

## Speaker Bios

### **TIM FRANKLIN**



Tim Franklin is senior associate dean, professor and John M. Mutz Chair in Local News at Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University. Before joining Medill in June 2017, Franklin was the president of The Poynter Institute, a leading international school for journalists and a media think tank. The nonprofit Institute teaches more than 100,000 people annually, and it publishes one of the world's most influential media news sites. Franklin led a resurgence of Poynter, nearly doubling its annual revenue in three years, forging partnerships with major media and technology companies, creating the International Fact-Checking Network and establishing a chair in journalism ethics. Franklin has been the top editor of three metropolitan newspapers, The Indianapolis Star, Orlando Sentinel and Baltimore Sun. His newsrooms won numerous national journalism awards, and The Sun was a Pulitzer Prize finalist during his tenure. Before joining Poynter in 2014, Franklin was a Managing Editor in the Washington bureau of Bloomberg News, helping oversee coverage of the White House, Congress, Supreme Court and many federal agencies.

### **BRENDAN HEALEY**



Brendan Healey of Baron Harris Healey law firm in Chicago draws on his many years as in-house counsel to deliver for his media clients. He has extensive experience advising clients on all aspects of marketing law, including sweepstakes, skill contests, loyalty programs, daily deals, sponsorships, advertising clearance, advertising terms and conditions, free offers, rebates, coupons, and premiums. As a media lawyer, Brendan conducts pre-publication review of stories, books, and scripts; litigates media cases; and counsels' clients on right-of-publicity issues as well as copyright and trademark issues. He has also handled numerous public records matters at the state and federal level throughout the administrative process and trial.

### **JEFFREY PEYTON**



For much of his career, Jeff Peyton lent his voice to others - ghost writing everything from policy papers, newspaper columns, even scientific presentations. He's written for salesmen and CEOs, engineers and entrepreneurs, chemists and congressional candidates - even the US Secretary of the Interior. As a journalist, he's earned top honors from a range of press associations and newspaper groups for editorial, column, feature and news writing. Jeff is co-author of two books, "Everything I Know About Marketing I Learned From Sesame Street," and "Dealing With The Monster Under The Bed: A Crisis Communications Primer." Today, Jeff is at The Centralia Sentinel, where he serves as a Group Manager for Better Newspapers Inc.

## SENATOR STEVE STADELMAN



Steve Stadelman is an award-winning TV news anchor and father of four who decided to run for a seat in the Illinois Senate because his experiences as a journalist and parent convinced him of the need for fresh, no-nonsense representation in Springfield. Citizens in the Rockford-based 34th District elected him with 64 percent of the vote in 2012.

In 2018, Stadelman was named Legislator of the Year for his work on the statewide expansion of the Rivers Edge tax credit for redevelopment of historic properties like the Prairie Street Brewhouse and Amerock Embassy Suites hotel in downtown Rockford. Senator Stadelman previously had been awarded Legislator of the Year

by the National Alliance on Mental Illness.

In 2019, Senator Stadelman prevailed on two key economic initiatives that had been stalled for years: He co-sponsored and helped pass legislation to allow a casino in Rockford, and he secured \$275 million toward development of passenger rail between Chicago and Rockford. Senator Stadelman was instrumental in obtaining funding to restore service in 2014 but saw the effort blocked during a subsequent Republican administration.

During his freshman year in the General Assembly, Senator Stadelman introduced a bill to help upgrade local youth sports facilities after first resolving a longstanding disagreement between the Rockford Park District and local union leaders over responsible bidding practices, which jeopardized the legislation. Other accomplishments include legislation to protect Illinois consumers, abuse victims and college students.

Before entering public office, Senator Stadelman worked for 25 years as a television news anchor and reporter for WTVO-Channel 17, where he developed a broad understanding of government and issues facing the Rockford area and state of Illinois. Senator Stadelman holds a Bachelor's Degree in Journalism from the University of Wisconsin-Madison. He grew up on a small dairy farm in southern Wisconsin and was a three-sport athlete at Brodhead High School.

Although Senator Stadelman remains familiar to citizens in the 34th District as a former newscaster, he is also well known for coaching his children's many sports teams. For many years, Senator Stadelman was active with the Sara Ingrassia-Jackie Confer Dictionary Fund, which provided free dictionaries to all 3rd-grade students in the Rockford school system.