



TRUSTED.
INDEPENDENT.
ESSENTIAL.

Press contact at NorCal Public Media:

Darren LaShelle

707.584.2000

darren_lashelle@norcalpublicmedia.org

For immediate release

Rohnert Park, CA, September 19, 2024–

NorCal Public Media News Director Greta Mart selected for National Press Foundation Fellowship

Northern California Public Media (NorCal) news director Greta Mart has been selected as one of 25 journalists nationwide for the National Press Foundation's 2024 Covering Equitable Community Development Fellowship.

The nonprofit National Press Foundation's mission is to "make good journalists better," educating journalists on the complex issues of the day and training them to use the latest reporting tools and techniques. The foundation recognizes and encourages excellence in journalism through its awards and fellowships.

The fellowship journalists will gather in Missoula, Montana, Oct. 7-10, to learn more about the policies and investments related to health, wealth and overall community well-being in large, small and mid-sized cities.

Home to active Indigenous organizations and health initiatives, host city Missoula will allow for an immersive exploration into community development issues and pervasive racial gaps, led by expert speakers from Chicago, Detroit, New Orleans and more.





With beats ranging from health to race to business, the journalists are well poised to dive in on these topics before returning to 17 states and the District of Columbia to serve their newsrooms and the public.

“This experience will not only elevate Greta’s current role as a news director but also pave the way for her continued growth and influence as a thought leader in the public media sector,” said NorCal President & CEO Darren LaShelle.

Greta Mart has been the news director at Northern California Public Media (KRCB-NPR) since 2021. She leads a newsroom of two full-time reporters and a roster of freelancers and interns. She’s also an active participant in NPR’s California Newsroom. Greta was news director at KCBX, covering Salinas to Santa Barbara, and acting news director, reporter and news anchor at public radio stations in Alaska. She holds a master’s degree from the UC Berkeley Graduate School of Journalism.

KRCB station manager Kathryn Nelson says, “Greta is an exceptional news director and a tireless advocate for the principles of ethical journalism. I have no doubt that she will make significant contributions to the fellowship program and emerge as an even stronger, more effective leader in the field.”

###





TRUSTED.
INDEPENDENT.
ESSENTIAL.



KRCB News Director Greta Mart

