

## Presenter Bios

### **Julia Cartwright**

As Senior Vice President of Communications, Ms. Cartwright spearheads Legacy's communications initiatives to achieve its mission to build a world where young people reject tobacco and anyone can quit. She leads a team of seasoned public relations professionals devoted to raising public awareness about the deadly toll tobacco takes in our nation, through innovative tobacco youth education and prevention campaigns including the award-winning truth® campaign, and efforts to promote smoking cessation through multi-media campaigns like EX® - a pilot program launched in four test markets - as well as Code Blue for Lung Cancer - a campaign partnering Legacy and the National Association of Broadcasters to raise public awareness about the nation's number one cancer killer - lung cancer. She joined the foundation in September, 2002, following 18 years with the National Center for Missing & Exploited Children (NCMEC). As a member of the original team that launched the Center in 1984, Ms. Cartwright is credited with helping to shape the public image of the nonprofit as it grew from a handful of committed child advocates to the internationally-respected organization it is today. She is a graduate of Randolph-Macon Woman's College (1981) and holds an executive certificate in Nonprofit Management from Georgetown University's Center for Public and Nonprofit Leadership. In 2006, she was named a finalist in PR News' annual PR Professional of the Year (Nonprofit/Association) competition. She also serves on NCMEC's Public Relations Committee of the Board of Directors and the Client Advisory Committee of the Council of Public Relations Firms.

### **Rehema Ellis**

Rehema Ellis joined NBC NEWS in 1994 as a general assignment correspondent. In 2010 she was named Education Correspondent and was an integral part of NBC's first annual Education Nation summit that focused on the strengths and weaknesses of America's education system. Her reports appear on NBC Nightly News with Brian Williams, Today, and MSNBC. She is also a digital journalist. Ellis shoots, blogs, writes for NBC on-line and she tweets. Ellis was part of the NBC Emmy award-winning coverage of the plane crash in the Hudson River called, Miracle on the Hudson. She also won an Emmy for her reporting on the 2008 Presidential Election of Barack Obama and his historic inauguration. Ellis has been part of other headliner stories including the attacks on the World Trade Center. She was the first person to identify the attack on the air as "Nine-Eleven". She's reported on Hurricane Katrina, the death of Michael of Jackson and the Haiti earthquake. As a correspondent for NBC, Ellis traveled to Zaire to report on the mass killings that left an estimated one million people dead in Rwanda. A few years later she spent a month in Greece covering the summer Olympics. Ellis began her broadcast career at KDKA Radio and TV in Pittsburgh. Later, she worked in Boston at WHDH-TV as a reporter and weekend anchor. She has distinguished herself as a lead correspondent and received numerous awards including local and national Emmys, Edward R. Murrow Awards, Associated Press awards and awards from the National Association of Black Journalists. She's also a recipient of an Honorary Doctorate Degree in Journalism. Born in North Carolina, and raised in Boston, she graduated from Simmons College in Boston and Columbia Graduate School of Journalism in New York.

### **Doug McKenney**

Doug McKenney is Executive Director of the Public Awareness Initiative, overseeing nationwide efforts to assist public broadcasting stations in communicating their impact and value to key stakeholders in the local communities they serve. He also manages the CPB investment in and collaboration with the National Center for Media Engagement. McKenney has more than 20 years of experience in public media including roles in development, marketing, station collaboration, station efficiency and operational benchmarking. He joined CPB in 1997 as a manager for station development. In this role, he directed the development of several large-scale initiatives to improve the effectiveness and efficiency of public media organizations.

### **Cindi Williams**

Cindi Williams serves as director of communications for US investments and strategies at the Bill & Melinda Gates Foundation. In this role, she directs communications and external affairs for the foundation's investments in education, public libraries, and family homelessness. Williams has worked at many levels of government, politics, and nonprofit in both policy and communications roles. Prior to joining the foundation, she served as senior advisor to the U.S. Secretary of Education, focusing on the reauthorization of "No Child Left Behind." She previously served as the Deputy Assistant Secretary of Education for Communications and Outreach. Before her tenure at the Department of Education, Williams served as a special assistant in the White House Office of Public Liaison. Her portfolio included

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women's outreach, small business, and education. Following September 11th, she worked on behalf of the White House with the State Department and USAID to launch the US-Afghan Women's Council, a public-private partnership designed to meet the needs of the women of Afghanistan. Prior to the White House, she served on three Presidential campaigns and in leadership roles in the U.S. House of Representatives and the American Red Cross. She is a member of the Women's Democracy Council, The Bush Institute's Education Advisory Council and the U.S. Afghan Women's Council. She resides in Clyde Hill, Washington with her husband, Tony, and two sons, Joshua and Jacob.