



Experienced Journalists to Join the Kneeland Project Board

Jennifer Mitchell, President of CBS Television Stations, and Heather Gray, Vice President & General Manager for Capitol Broadcasting Company's WRAL-TV, WRAZ, & WILM, join the Kneeland Project Board of Directors.

Austin, Texas – The Carole Kneeland Project announces the election of Jennifer Mitchell and Heather Gray to its Board of Directors. Both bring extensive and unique experiences to the non-profit's board.

Jennifer Mitchell leads CBS Stations, as well as CBS News and Stations' local and national digital properties. She oversees 27 CBS-owned stations and manages station operations in 17 markets, working closely with the general managers and their teams. An expert in developing and leading audience-focused digital content strategies, Mitchell is a driving force for innovation across CBS Stations' newsrooms, streaming and digital platforms. Prior to CBS, Mitchell spent 22 years at the ABC Owned Television Stations as senior vice president of digital creative content.

"I'm honored to join the board of the Carole Kneeland Project and work alongside such an esteemed group of leaders and journalists," Mitchell said. "Its commitment to rigorous training, ethical leadership, and collaboration is essential to the strength of our profession. At CBS Stations, we believe deeply that the role of local journalism is to inform communities, hold ourselves to the highest standards, and serve the public with fairness and integrity. I'm proud to support an organization that is helping prepare the next generation of newsroom leaders."

Heather Gray oversees unified operations across broadcast, digital and emerging media for Capitol Broadcasting's assets in Raleigh, North Carolina. With over 30 years of media leadership experience, she has driven strategic growth, community engagement, and award-winning initiatives at her stations. Heather has held numerous other newsroom and leadership roles at stations across the country, including general sales manager, creative services director, and station manager, and is passionate about the role of local media in informing and serving communities.

"I have long held the work of The Carole Kneeland Project in high regard and am honored to join the board," said Gray. "The Kneeland Project's commitment to developing the next generation of newsroom leaders and supporting the ongoing training of journalists is critically important. I look forward to supporting an organization that continues to shape the future and success of local journalism while providing a compass for future leaders."

The Carole Kneeland Project – named after a legendary Austin, Texas news director who exemplified ethical leadership and responsible journalism – has trained more than 900 news leaders in the past 28 years.

"We are thrilled to welcome Jennifer and Heather to the board," said Board President and 2006 Kneeland Fellow Michael Fabac. "The two bring unique perspectives and extensive local journalism experience that will help newsroom leaders adapt to rapid industry changes – and ensure a bright future for Carole's legacy."



Mitchell & Gray replace Dave McNeely and Anita Helt. McNeely, Carole's widower, was instrumental in launching The Kneeland Project in 1997 and remained a dedicated board member until his passing in August. Anita Helt, who is the Regional Vice President and General Manager for The E.W. Scripps Company in Phoenix, Arizona, completed her five-year term on the board. Both individuals made significant and lasting contributions to Kneeland and its Fellows.

About The Kneeland Project

For 28 years, The Kneeland Project has educated news leaders in 143 markets across all 50 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.



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