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StoryCorps Names Sandra M. Clark as Its New CEO

Brooklyn, NY—December 20, 2021—StoryCorps, the award-winning nonprofit organization dedicated to recording, preserving, and sharing humanity's stories, today announces the appointment of **Sandra M. Clark** as its new **Chief Executive Officer** beginning February 2022. Building upon a distinguished career in media in which she currently serves as Vice President for News and Civic Dialogue at WHYY, Inc., Clark, together with **StoryCorps Founder and President Dave Isay**, will lead the organization as it continues to grow into an enduring national institution that touches the life of every American.

Dave Isay says, "Sandra's vast experience, extraordinary leadership, strong moral core, and deep understanding of our nation and its media and social landscape make her the perfect person to serve as StoryCorps' next CEO. I can't wait to work alongside her in the evolution of this organization, expanding our capacity to capture the breadth of the American experience and create meaningful connections, and to find new ways of reaching people with our recordings."

Sandra M. Clark says, "I am thrilled to join the team at StoryCorps and lead this incredible organization as it kicks off its next twenty years. StoryCorps is a national treasure with unlimited potential to grow and reach more diverse audiences across our great nation. We are living through unprecedented times, and StoryCorps is well positioned to help heal the divisions by reminding us all of the power of empathy and our shared humanity."

As Vice President for News and Civic Dialogue at WHYY in Philadelphia since 2016 and a member of the executive team, Clark leads WHYY's news operation across all platforms including radio, TV, and digital, and works collaboratively with teams across the enterprise to expand and diversify local audiences and national program carriage, grow revenue and build membership, and amplify the station's brand and positioning. She is a leading voice in journalism, challenging norms and practices that create barriers to building trust and meaningful, sustainable connections with communities. She is credited as the primary driver of the station's diversity, cultural competency, community engagement, and trust-building efforts. Under her guidance, WHYY's newsroom staff went from 19% to 45% BIPOC in four years. Her innovative mutual-aid engagement approach with local content creators and communities of color has drawn national recognition as models for stations across the country.

As Managing Editor at *The Philadelphia Inquirer* prior to joining WHYY, Clark was a member of both the Executive Committee and the newsroom senior leadership team, facilitating ethical collaboration between the business and editorial sides of the company as founder of the cross-departmental Innovation Team, implementing two of the *Inquirer's* most successful reader engagement initiatives, "My Daughter's Kitchen" and "Black History: What I Wish I Knew", and leading the paper to a 2014 Pulitzer Prize for Criticism. Clark previously served in several other roles at the *Inquirer*, having begun her career there in 1983.

Clark has served on the Arthur W. Page Center for Integrity in Public Communication Advisory Board, the Knight Foundation Philadelphia Community Advisory Board, the Temple University Lew Klein College of Media and Communications Advisory Board, and the Pennsylvania Media Editors Board. She has also served on the boards of the University of Kansas William Allen White School of Journalism, the News Leaders Association, and the Asian Arts Initiative. She earned her BS in Journalism from the University of Kansas and her MBA from the Arcadia University School of Global Business.

Marta Elisa Moret, Interim Chair of the StoryCorps Board of Directors, says, "We're so excited by the work Sandra has done across her profoundly accomplished career: leading a team of 60 overseeing news-gathering operations for the multi-platform WHYY and, previously, serving as Managing Editor of Philadelphia's most important newspaper. She is a steadfast champion of diversity, equity, and inclusion as critical to American democracy and the fields that uphold it."

Clark joins an expanding non-profit organization that has already given more than half a million people of all backgrounds and beliefs the chance to record their stories

for future generations, and whose ever-growing archive at the American Folklife Center at the Library of Congress is the largest single collection of human voices ever gathered. As CEO, she succeeds Robin Sparkman, who left in September to become President and co-CEO of ProPublica. During Sparkman's time with StoryCorps (2014-21), the organization more than doubled its annual revenues to \$15 million.

Gara LaMarche, StoryCorps Board Member and former Board Chair, says, "I've witnessed StoryCorps grow in vision, scope, and reach over the years. With her leadership experience and deep roots in sustained work to bring unheard voices to the public sphere, Sandra is the perfect partner for Dave and the terrific StoryCorps team to build on our expansive and diverse archive of American stories."

About StoryCorps

Founded in 2003, StoryCorps has given nearly 600,000 people, in all 50 states, the chance to record interviews about their lives. The award-winning organization preserves the recordings in its archive at the American Folklife Center at the Library of Congress, the largest single collection of human voices ever gathered, and shares select stories with the public through StoryCorps' podcast, NPR broadcasts, animated shorts, digital platforms, and best-selling books. These powerful human stories reflect the vast range of American experiences, engender empathy and connection, and remind us how much more we have in common than what divides us. StoryCorps is especially committed to capturing and amplifying voices least heard in the media. The StoryCorps MobileBooth, an Airstream trailer that has been transformed into a traveling recording booth, crisscrosses the country year-round gathering the stories of people nationwide. Learn more at storycorps.org.

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