

USC | ANNENBERG

School for Communication & Journalism

**Expanding Coverage: News and Information
To Enhance Community Health Agenda**
Forum Room, Fourth Floor (Outside Stairway)
Ronald Tutor Center, University of Southern California
3607 Trousdale Parkway Los Angeles, CA 90089
(213) 740-2311

Agenda: December 4, 2012

9 a.m. Intro/Welcome

- **Michelle Levander**, Founding Director, [The California Endowment Health Journalism Fellowships](#), USC Annenberg School for Communication & Journalism
- **Ernest James Wilson III, Ph.D.**, Dean, [USC Annenberg School for Communication & Journalism](#)

9:15-10:00 a.m. A Call to Action: Giving Voice to Underserved Communities

- **Robert K. Ross, M.D.**, President and Chief Executive Officer, [The California Endowment](#)
- **Geneva Overholser**, Director, [USC Annenberg School of Journalism](#)

10:00-11:45 a.m. Strategies for Engagement

Moderator: **Bill Celis**, Associate Director, [USC Annenberg School of Journalism](#)

- **Chris Amico**, Co-founder, [Homicide Watch D.C.](#)
- **Martin Reynolds**, Senior Editor for Community Engagement, [Bay Area News Group](#)
- **Anne Rolfes**, Founder and Executive Director, the [Louisiana Bucket Brigade](#)

11:45 a.m.-12:45 p.m. Lunch

12:45-2:15 p.m. Journalism with Impact

Moderator: **Anh Do**, Multicultural Communities Reporter, [Los Angeles Times](#)

- **Jessica Pérez**, Community Editor, and **Brizette Castellanos**, Youth Reporter, [Boyle Heights Beat](#)
- **Rebecca Plevin**, [Reporting on Health Collaborative](#)
- **Kate Long**, Freelance Reporter, [The Charleston \(WV\) Gazette](#) and author of "The Shape We're In"

USC | ANNENBERG

School for Communication & Journalism

Agenda: December 4, 2012 (Cont'd)

2:15-2:30 Break

2:30-4:15 p.m. Foundation-Funded Journalism: Promise and Peril

Moderator: [Mary Lou Fulton](#), Senior Program Manager, [The California Endowment](#)

- [Derryl Acosta](#), Communications Director, [Price Charities](#)
- [David Haas](#), Chair, [Wyncote Foundation](#)
- [Mark Hallett](#), Senior Program Officer, the [Robert R. McCormick Foundation](#)
- [Mark Jurkowitz](#), Associate Director, [Pew Research Center's Project for Excellence in Journalism](#)
- [Geneva Overholser](#), Director, [USC Annenberg School of Journalism](#)
- [Bahia Ramos-Synnott](#), Director, Community Foundations, [Knight Foundation](#)

4:15-4:30 Wrap-up Session

Escorted walk to Davidson Conference Center

4:45-5:45 p.m. Reception, The Vineyard Room, Davidson Conference Center

6-8 p.m. Keynote Dinner

Health Storylines and Their Transcendent and Practical Possibilities

With [Neal Baer, M.D.](#) former executive producer for ER and Law and Order SUV, Senior Fellow, [USC Center on Communication Leadership and Policy](#)

Symposium Concludes

Speaker Bios

Derryl Acosta is the communications director at [Price Charities](#), a non-profit that seeks to improve the lives of residents living in low income urban communities, with an emphasis on the San Diego community of City Heights. Mr. Acosta has worked as a television reporter and communications professional for the past 17 years, for both private and public organizations. He currently oversees a publication for an immigrant community of San Diego, [City Heights Life](#).

Brizette Castellanos is a youth reporter for [Boyle Heights Beat](#), a print and online news outlet for a Latino immigrant community of Los Angeles. She is also a junior at Theodore Roosevelt High School's School of Communications, New Media and Technology.

Bill Celis is associate director of the Annenberg School of Journalism. He is a former education correspondent for The New York Times and a former reporter and columnist for The Wall Street Journal. He conceived and helped create Intersections: The South Los Angeles Report, the first hyper-local website at USC Annenberg.

Anh Do reports on multicultural communities for the Los Angeles Times, a reporting position funded by the Ford Foundation. Previously, she served as vice president of Orange County-based Nguoi Viet Daily News, the largest Vietnamese-language publication in the United States, which her late father founded, and as managing editor of LA.Spot.Us.

Mary Lou Fulton is senior program manager for [The California Endowment](#). Through her grant making, she supports health reporting at mainstream newspapers and nurtures new voices, including youth, in underserved communities. Before joining The Endowment in 2009, Ms. Fulton served as vice president of audience development for The Bakersfield Californian, where she oversaw the conceptualization and launch of new products and publications. Ms. Fulton has considerable experience as a journalist, serving as both an editor and writer at the Los Angeles Times, The Associated Press and AOL.com, where she was managing editor. She also played a key role in the creation of washingtonpost.com.

Speaker Bios (Cont'd)

David Haas serves on the board of the [William Penn Foundation](#), a regional grant maker founded in 1945 by Otto and Phoebe Haas and based in the Philadelphia area. The foundation funds in the areas of children, youth and families; environment and communities; and arts and culture. He is also board chair of the [Wyncote Foundation](#), which supports a range of nonprofit organizations. Mr. Haas has served as steering committee chair, and now board chair, of [Media Impact Funders](#) since 2002. Media Impact Funders is an association of grant makers committed to advancing media arts and public interest media funding. From 1989-1997, Mr. Haas ran the [Philadelphia Independent Film/Video Association](#), a service organization for independent film, video and audio makers based in the Philadelphia area. Before 1989, he was executive producer of a nationally recognized educational documentary, "AIDS in the Barrio" and worked as a freelance photographer and high school math teacher.

Mark Hallett is a senior program officer in the journalism program at the [Robert R. McCormick Foundation](#), where he coordinates grant making in a number of areas, including youth journalism, press freedoms, diversity in journalism, and First Amendment initiatives. Before joining the McCormick Foundation, he was an editor at Safety + Health magazine, where he launched an international edition and researched, assigned and wrote stories on workplace safety and environmental issues.

Mark Jurkowitz, associate director of the Pew Research Center's [Project for Excellence in Journalism](#), has spent nearly two decades covering the news media. He is currently working on a major report that examines the economics of the non-profit news sector and includes survey data from scores of non-profit news sites. Previously, he was the press critic and for the Boston Phoenix, where he wrote the "Don't Quote Me" column from 1987-1994 and again from July 2005 until June 2006. In between, he spent 10 years at The Boston Globe, initially as the paper's ombudsman and then as its first full-time media beat writer. He has also made more than 300 appearances as a regular panelist on "Beat the Press," a weekly program on Boston's WGBH-TV that scrutinizes journalism.

Michelle Levander, a veteran news editor and reporter with a career that spans California, Asia and Latin America, is founding director of [The California Endowment Health Journalism Fellowships](#), editor-in-chief of its online health policy and journalism community, [ReportingonHealth.org](#), creator of the Reporting on Health Collaborative, and co-editor and co-publisher of [Boyle Heights Beat](#), a bilingual quarterly newspaper produced by high school students in a Latino immigrant neighborhood of Los Angeles and distributed to 22,000 homes through a partnership with La Opinión.

Speaker Bios (Cont'd)

Kate Long is a writing coach and a freelance reporter for [The Charleston Gazette](#) and West Virginia Public Radio. She was a 2012 National Health Journalism Fellow and recipient of a Dennis A. Hunt Health Journalism Grant. With the grant, she and The Charleston Gazette set out to create a climate of “sustained outrage” about the state’s obesity and diabetes crises. The result: an extraordinary [yearlong series](#) as well as an impressive community, legislative, civic, and university response, with many interesting partnerships.

Jessica Perez is online and community editor for [Boyle Heights Beat](#). A collaboration among USC Annenberg, The California Endowment and La Opinión, this free quarterly newspaper depicts life in an inner-city Latino immigrant neighborhood as its residents experience it – with stories of cultural riches and community challenges, but not as the hotbed of crime and violence portrayed by mainstream media. With its storytelling, Boyle Heights Beat gives voice to a marginalized community. Perez, who grew up in Boyle Heights, also founded the “[Mis Neighbors](#)” blog. She is a graduate of Cal State Long Beach, where she studied broadcast journalism.

Geneva Overholser is director of the School of Journalism at the USC Annenberg School for Communication & Journalism. She was editor of The Des Moines Register from 1988 to 1995, where she led the paper to a Pulitzer Prize for Public Service. She has been ombudsman of The Washington Post, a member of the editorial board of The New York Times, a syndicated columnist for The Washington Post Writers Group, and a reporter for the Colorado Springs Sun.

Bahia Ramos-Synnott joined the [Knight Foundation](#) in September 2009 as a National Urban Fellow and was later hired as director, community foundations. She directs donor-advised grants to community foundations around the country. Prior to her selection as a [National Urban Fellow](#), she spent two years in London, where she consulted with Man Group, the world’s largest publicly traded hedge fund, in the corporate responsibility department. Previously, she worked in the cultural nonprofit sector in Brooklyn and in St. Paul, Minnesota.

Rebecca Plevin is a reporter with [Vida en el Valle](#) in Fresno and a member of the **Reporting on Health Collaborative**, which involves seven news outlets in California’s Central Valley. It is currently producing an ambitious [reporting project](#) on official indifference towards a devastating illness called “valley fever.” The Collaborative seeks to maximize its impact by taking risks and forging new relationships. The ongoing project has already had promising results and engaged many in the community.

Speaker Bios (Cont'd)

Martin Reynolds is senior editor for community engagement at the Bay Area News Group, the dominant mainstream media organization in northern California. He is one of a handful of journalists nationally with this title and an innovator in engaging with Oakland's diverse communities. Mr. Reynolds is the former editor of the Oakland Tribune, now owned by the Bay Area News Group.

Robert K. Ross, M.D. is president and CEO of [The California Endowment](#), the largest health foundation in California. He previously served as director of San Diego County's Health and Human Services Agency and as commissioner of public health for Philadelphia. Dr. Ross has an extensive background as a clinician and public health administrator. The California Endowment currently funds approximately 20 media projects as part of its strategy for improving community health.

Ernest James Wilson III, Ph.D., is Walter Annenberg Chair in Communication and dean of the USC Annenberg School for Communication & Journalism. He is also a professor of political science, a faculty fellow at the USC Center on Public Diplomacy at the Annenberg School, a member of the board of the Pacific Council on International Policy and the National Academies' Computer Science and Telecommunications Board and a member of the American Academy of Arts and Sciences. He served on the board of the Corporation for Public Broadcasting from 2000 to 2010, the last year as chairman.