

Big readership gains for ThreeSixty Journalism magazine

In an era when most news organizations rely increasingly on online delivery, ThreeSixty Journalism has entered the world of print. Beginning in September 2010, the program began producing a quarterly magazine delivered to high schools, libraries, and youth organization throughout the Twin Cities.

The print edition was inspired by teachers who use work by ThreeSixty Journalism writers to encourage their students to read, write and think critically. Although the content was already available on-line, teachers said a print version is easier to use in the classroom and send home with teens.

Because the articles are produced by local teens about topics of interest to their peers, teachers report that they are a useful way to engage reluctant readers and practice critical reading comprehension skills. Other teachers use the magazine to foster class discussions and writing and to demonstrate what teen writers can accomplish. The print edition has also been an effective way to recruit students for ThreeSixty Journalism programs.

The first issue of the quarterly print magazine sent 1,500 copies to 40 locations. This year, more than 11,500 copies are distributed to 200 middle schools, high schools, public libraries and youth organizations in the Twin Cities metro and surrounding areas. Magazines are provided free of charge thanks to donations from supporters and partnerships with Finance & Commerce, which donates the printing, and the Star Tribune, which delivers the magazine to many schools.

We're proud that our magazine is a valuable resource for teachers - helping them teach nonfiction, promote writing and foster discussion. It also is a great way for the community to hear teens' perspective.

The writers and artists love seeing their work in print. And they've found great satisfaction knowing that their work is read by thousands of their peers.



Sinthia Turcios, a senior at Washburn High School in Minneapolis, and Maya LeBeau, a senior at Central High School in St. Paul, are among dozens of teens whose work has appeared in ThreeSixty Journalism's quarterly magazine.



Frequency: Four times a year

Circulation: 11,500

Distribution Sites: 200 middle schools, high schools, public libraries and youth organizations

Location: 63 cities in 14 counties (which includes the Twin Cities metro area)

"The magazine is highly engaging to high school students and readable for a wide range of levels. In a school like mine where kids don't see a lot of success and don't see themselves as achievers, seeing their peers published is a good role model."

*-Shelly Thiessen, English Teacher
Lincoln International High School*

ThreeSixty Journalism wins 11 awards in Minnesota college newspaper competition

The Minnesota Newspaper Association has given ThreeSixty Journalism a general excellence award for its publications during the 2010-2011 school year. It also presented 10 awards to the program's teens for individual articles published by ThreeSixty Journalism.

Although ThreeSixty Journalism works with high school students, the MNA allowed it to compete with newspapers at colleges throughout Minnesota.

"We are honored and delighted to have ThreeSixty Journalism and our students' work recognized in this way," said Executive Director Lynda McDonnell.

The individual winners include Asma Adam and Olivia Deans for business stories, David Gustafson and Kelly Schueler for sports stories, Ty Heimerl and Sabrina Kennelly for government/public affairs stories, and Ariel Nash and Grace Pastoor for social issues stories. Grace Pastoor and Mary Meehan also won awards for human interest stories.

The awards will be presented Jan. 26 at the MNA convention in Bloomington.

INSIDE:

ThreeSixty Journalism celebrates a decade of training storytellers at St. Thomas



Lynda McDonnell,
executive director

Back in 2001, with a small three-year grant and the charge to grow a two-week teen journalism camp into a year-round program, I had no idea whether the program would survive to celebrate its 10th birthday.

Along with the St. Thomas journalism faculty and the program's board of advisers, I started with a dream: We wanted to make journalism as captivating to teen writers from diverse backgrounds as it had been for us. By helping teens tell stories that mattered to them, we hoped to give all of them important writing and critical thinking skills. And we persuade some to pursue media and communication careers.

In that, we have certainly succeeded. Since

2001, more than 1,000 teens have completed ThreeSixty Journalism programs. Dozens have studied communications and journalism in college. The program's budget has tripled and number of students served each year increased from 15 a year to 150 today.

At least 11 alumni are working for media organizations and communications firms. Those who became teachers, engineers and grad students tell us that the program helped them write more clearly, think more critically and care more about what's happening in their community.

Equally important is the value of our teen writers' work to their peers. Teachers and youth leaders in more than 200 schools and organizations are using our quarterly print magazine to educate, entertain and inspire their students. The articles, essays and artwork by Minnesota teens about issues im-

portant to their peers have helped engage students in reading, writing and reflection.

None of that could have happened without the University of St. Thomas' commitment, our board's leadership, the creativity and hard work of the program's tiny, mighty staff, and all of those who have given money, time and trust over the past decade. In this publication, we profile a few volunteers, donors, students, alumni and teachers. Hundreds more of you deserve our thanks.

It's impossible for any small non-profit program to feel secure. Funding is year-to-year and survival often seems as much an act of faith as fortune. Our ambitions always outstrip our resources. But we are deeply grateful for the accomplishments of the past 10 years and look forward to the challenges and opportunities ahead.

—Lynda McDonnell, executive director

Growing the Program

How can I get involved in ThreeSixty Journalism? When teens ask that question, editor Annie Nelson offers a growing number of options. There are **summer camps**, which served 40 students from June through August. Building on the experience and relationships from the summer, many students go on to work with ThreeSixty Journalism during the school year.

In fall 2011, 28 teens joined the program's **editorial board**, the leadership group that meets each month to plan and produce articles, essays and content for ThreeSixty Journalism's website and magazine.

Four veteran reporters committed to coming in once a week to work with Annie on more complex stories. The **senior reporter position** adds an opportunity for the most experienced teen journalists. Meanwhile, teens who want a less intense commitment are encouraged to **blog** about issues of importance to them and their peers.

For teens who want to join the program during the school year, Annie leads **News Team**, an 8-week introduction to journalism class offered at ThreeSixty Journalism's office in St. Paul and sometimes in satellite locations. Meeting weekly for two hours, teens work through the steps required to produce an article – from developing story ideas to in-

terviewing sources to writing first drafts. Those who want to continue are invited to join the editorial board.

All student work goes through a rigorous editing process before it's published. "We give them a level of critique they've never experienced before," said Annie. "It can be very challenging at first but it rapidly advances their writing ability if they stick with it."

If a first draft is missing key information, students have to go back for more. Annie advises teen writers to think carefully about the points they're making and to use stories and scenes rather than rely on general statements.

Thanks to volunteer journalists, ThreeSixty Journalism has also been able to partner with high schools that seek to offer a journalism experience to their students.

Last spring, volunteers Margo Ashmore of the *Northeast* newspaper, Holly Wagner of WCCO-TV and retired journalists Bob Franklin and Terry Wolkerstorfer – introduced 60 freshmen at Edison High School in northeast Minneapolis to journalism basics.

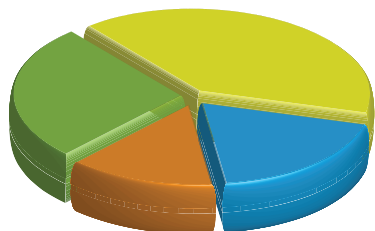
This fall, Bob Franklin took those lessons to Roosevelt High School in Minneapolis, where he is helping teacher Rebecca Oberg launch a school newspaper.



Student Demographics

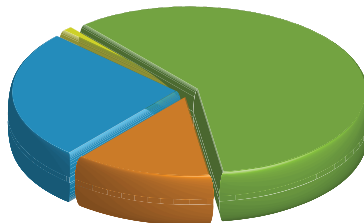
(based on 127 students served in FY 2011)

Ethnicity



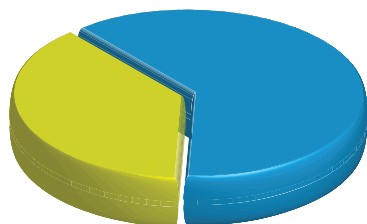
- Black or African immigrant (40%)
- Latino (19%)
- Asian (14%)
- White (27%)

Location



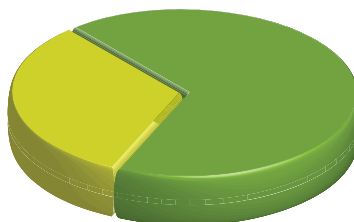
- Minneapolis (59%)
- St. Paul (13%)
- Twin Cities suburbs (26%)
- Greater Minn. (1%)

Gender



- Female (62%)
- Male (38%)

Income



- Free and reduced lunch (68%)
- Other (32%)



ASMA ADAM

ThreeSixty Journalism senior reporter

Asma Adam, a high school senior who is a post-secondary student at Concordia University in St. Paul, first became involved with ThreeSixty Journalism as an Intermediate Camp participant in the summer of 2011. She continues with the program as a senior reporter, interviewing a Somali refugee about her migration and tackling a complicated story about teen homelessness.

Looking ahead, Asma plans on majoring in biology, minoring in chemistry and going to medical school. Her dream is to become a pediatrician. She credits ThreeSixty Journalism with improving her writing and confidence. Before ThreeSixty Journalism, she mostly stayed within her circle and didn't like to talk to a lot of people. But when she had to approach strangers to interview them for a story, she learned to break down that barrier.

Although she's not pursuing a career in journalism, becoming a ThreeSixty Journalism teen reporter has been "one of the best ideas" of her life. It's a "great program for anyone who is interested in journalism or wants to try it out."



NATHAN PALM

Alumnus

After his junior year at Osseo Senior High, Nathan Palm attended a

ThreeSixty Journalism summer camp and for the very first time, realized he

could combine his love of sports with journalism. Nathan was inspired by the hands-on, ThreeSixty Journalism experience of "writing articles, working with professionals, and going through multiple drafts of a story," and he left camp enthused about the "valuable communication and social media skills" he had gained.

Today, Nathan studies Journalism at the University of Wisconsin-Madi-

son, writes for the Badger Herald, produces two weekly sportscasts for the student radio station, and covered the Big Ten Championship game in Indianapolis.

As he pursues his passion for broadcast journalism, Nathan remembers ThreeSixty Journalism as a crucial "stepping-stone" in his academic growth, and credits the experience as a valuable investment in his future.



LAURA LEE

Alumna

When 17-year-old Laura Lee was admitted to the ThreeSixty Journalism summer camp (then the Urban Journalism Workshop), it changed her life. The summer camp in 2002 confirmed what she wanted to do – become a journalist.

The program opened many doors for Laura. The graduate of Henry High School in Minneapolis received ThreeSixty Journalism's full-ride tuition to the University of St. Thomas, where she earned a degree in broadcast journalism. The degree helped jump-start her career. While she and husband Abe raised the first of their three children, Laura worked as a reporter and anchor at the University's TV station and interned at KARE-11 her senior year.

Equipped with professional experience, a strong academic foundation and good contacts in the field, Laura joined the production team at KSTP after graduation. Two years later, she became a reporter for KAAL-TV in Rochester and Austin, Minn. This fall, she was promoted to TV anchor.

Laura continues to stay involved with ThreeSixty Journalism – mentoring students, helping at fundraisers, promoting the program and making donations. "It does phenomenal things for students and does make a difference in their lives," she said.

How has ThreeSixty Journalism had an impact in your life?

Improved writing skills

ThreeSixty Journalism has helped me immensely with my writing skills. Even though now I do scientific writing, the journalism experience I learned at camp applies. Writing for scientific journals requires writing that is concise, logically ordered and well-researched.

-Chee Lee, class of 2004, technical writer

ThreeSixty Journalism encouraged me to think critically and ask thoughtful questions. These are skills I use every day in my work now as an independent consultant and when I was an aide to U.S. Senator Al Franken.

-Amy Hang, class of 2002, consultant

Helped me get into college

ThreeSixty Journalism helped me discover my passion for journalism and communications. The ThreeSixty Journalism scholarship has helped me turn my dream of being the first in my family to attend college into a reality.

-Tyanna Dickerson, class of 2010, freshman at the University of St. Thomas

Provided a network of people who love journalism

The relationships from UJW, my article that appeared in the Pioneer Press, and the broadcast piece I worked on helped me land into other journalism groups that allowed me to continue learning and growing. If it had not been for UJW and people supporting me, I may not be where I am today.

-Damon Maloney, class of 2001, TV reporter

I wrote about the articles that I wrote during camp and that got published in the Pioneer Press and Star Tribune in all of my college applications and got accepted into every school I applied to.

-Zawadi Mbele, class of 2009, sophomore at Augsburg College

Guided me in my journalism career

If it wasn't for the experience, I wouldn't have received my position as the only freshmen editor of Drake Magazine and now as a writer for Better Homes and Gardens. I wouldn't have matured into the journalist I am today.

-Matthew Smith, class of 2007, Drake University, Better Homes and Gardens magazine

Made me aware of journalism's impact

It has taught me to be observant of what's going on around me and to be concerned about issues greater than my own. Previously, I was oblivious to economical, political and societal issues.

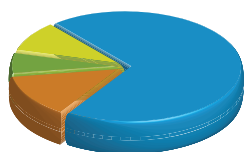
-Tiffany Trawick, class of 2009, University of Minnesota

When I was part of ThreeSixty Journalism's Editorial Board, we were creating multimedia packages when it was only just becoming relevant. Having that experience when I was in high school prepared me for journalism school and internships.

-Alexandra Sifferlin, class of 2007 Northwestern University

Financial Report FY 2011

Revenue*

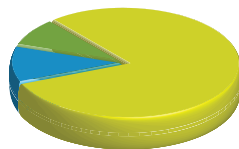


- Contributions (131,200)
- University of St. Thomas (25,000)
- Sponsorships (12,500)
- Earned income - includes tuition, advertising and proceeds from raffles and silent auction (17,600)

Total revenue \$186,300

*Does not include the value of in-kind donations (\$80,000)

Expenses



- Program expenses (185,000)
- Management and general (26,000)
- Fundraising (20,000)

Total expenses (\$231,000)

Income Statement

Beginning balance	\$209,500
Total Revenue	\$186,300
Total Expenses	\$231,000
Year-end balance	\$164,800

Fall fundraiser succeeds

A fall fundraiser featuring a noted journalist has become an important part of ThreeSixty Journalism's calendar.

Along with celebrating great journalism and raising funds to support the program, it's an occasion where people from

politics and journalism, education and business mingle and meet ThreeSixty Journalism students and alumni.

Isabel Wilkerson spoke to 220 guests at ThreeSixty Journalism's fundraiser on November 11, 2011 when the program also celebrated its 10th anniversary at the University of St. Thomas.

Wilkerson, a Pulitzer-prize winning journalist, spoke about her book – *The Warmth of Other Suns* – which chronicles



the migration of six million southern blacks to the North between World War I and 1970. The book won the National Book Critics Circle Award for Nonfiction.

Al McFarlane, editor-in-chief of Insight News and president of McFarlane Media Interests, received the Widening the Circle Award for his extraordinary contributions to the next generation of journalists.

In honor of Wilkerson's visit, ThreeSixty Journalism students interviewed three

African-American elders who journeyed from the South to Minnesota. Their stories and those of four more recent immigrants are available at www.threesixtyjournalism.org/collection/migration.

Event sponsors included Comcast, Internet Broadcasting, Mall of America, Land O'Lakes, Best Buy, Northwest Area Foundation, the Star Tribune and the St. Paul Pioneer Press. Print4Change donated the printing of a commemorative booklet. We thank them for this support. We also thank board members and all the volunteers who helped make the event a success. The evening raised \$24,000 to support ThreeSixty Journalism programs.

Celebrate leap year with ThreeSixty Journalism

Join Twin Cities journalists, ThreeSixty Journalism students and supporters on Wednesday, Feb. 29 at a leap year mixer at Brit's Pub in Minneapolis.

We'll have appetizers, a cash bar and news of what's happening with the Twin Cities' premier youth journalism program.

When: Wednesday, Feb. 29 from 6–8:30 p.m., with a short program at 7 p.m.

Where: The Clubhouse upstairs at Brit's Pub, 1110 Nicollet Mall, Minneapolis

Cost: \$25 in advance for appetizers and a cash bar
\$30 at the door
\$20 for college students with IDs

Order your tickets by Feb. 22 by calling (651) 962-5225. Go to www.threesixtyjournalism.com/calendar/midwintermixer2012 for more information.

Thanks to donors in fiscal year July 2010-June 2011



LOU AND ALLAN BURDICK

Donors

When Lou Burdick began her work in public relations, she noticed right away that there were very few minority graduates or job candidates in the field. Lou knew it was important to bring diversity into Communications—in order to pick up on different threads in the community and represent the entire population—so when she learned about ThreeSixty Journalism (then the Urban Journalism Workshop), she was ecstatic.

Lou and husband Allan see ThreeSixty Journalism as an important investment in young people, and they know that students will “see returns in the stories they produce but also in the skills they will use their entire lives”.

Through Lou’s volunteer service on the Marketing Committee and the generous support of the Burdick-Craddick Family Foundation—focused on helping disadvantaged and minority communities in Hennepin County—Lou and Allan Burdick show their support for ThreeSixty Journalism and the mission to bring new voices into Journalism and Communications.

Individual donors to ThreeSixty Journalism, July 1, 2010-June 30, 2011

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*A *P* after a donor’s name indicates membership in the University of St. Thomas President’s Club, a group for donors who give \$1,000 or more in a given year.

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Volunteers

With a full-time staff of two people, ThreeSixty Journalism relies heavily on the support and service of volunteers. Volunteers bring unique talents and new perspectives to our work and have helped with both administrative and educational tasks.

As ThreeSixty Journalism continues to grow and plan for the future, we are evaluating the effectiveness and sustainability of our volunteer program to best serve our students and community.

We are currently researching best practices for volunteer management and updating our volunteer handbook and database tracking system. This is a great opportunity to tap the diverse skills of our supporters, and we welcome your input and assistance.

If you feel that you could help our organization with any part of this process—from writing handbook policies to managing a database or assessing impact—we welcome your volunteer service.

To share your gifts and help build capacity and

the sustainability of our volunteer programming, please contact Volunteer Coordinator Laura Linder-Scholer at (651) 962-8225 or by email at laura.linderscholer@stthomas.edu.

Volunteering by the numbers

Volunteers between July 2010 and June 2011

84 volunteers
 1,008 hours
 12 hours average service

Volunteer roles:

Coach student journalists
 Judge student essays
 Proofread content
 Help at fundraisers
 Serve on advisory panels
 Speak in high schools
 Assist in classrooms
 Teach at summer camps



BOB FRANKLIN

Volunteer

In a diverse and chaotic classroom of Roosevelt High School, Bob Franklin appears to have nothing in common with the sixteen year-olds around him. His white hair and wiry frame, newsroom jargon and professional attitude set him apart, but what really stands out is his immediate connection with the students. He treats each with respect and great expectation, and they are drawn to his contagious enthusiasm and unapologetic commitment to news.

Bob has retired from his professional career—

which included 40 years with the Star Tribune (formerly the Minneapolis Tribune) and 24 years of teaching journalism at the University of St. Thomas—but he remains engaged with education and print media through his volunteer work with ThreeSixty Journalism.

Both at Edison and Roosevelt High School, Bob has dedicated multiple days a week to tutoring students and supporting teachers as they pilot new journalism classes. He loves working with kids, and invests in ThreeSixty Journalism to “give kids a taste of journalism they may not get otherwise, and to open new doors for rewarding careers.”

Bob has raised two adult children and lives on Lake Independence with his wife of 45 years, Norma-Jean. Although he is easily ThreeSixty Journalism’s most active volunteer, Bob humbly explains his engagement saying, “I simply love teaching. I just love it.”



KAREN BOROS

Donor

Karen Boros supports individual and community investment in journalism, and has spent a career proving her dedication. After graduating from the University of Illinois at Urbana-Champaign with a degree in Marketing, Karen

was hired in advertising at the Chicago Daily News and Sun Times, and later served as a Political Reporter at WCCO-TV, correspondent for CBS News, State Capitol

Reporter for Minnesota Public Radio, and reporter and producer for Twin Cities Public Television.

Karen also taught Journalism at the University of St. Thomas, and currently writes for MinnPost. Throughout her career, Karen has witnessed the value of diversity in the newsroom, and sees youth engagement and the cultivation of new perspectives as the “key to keeping journalism relevant.”

For these reasons, Karen has been a long-time supporter of ThreeSixty Journalism. She continues to invest in the integrity and growth of journalism through her work as a donor and volunteer.

THREESIXTY JOURNALISM'S MISSION

ThreeSixty Journalism is committed to bringing diverse voices into journalism and related professions and to using intense, personal instruction in the craft and principles of journalism to strengthen the civic literacy, writing skills and college-readiness of Minnesota teens.

THREESIXTY JOURNALISM STAFF

Lynda McDonnell, executive director
Annie Nelson, editor
Andrea Salazar, AmeriCorps VISTA marketing coordinator
Laura Linder-Scholer, AmeriCorps VISTA volunteer coordinator
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