. **Luncheon: The Future Belongs to the Connected**

Met Ballroom, Third Floor

Jessica Rosenworcel, FCC

Jim Brady, Knight Foundation

Because the Internet is a requisite for 21st century success, today's choices on communications infrastructure and access will shape the country's future growth and success, Rosenworcel says.

1:30 - 2:15 p.m.

Closing Remarks

Met Ballroom, Third Floor

Alberto Ibargüen, Knight Foundation