

Non-Profit Marks 25 Years of Training America's Newsroom Leaders

- The Carole Kneeland Project equips leaders with tools to run more effective newsrooms, better cover their communities, and ensure diverse voices
- More than 800 broadcast news leaders trained; alumni in TV markets across the U.S.

AUSTIN, TX, Sept. 25, 2023 – A select group of newsroom managers from across the United States arrives in Austin this week for the 25th anniversary class of The Carole Kneeland Project for Responsible Journalism, a program that has worked to strengthen broadcast news leadership and improve local news coverage around the country.

Since its launch in 1998, the Kneeland Project has provided immersive training for more than 800 television news directors, offering industry best practices and real-world strategies to improve the quality of local newsgathering. Today, Kneeland Fellows comprise of news executives in:

- All 50 states
- 100% of the Top 25 media markets
- 92% of the Top 100 media markets
- From Graham Media Group, Gray Television, Hearst Television, Inc., NBC Universal, News-Press & Gazette, Scripps Howard Foundation, Sinclair Broadcasting, TEGNA, Univision, network and corporate leadership positions, and other broadcast groups



“Kneeland was transformative for me as a leader. I learned skills and strategies in this program that I carry with me daily. And I’ve built relationships that will last a lifetime,” said Rashida Jones, a Kneeland Fellow and president of MSNBC.

Carole Kneeland, who served as news director and later vice president of news at KVUE-TV in Austin in the 1990’s, championed excellence in local journalism. She advocated for fair, accurate, ethical, and balanced coverage. The organization that bears Carole’s name has worked to weave her enduring lessons into today’s multi-platform, non-stop local newsroom.

“News is hard. It’s always been hard. But the new age of media, the 24/7 availability, and the pressure to perfect the work-life balance...it can seem overwhelming. Kneeland gave me the skills to tackle all of this and more,” said Julie Wolfe, a Kneeland Fellow and news director of KING-TV in Seattle.

Kneeland Fellows discuss real world issues and learn tools and systems to help them perform their jobs better and more efficiently, and explore ways to run their newsrooms in a more fair, ethical, and balanced manner. They delve into the complexities of diversity, equity, and inclusion. And they leave Kneeland with concrete and realistic action plans to guide their operational decisions.

“The adaptability and systems I learned during the program have become a critical asset in the fast-paced world of news. Kneeland exceeded my expectations, setting a high bar, and providing a thought-provoking, deep dive into the issues news leaders and journalists face. It’s more than just a training program; it’s an inspiration that ignites positive change,” said Chelsea Brentzel, a Kneeland Fellow and news leader at KRDO in Colorado Springs.

Kneeland Fellows reflect the increasingly diverse television news landscape: 30% come from racially diverse backgrounds; 50% are women; and fellows come from television news markets #1 to #203. Fellows’ work experience varies from less than 5 years to more than 25 years.

“What we do is crucial to society, and Kneeland is crucial to journalism,” said Emily Erikson, a Kneeland Fellow and news director/anchor at WTOK in Meridian, Mississippi.

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About Carole Kneeland

An award-winning reporter turned respected newsroom leader, Carole Kneeland earned a national reputation for training and motivating journalists to give viewers news they can use. Her enlightened approach to news in general and crime coverage in particular drew attention from ABC’s Nightline, the Columbia Journalism Review, National Public Radio, among others.

Carole died in 1998 after an eight-year battle with breast cancer. Her integrity, strong commitment to journalism excellence, and deep belief in training inspired The Carole Kneeland Project for Responsible Television Journalism. Formed by Carole’s colleagues and employees, the program has worked to spread her approach to news coverage by helping train journalists who are new to management or who aspire to it.

- Click [here for more](#) about Carole Kneeland.
- Click [here for more testimonials](#) from past Kneeland Fellows.
- Click [here to donate](#) to make Kneeland possible for the next generation of news leaders.

Kneeland’s Funding Partners

- More than 650 individuals have contributed to The Carole Kneeland Project over the past 25 years. The organization could not have provided this important training without every one of its generous investors.
- Current donors include: Capitol Broadcasting, Graham Media Group, Gray Television, Hearst Television, Inc., Knight Foundation, NBCUniversal, News-Press & Gazette, Scripps Howard Foundation, Sinclair Broadcasting, TEGNA Foundation, and Univision.
- Past donors include: The InAsMuch Journalism Foundation (Formerly Ethics & Excellence), California Oregon Broadcasting Inc, Covington & Burling LLP, Cox Media Group, Nielsen Foundation.

Contact

For more information about The Carole Kneeland Project, please visit kneelandproject.org.