

Jane McDonnell

Digital media leader and innovator. Nonprofit management and development expert. Veteran national/local journalist. Diversity and culture change champion.

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EXPERIENCE

free range media, LLC — President/CEO

JANUARY 2017 - PRESENT

Advise/evaluate national nonprofit media organizations and women's groups on start-up structure, long-term strategy, sustainability and scale, managing change, digital/tech transformation, board and leadership development, and diversity, equity and inclusion. Non-confidential clients include [Corporation for Public Broadcasting](#), [News Product Alliance](#), and the [Society for News Design](#).

[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 tuition-free Women's Leadership Academy / 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.

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 oldest digital-only, investigative nonprofit media organization. Coordinated online presence for all CPI projects, including data, visuals and stories, which won the 2007 Goldsmith Public Service Award from the Shorenstein Center at Harvard Kennedy School.

COMMUNITY LEADERSHIP

Board of Directors:

[Student Press Law Center](#),
Chair
[New Hope for Women](#), Maine

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

EXPERIENCE

Public Access Journalism, Washington DC — *President*

2001 - 2006

Started up 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, 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 international news service (now McClatchyDC), 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](#)

2000 Knight Ridder Excellence Award for Community Service

PERSONAL

Hiking, kayaking, birding, cooking, reading, traveling, art, civic volunteering and naturalist studies

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