



Nov. 30, 2018

Selection committee  
Leadership Academy for Women in Digital Media  
The Poynter Institute

**By email**

To Whom It May Concern,

I'm writing to provide my enthusiastic and unreserved recommendation for Rose Hoban's participation in the 2019 Leadership Academy for Women in Digital Media.

Rose is a successful online news entrepreneur who seven years ago founded a widely respected health-focused nonprofit news operation for North Carolina. She's also a member of the board of directors for the Local Independent Online News Publishers organization, or LION, enabling her to share her experience and skills with a wider group of journalists. Her presence in this leadership role with LION is important for an organization in which nearly half of its publisher-members are women.

Her participation in this program will benefit not only Rose's stakeholders in North Carolina, but the growing national ecosystem of local publishers looking to make a difference in their communities.

As the leader of a nonprofit, Rose enjoys strong relationships with national funders, such as Democracy Fund, and she has built a loyal following of readers and local donor-members.

I first got to know Rose as a colleague publisher when I ran The Lens in New Orleans, and from her, I learned important audience-development techniques. My admiration for Rose grew when we served together on the LION board, seeing her deftly and effectively advocate for her viewpoints on a strong-minded 13-person board.

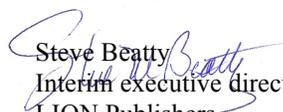
Her participation in the Leadership Academy for Women in Digital Media will sharpen her leadership abilities, particularly in the area of change management, which will help her continue to foster the growth of local online journalism across the country.

I have no doubt she would be a valuable addition to your 2019 cohort, given that her drive, passion and focus are matched by her positive outlook and warm disposition.

I believe she would be an active, engaged participant in your program.

Please don't hesitate to contact me if I can be of further assistance.

Sincerely,

  
Steve Beatty  
Interim executive director  
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