



Michele Siqueiros
Chief Executive Officer (she/her/ella)



Michele Siqueiros is a Los Angeles native and daughter of immigrants who has dedicated her career to expanding opportunity and building power for underserved communities across California. As the founding CEO of The LA Local, she leads one of the nation's most ambitious community-centered journalism initiatives, proving that local news can thrive at metropolitan scale while serving the communities that need it most.

Proven Leadership in Systems Change

From 2008 to 2024, Michele served as President and CEO of the Campaign for College Opportunity, transforming it from a startup into California's most influential higher education advocacy organization with more than a \$5 million budget, more than two dozen staff members, and a coalition of over 12,000 supporters. Under her leadership, the organization secured over \$6 billion in state funding for higher education and passed landmark legislation that opened college doors for millions of California students.

Michele's approach combines rigorous research, strategic advocacy, and deep community engagement—building unlikely alliances across business leaders, civil rights organizations, faith communities, and students to achieve transformational policy change. Her work has



fundamentally reshaped California's higher education landscape, ensuring more students from historically underserved communities can access and complete college.

Bridge-Builder Across Los Angeles

Throughout her career, Michele has been a trusted voice and connector across Los Angeles's diverse communities. She currently serves as Chair of the Board of Trustees at Pitzer College, her alma mater, and sits on the boards of The California Endowment, Community Coalition, and Planned Parenthood of Los Angeles County—organizations at the forefront of health equity, community power-building, and reproductive justice.

Her effectiveness in driving systemic change has been recognized through numerous awards, including the James Irvine Foundation Leadership Award, the Mexican American Legal Defense and Educational Fund (MALDEF) Excellence in Community Service Award, and being named Woman of the Year by the Los Angeles County Board of Supervisors.

Leading The LA Local's Vision

Michele joined The LA Local because she believes people deserve trusted news and information that gives them power to hold leaders accountable, see themselves in the journalists who cover them, and connect to their communities. She witnessed firsthand how her mother, a seamstress and immigrant, navigated complex systems without access to information in her language—an experience that shaped her understanding that information is foundational to every other form of opportunity.

At The LA Local, Michele is responsible for the organization's vision, strategy, and growth. She has rapidly scaled the organization from 11 to 29 team members, expanded from one newsroom (Boyle Heights Beat) to now covering Koreatown, Pico Union, Westlake, South LA, and Inglewood, while also building regional coverage capacity through an in-house Community, Culture and Arts Editor and Investigative Reporter whose work connects stories across LA's diverse neighborhoods. She launched the LA Documenters civic reporting program and built a network of community partners alongside media partnerships with 24 outlets and universities including LAist and CalMatters. Under her leadership, The LA Local has already generated measurable civic impact—including coverage that led to four new voting centers opening in Boyle Heights and reporting on immigration enforcement that tripled site traffic while serving as a community lifeline during the crisis.

Why This Work Matters Now

Michele leads The LA Local as Los Angeles faces multiple concurrent challenges: recovery from devastating wildfires, immigration enforcement actions affecting families and communities, a rapidly changing policy landscape with far-reaching effects on residents and



businesses, and the persistent threat of misinformation—all while the region has only 3.6 local journalists per 100,000 people.

Los Angeles is also stepping onto the world stage, hosting major international sporting events including the 2026 FIFA World Cup and the 2028 Olympics. At this pivotal moment when the eyes of the world will be on LA, Michele is proving that community-centered journalism—where reporters live in the neighborhoods they cover, speak their languages, and understand their needs—can provide the accountability coverage, actionable information, and narrative representation that communities deserve.

Personal Connection to LA

A born-and-raised Angeleno, Michele's love for Los Angeles runs deep. She sees the region's extraordinary diversity—in people, languages, food, neighborhoods—as its superpower. As one of the nation's most influential cities and home to trends that shape the country's future, LA represents both the challenges and opportunities facing our nation, and what's possible when different communities thrive together. For Michele, ensuring every Angeleno has access to trusted local news isn't just about serving LA—it's about demonstrating a model for the future of American cities where community is always first.