

ABOUT THE author

Deborah Potter is a journalism trainer and executive director of NewsLab, a nonprofit resource for local television newsrooms.

She spent 16 years as a correspondent for CBS News and CNN, covering the White House, State Department, Congress, national politics and the environment. She later hosted the PBS series, *In the Prime*.

Deborah has taught journalism as a faculty member at the Poynter Institute and American University, and as a visiting professional at dozens of other universities. She leads training sessions for working journalists at national and regional conferences and in newsrooms in the United States and around the world.

She is a past executive director of the Radio and Television News Directors Foundation. Deborah is a featured columnist for *The American Journalism Review* and author of RTNDF's *Ready, Set, Lead: The Resource Guide for News Managers*.

She has a bachelor's degree from the University of North Carolina at Chapel Hill and a master's degree from American University.

