

Jane McDonnell

Nonprofit news management and development expert. Digital media leader and innovator. Veteran national/local journalist. Justice, equity, diversity and inclusion champion.

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EXPERIENCE

free range media, LLC — CEO

JANUARY 2017 - PRESENT

Advise and evaluate national and local nonprofit media organizations, women's and environmental groups on start-up structure, strategic planning, sustainability and scale, board and leadership development, and culture change and inclusion. Non-confidential clients include:

[Corporation for Public Broadcasting](#): Evaluated and advised CPB's Editorial Integrity and Leadership Initiative, a two-year training program for emerging public media leaders at the Cronkite School at the University of Arizona.

[News Product Alliance](#): Advised on building the founding board of directors for this nonprofit organization focused on news product professionals.

[Institute for Nonprofit News](#): Advised on executive succession planning and creating a replicable training program for select groups of the organization's 400+ news members.

[The Pivot Fund](#): Advised (pro bono) on foundational and partnership strategies for new venture philanthropy organization dedicated to investing \$500 million into independent BIPOC-led community news.

[New England News Collaborative](#): Advised a collaborative of nine public media stations on creating a first-time design-thinking workshop for a new editorial product.

Online News Association, Washington DC — Executive Director

SEPTEMBER 2008 - JANUARY 2017

Oversaw the strategy and operations of the world's largest membership organization of digital journalists, working closely with its Board of Directors. Increased annual budget to \$4M, partly through private-sector sponsorships and \$2M+ in grants from 10 major U.S. foundations. Directed staff of six FTEs and seven consultants, focusing on major media and tech partnerships, global community outreach, the Online Journalism Awards, the Women's Leadership Accelerator, immersive technology and diversity scholarships, fellowship and leadership programs. Launched ONA Local, a support network of regional journalists and technologists in 90 communities around the world. Provided vision for ONA's state-of-the-art annual conference, growing attendance to 2,500+; achieved gender and POC parity on speakers.

COMMUNITY LEADERSHIP

Board of Directors:

[New Hope Midcoast](#), Maine
[Student Press Law Center](#), Past Chair
[Chicas Poderosas](#), Past Chair

PROJECTS / PARTNERSHIPS

\$1M [Challenge Fund for Innovation in Journalism Education](#)

Partners: Democracy Fund, McClatchy Foundation, Rita Allen Foundation, Knight Foundation and Ethics & Excellence in Journalism Foundation

ONA Local

Partner: Knight Foundation, \$800K+

Journalism 360, VR/AR

Partners: Google, Knight Foundation

Women's Leadership Accelerator

Partners: Poynter, Dow Jones Foundation, Facebook, Google, McCormick Foundation, Knight Foundation, Craig Newmark Philanthropies, Ford Foundation, WordPress.com

Diversity Fellowships

Partners: CNN, NBCUniversal, Knight Foundation

Project for Excellence in Journalism, Pew Research Center, Washington DC — Consulting Senior Editor

2007 - 2008

Led editorial production and coordinated data for PEJ's respected [State of the Media report in 2008](#), focusing on the growing impact of digital media.

[Center for Public Integrity](#), Washington DC — Communications Director

2006 - 2007

Responsible for website rebuild and operation and external communications for the oldest digital-only, investigative nonprofit media organization.

Coordinated online presence for complex stories, data and visuals.

EXPERIENCE

Public Access Journalism, Washington DC — President

2001 - 2006

Started up a ground-breaking media production company focused on solutions journalism for social issues, funded by foundations, widely distributed by a major news service (KRT) and crowdsourced by communities.

Directed team of high-profile reporters, a community manager and evaluator in developing [in-depth editorial projects](#) -- including [custom websites](#), videos and deep resources on grief, addiction and food health in the U.S., funded by the Robert Wood Johnson Foundation, among others.

Knight Ridder/Tribune Information Service, Washington DC — Managing Editor

1988 - 2000

Managed the Special Sections department of the former international news service, starting up the first online production system of themed designed pages to 300 subscribers. Worked on experimental, company-wide online projects, on the international and national desks and as Food, Books and Travel editor.

Print Newspapers, New Jersey — Editor, Reporter

1980-1988

Asbury Park Press, Daily Register (Shrewsbury), The Ocean County Observer and the Times Observer

HONORS

ONA [2018 Rich Jaroslovsky Founder Award for Excellence in Digital Journalism](#)

Part of the Center for Public Integrity team that won the 2007 Goldsmith Public Service Award from the Shorenstein Center at Harvard Kennedy School.

2000 Knight Ridder Excellence Award for Community Service

PERSONAL

Seal Watch volunteer @ Carpinteria (CA) Seal Sanctuary, and Stranding Response Team volunteer @ Marine Mammals of Maine; hiking, kayaking, birding, cooking, traveling, art, civic volunteering and naturalist studies

Studied at L'Academie de Cuisine Chef's Program, Bethesda, MD