Aly Colón

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TEACHING EXPERIENCE

John S. and James L. Knight, Professor of Media Ethics, July 2014-Present. Teach Ethics. Poverty in the Media and Race & Media courses. Lead a fall journalism ethics institute and a winter media ethics institute.

Group Leader at the Poynter Institute, March 1997-July 2007. Reporting, Writing and Editing Group Leader, Ethics Group Leader, Director of Diversity Programs and Visiting Professional. Created and conducted weekly seminars for professional journalists, taught in the institute's summer college program and summer high school programs.

Adjunct Instructor at Western Washington University. 1990. Taught feature writing.

ETHICS EXPERIENCE

Director of Standards & Practices, NBC News, Miami, FL: Responsible for providing support and guidance to NBC's Telemundo Network News regarding NBC News Standards and Practices. Apply ethical decision-making to news decisions; provide ethics training, review scripts, video and digital news coverage to meet ethical standards.

Ethics Group Leader, The Poynter Institute, St. Petersburg, FL: Responsible for ethics becoming a part of every seminar, and a core value of all Institute training. Supervised ethics faculty and ethics curriculum. Created and taught ethics seminars and sessions, sought out and advised visiting faculty for ethics seminars.

Online Ethics Columnist, "Talk About Ethics," weekly column on journalism ethics.

Supervisor/First Responder: *"Poynter On Call: The Ethics Line"* for journalists seeking guidance on ethical issues.

Led and helped develop: *"Ethics on the Road"* Poynter program.

Payne Ethics Award Judge, University Oregon**.**

Ethics Faculty, The Poynter Institute**.**

National Endowment for the Humanities Fellowship for professionals focused on ethics involving public responsibilities and private values.

Ethics Writing featured online on poynter.org and in *Presstime.* Contributed a business journalism ethics chapter for the Knight Bagehot Business book, had plagiarism article reprinted in a writing book and wrote a primer on online ethics for the Hong Kong Journalism Association.

JOURNALISM ACCOMPLISHMENTS

- Researched and wrote an online report for the American Society of News Editors on "The future of diversity in the News," on ASNE.org, 2012.
- Diversity Outreach Coordinator for Public Radio International's national investigative integrity project.
- Editor of *Best Newspaper Writing* book, more than 400 pages of award-winning journalism used by journalists and university journalism professors. New edition annually.
- Group Leader of the Reporting, Writing & Editing Group, featuring 16 seminars in 2007, supporting six National Writers Workshops across the country, and supervising writing faculty.
- Creator and Poynter online editor/writer of a weekly "Journalism with a Difference" column" that featured seven diverse journalists.
- Created the *Poynter Report* as a new, high quality, quarterly magazine aimed at journalists, including 52-page issue featuring the best tips for journalists.
- Supervised and edited a 54-page special section on the Boeing 747.
- Published in more than 30 different publications.
- Have supervised metro, business and feature reporters and editors.
- Spoken before 57 different organizations.
- First known Diversity Reporter and Coach in the newspaper industry.

PROFESSIONAL EMPLOYMENT SUMMARY

Director of Standards & Practices, NBC News, responsible for implementing NBC's Standards & Practices at Telemundo Network News. 7/12-present.

Diversity Outreach Coordinator, consultant, Public Radio International, Communicated with diversity/ethnic news outlets to provide help in reporting/producing news related to State Integrity Investigation that examined state government corruption risk. 2/12/-7-12.

American Society of News Editors, consultant, research/produced/wrote report on the future of diversity in the news. 6/11-2/12

Independent journalist and Poynter Institute consultant, Projects included: Helped in the development of The Poynter Institute's News University online Journalism 101 course used by Cal-State-Fullerton, Missouri State University and Florida Atlantic University. Served as lead online course instructor, interviewed guest faculty and wrote the introductory essays for the 16-week course. Consultant on The Poynter Institute's "Making Sense of the News" project funded by the Ford Foundation; contributing writer for an online propaganda course funded by the United States Holocaust Memorial Museum. 11/10-7/12.

Avanade, Inc., Internal and External Communications Manager/Writer-Editor. Avanade is a business technology solutions and managed services provider. Thought Leadership Writer/Editor of industry perspective and point of view papers. Wrote for in-house, online company magazine. 1/08-10/10.

Safeco Insurance, Diversity Program Manager, responsible for diversity communication and curriculum. 7/07-1/08.

The Poynter Institute, St. Petersburg, FL, Reporting, Writing & Editing Group Leader. Editor, *Best Newspaper Writing* book, 2004-2007. Ethics Group Leader, 2003-2004; Diversity Director, 2002-2005, Faculty 1997-2003. Visiting Professional, 1997.

The Seattle Times, Seattle WA, assistant metro editor, diversity reporter and coach, 1990-1997.

The Herald, Everett, WA, editor over business/features, economy editor, assistant economy editor, 1983-1990.

The Oakland Press, Pontiac. MI, assistant magazine editor and writer, business columnist, regional reporter, 1979-1983.

Fairchild News Service, Northwest business bureau chief, Seattle, 1977-1979.

ADDITIONAL LEADERSHIP EXPERIENCE

Created, Coordinated and Co-Directed: *"Covering Hurricanes: Trials, Trauma and Triumphs,"* workshops for journalists who covered and lived in the path of Hurricanes Katrina and Rita.

Editor, *Poynter Report*, quarterly magazine published by the Poynter Institute.

DIVERSITY EXPERIENCE

Trainer: Maynard Institute**,** taught community online contributors about how to find their voices in diverse communities.

Editor, Writer & Creator: "Journalism with a Difference" column, Poynter.org.
http://poynter.org/column.asp?id=58

Director of Diversity Programs: Ensured diversity manifested itself as a Poynter core value.
Co-led: Poynter-Casey Foundation journalism seminar on the coverage of race.

Co-led: Leadership and diversity conference sponsored by the McCormick Foundation for National Association of Minority Executives.

Co-creator and co-director: *"Making Connections,"* year-long program helping journalists connect with diverse communities. Also created a "Making Connections" handout.

Knight Center Fellowship, "Race, Class and Ethnicity" seminar, Knight Center for Specialized Journalism, University of Maryland.

Project member, "Media Diversity beyond 2000," Poynter project funded by the Ford Foundation.

The Poynter Institute, seminar participant in "Improving Diversity: From People to Product" diversity seminar.

Diversity Writing featured on *Poynter.org*, *msnbc.com, The Writer's Handbook 2002*, *Quill*, *The Writer, Main Street America and The Third World*.

Diversity Reporter and Coach: *The Seattle Times*. Worked with editors and reporters to promote diversity in stories, story ideas, and story execution.

A Founding Member/former **President:** Latino Media Association, Northwest, 1995. Worked with LMA to help the National Association of Hispanic Journalists host its 1997 annual convention in Seattle.

OTHER REPORTING & WRITING EXPERIENCE

Business Reporter, *The Oakland Press*, Pontiac, MI, 1981-1982.

Regional Reporter, *The Oakland Press*, Pontiac, MI: Covered government, education, business and police, 1980 -1981.

Special Projects Writer and Consumer Columnist: *The Oakland Press*, Pontiac, MI, 1980.

Adjunct Faculty, Western Washington University, Bellingham, WA, fall 1988.

FELLOWSHIPS & EDUCATION

Knight Center Fellowship: "Paying for Health Care," seminar, Knight Center for Specialized Journalism, University of Maryland, 1993.

Robert Bosch Foundation Fellowship: "A United Germany in a Uniting Europe," Three-week, journalistic, in-depth European program for U.S. journalists, 1992.

Atlantik-Brüke Foundation Fellowship. Studied German politics, armed forces and culture. Wrote about the fall of the Berlin Wall and the German aerospace business, 1989.

American Bankers Association Communications Council Fellowship, Stonier Graduate School of Banking, University of Delaware, 1987.

American Newspaper Publishers Association Management Development Workshop. Mid-level managers workshop aimed at all newspaper departments, 1986.

Knight-Bagehot Fellow, Columbia University Graduate School of Journalism and Graduate School of Business, 1982-83.

National Endowment for the Humanities Fellowship for professionals focused on ethics involving public responsibilities and private values, University of Kansas, July 1981

M.A. in Journalism, Stanford University.

B.A. in Journalism, Loyola University, New Orleans.

PERSONAL BACKGROUND

Puerto Rican. Born in Santurce, Puerto Rico. Lived in Puerto Rico, Germany, Panama, the Canal Zone, and 10 different U.S. states. Traveled throughout most of the U.S., the Caribbean and Canada. Married to Sheila Nolan Colón, college

educator and administrator. Have an 18-year-old daughter, Christina Jane Colón.

SPECIAL QUALIFICATIONS

Native Spanish Speaker and Writer

PUBLISHED IN:

Poynter.org (link to articles:(http://www.poynter.org/profile/profile.asp?user=2138 The Washington Post, The New York Times, Quill, The Seattle Times, The St. Petersburg Times, The (Everett) Herald, The Oakland Press, The San Juan Star, PRESSTIME, Columbia Journalism Review, The Writer, msnbc.com, Stanford Magazine, Broadcasting & Cable, Catholic Digest), Poynter Report, Best Newspaper Writing Book (interviewer 1999,2000,2001,2002, 2003), Broadcasting & Cable (co-authored an article on convergence), The SND Chronicles (published by the Society of Newspaper Design), Army (magazine), Dixie (New Orleans Times Picayune Sunday Magazine), The Courier (New Orleans weekly), New Orleans Review, American Editor, The Oregonian.

TELEVISION INTERVIEWS

MSNBC, CNN, CBS affiliate-Tampa, ABC affiliate-Tampa, *KCTS-PBS Affiliate, Seattle.*

TRAINING FOR

The Indianapolis Star News, Knight Center for Specialized Journalism, *msnbc.com*, New York Times Regional Conference, North Carolina Working Press, Orange County Register, Pacific Northwest Newspaper Association, *Children's Express, The (Panama City, FL) News Herald, Modern HealthCare* magazine, *The Daily Cavalier*, University of Virginia independent newspaper, *The Business Journal* (Tampa, FL), *Corvallis Gazette-Times & Albany Democrat-Herald, Oregonian,* Eckerd College program for Saudi Arabian Journalists, McCormick Fellows/NAMME Forum*, Ventura County Star, (Tacoma) Morning News Tribune , Seattle Post-Intelligencer, (Raleigh) News & Observer,* Mid-Career Summer Institute for Copy Editors, University of North Carolina, *Fort Worth Star-Telegram, South Florida Sun-Sentinel, Cox News Service* (Washington D.C. Bureau), *San Jose Mercury News,* Associated Press Managing Editors (Hartford, Conn.), *The (London, Conn.) Day,* Institute for Racial Justice (Annenberg School at the University of Southern California), University of South Florida*, Amarillo Globe News,* Panhandle Press Association*,* New York Press Association*, The Orlando Sentinel,* Hearst Training Symposiums in San Francisco, Seattle & San Antonio, *Roanoke Times*, Knight Center for Specialized Journalism on Race, *East Valley Tribune*, (Mesa, Arizona), Arizona Newspaper Association, South Florida Sun-Sentinel, Gannett News Service, Knight Ridder training, *Austin American*

Statesman, Ohio State University Alumni Magazine, *Nassau Guardian* (Nassau, Bahamas), *Orlando Sentinel, Beaumont (Texas) Enterprise, Las Vegas Review-Journal,* American Society of Travel Writers, Diocese of St. Petersburg Professional Development, Colorado State University, Hickory (NC) *Record*, *Houston Chronicle*, *San Antonio Express-News.*

TRAINING/SPEAKING

Unity 2004 Convention, Asian American Journalists Association conventions, National Association of Hispanic Journalists conventions, National Association of Black Journalists, Native American Journalists Association conventions, Unity '99 convention, Association of Educators in Journalism and Mass Communications convention, National Writers Workshop, International Center for Journalists, Florida Society of Newspaper Editors, University of South Florida, American Society of Newspaper Editors, Education Writers Association, Public Relations Society Association