



Veteran TV news leader to guide training program for news managers

- Shannon Hammel named executive director of Carole Kneeland Project
- Hammel brings TV management and research experience, and special connection to the non-profit

January 10th, 2023

Austin, TX – Shannon Hammel knows the challenges faced by America’s newsrooms having served key roles at TV stations in Dallas, Denver and other markets. She will call on that experience as she takes over this month as executive director of The Carole Kneeland Project.

Aside from television management experience, Hammel brings marketing and research expertise, and a special connection to the non-profit that has trained more than 750 current and aspiring news directors across the country. She is one of the program’s fellows.

“The Kneeland Project training changed how I managed teams and how I led in the newsroom. To this day, I share lessons from Kneeland in my personal and professional life,” said Hammel. “I’m thrilled to be able to give back to an organization that truly changed my life.”

The Carole Kneeland Project – named after a legendary Austin, Texas news director who exemplified ethical leadership and responsible journalism – marks its 25th anniversary this year. In selecting Hammel, the Kneeland Project Board of Directors says it wanted a leader to help launch the organization into its next 25 years.

“We searched for a director who would share our passion for the Kneeland Project and who will help us instill in local TV news leaders the values, ethics, and fundamentals that Carole taught all of us,” said Board President Michael Fabac. “We are delighted to have found that director in Shannon and her record of leadership, communication, and execution.”

Hammel will manage day-to-day operations, including organizing conferences and fundraising efforts to ensure a bright future for the non-profit. Stacy Baum, who served as executive director for nearly 20 years, resigned last October to focus full-time as vice president of Marketing & Community Engagement at Catholic Charities of Denver.

After graduating from DePauw University, Hammel produced newscasts and managed newsrooms at WILX in Lansing, Michigan, then WCMH in Columbus, Ohio. She later moved to KXAS in Dallas-Fort Worth where she held key roles such as executive producer and managing editor. Hammel launched an investigative team that won multiple National Edward R. Murrow awards and a National Emmy.

In 2019, Hammel pivoted to research and now oversees research at KDVR & KWGN in Denver. Hammel lives in Broomfield, Colorado, with her husband and two sons.

About The Kneeland Project

For 24 years, The Kneeland Project has educated more than 750 news leaders in 143 markets across all fifty states, providing real-world, hands-on leadership training to the people on the front lines of local news. Kneeland changes lives and improves the quality of local newsgathering, one journalist at a time. Today, there are Kneeland Fellows working as news executives in 100% of the top 25 and 92% of the top 100 media markets.

Carole Kneeland revolutionized the way stories were told and newsrooms were led. The lessons she taught are timeless. Be fair, accurate, ethical and balanced. She did the right thing every day and it showed. Responsive to the evolving and ever-changing needs of journalists, The Kneeland Project weaves Carole's critical and enduring lessons into today's multi-platform, 24/7 local newsroom.



Shannon Hammel
Executive Director