



## **Veteran Journalists to Join the Kneeland Project Board**

Adrienne Roark, president, Content Development and Integration for CBS News and Stations and CBS Media Ventures, and Akili Franklin, director, News Management Recruitment for Hearst Television, join the Kneeland Project Board of Directors; both are former Kneeland Fellows

**Austin, Texas** – The Carole Kneeland Project announced that [Adrienne Roark, president of Content Development and Integration for CBS News and Stations and CBS Media Ventures](#), and [Akili Franklin, director of News Management Recruitment for Hearst Television](#), were elected to and will join the Kneeland Project Board of Directors. Both executives are former Kneeland fellows and will bring their unique experiences to the non-profit's board.

Roark leads content strategy and integration for CBS News and Stations, and CBS Media Ventures, while overseeing several East Coast CBS-owned stations and the CBS Local News Innovation Lab. She brings a special connection to Kneeland as this is a homecoming for her; she attended the first conference in 1998.

"I was fortunate to attend the first seminar 26 years ago, and it was an inspiring hands-on learning experience," Roark said. "Numerous takeaways served as building blocks throughout my career in news, such as the fundamental importance of balance, and what it means to be an empathetic and collaborative leader. It is an honor to return to Kneeland and join this incredible board, which continues to guide the direction, future, and success of the Kneeland Project."

Akili Franklin attended Kneeland in 2016, when she was news director for Hearst Television's WDSU-TV in New Orleans. In her current role, she oversees the Fred Young Hearst Television Producing Fellowship program and identifies top managers for all of Hearst Television's news operations with an eye toward building newsroom leaders of the future.

"I am excited to join the board of this extraordinary organization," said Franklin. "When I attended Kneeland, I thought it was by far the best training and experience I could have received as a news director. The insight and knowledge I gained have benefited me and my newsrooms every year since."

The Carole Kneeland Project – named after a legendary Austin, Texas news director who exemplified ethical leadership and responsible journalism – marked its 25<sup>th</sup> anniversary last year. Roark and Franklin will help launch the organization into its next 25 years.

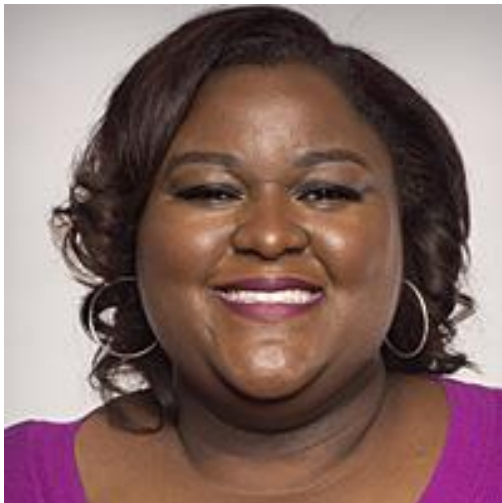
"We elected board members who share our passion for the Kneeland Project and who will help us instill in local TV news leaders the values, ethics, and fundamentals that are so key to Carole's legacy," said Board President and 2006 fellow Michael Fabac. "We are thrilled to welcome Akili and Adrienne to the team, and appreciate Hearst Television and CBS News and Stations for its help ensuring a bright future for the non-profit."

Roark and Franklin will replace Barbara Maushard, senior vice president of news for Hearst Television, and Bernard Choi, vice president of communications for Boeing Commercial Airplanes. Both served full five-year terms on the board and made lasting contributions to Kneeland and its more than 800 Fellows.

### **About The Kneeland Project**

For 26 years, The Kneeland Project has educated more than 800 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 and remains committed to the mission of improving local news, one journalist at a time.



Akili Franklin, Hearst Television



Adrienne Roark, CBS News