



**Community Engagement: Digital Strategies for Local Funders
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presented by
Knight Digital Media Center
USC Annenberg School for Communication and Journalism
in partnership with
Foundation For The Carolinas
James S. and James L. Knight Foundation

SPEAKERS, PRESENTERS and PARTNERS



Brian Collier

*Executive Vice President,
Foundation For The Carolinas*
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Brian Collier currently serves as executive vice president for Foundation For The Carolinas in Charlotte, North Carolina—the 11th largest community foundation in the United States with over \$1.3 billion in assets. He oversees the Foundation's competitive grants programs, as well as affiliate board relationships in 13 counties throughout North and South Carolina. Collier also oversees the Foundation's Robinson Center for Civic Leadership and its community initiatives including *The Carolina Thread Trail* (500+ mile greenways and trails program), *Project LIFT* (\$55 million initiative to close the educational achievement gap) and the multi-million dollar social capital initiative, *Crossroads Charlotte*.

Prior to joining the Foundation, Collier served as vice president for marketing and development at KaBOOM!. Headquartered in Washington, D.C., KaBOOM! is a national non-profit that envisions a great place to play within walking distance of every child in America. From 2001-2005, Collier served as the founding president and executive director of the Victory Junction Gang Camp, a \$30-million facility in Randleman, North Carolina for chronically ill children.



Tyler Dahlberg

Geospatial Solutions Specialist, Azavea
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Tyler Dahlberg works as a geospatial solutions specialist at Azavea, a geospatial data analysis and software development firm in Philadelphia. He cut his geo-teeth while working at the Iowa State University GIS Lab while earning his B.S. in environmental science. After graduation Dahlberg worked as an analyst for the New York State Department of Health where he mapped the prevalence of HIV. While earning his M.S. in GIS for development and the environment at Clark University, he researched the spatial clustering of pre-term births in Worcester, predicted the spread of malaria in Africa due to climate change, and helped the Wildlife Conservation Society target efforts to preserve Papua New Guinea's coastline.

Dahlberg won a Summer of Maps Fellowship from Azavea in 2013, where his work analyzing bicycle theft throughout Philadelphia struck a chord, garnering press and exposure for the project. Concurrently, he helped the Coalition Against Hunger target outreach and marketing efforts with GIS.



Eric Freedman

Dean, James L. Knight School of Communication
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Eric Freedman is dean of the James L. Knight School of Communication at Queens University of Charlotte. Dr. Freedman is the author of *Transient Images: Personal Media in Public Frameworks* (Temple University Press, 2011). He serves on the editorial board of the *Journal of e-Media Studies*, and is a 2012 Time Warner Research Fellow, as part of the Time Warner Cable Research Program on Digital Communications. In its academic programs and its community initiatives, the Knight School at Queens is invested in discovering how universities can shape their local media ecosystems. To this end, the school has developed strategic partnerships with city and county government, local industry, media organizations, municipal agencies (including the public schools and libraries), and civically engaged community service providers, and united these partnerships as a connected learning laboratory with the stated goal of improving city-wide digital and media literacy. The charge of the Knight School is to engage the university community and the city in an ongoing partnership to measurably improve digital and media literacy across the greater Charlotte area, strategize to close the digital divide, and foster the innovative and entrepreneurial application of new technologies to civically-engaged ends.

Prior to joining Queens, Dr. Freedman served as the assistant dean of the College of Arts and Letters at Florida Atlantic University, and as the associate director of FAU's School of Communication and Multimedia Studies. Dr. Freedman received his Ph.D. from the School of Cinematic Arts at the University of Southern California.



Amy Gahran

Independent Journalist and Media Consultant

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Amy Gahran is a journalist, editor, trainer, entrepreneur, strategist, and media consultant based in Boulder, Colorado. In addition to writing articles and doing educational programming for KDMC at the University of Southern California, she also covers mobile technology for CNN.com and Entrepreneur.com. She was a cofounder of the hyperlocal news site OaklandLocal.com. In 2006 she won a Knight News Challenge award for the Boulder Carbon Tax Tracker project. Her blog is Contentious.com.



Sara Goo

Senior Digital Editor

Pew Research Center

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Sara Goo is the senior digital editor at Pew Research Center, a non-profit, non-partisan research organization that conducts public opinion surveys in the United States and around the world. She oversees the center's digital content, and serves as editor of the center's data blog, Fact Tank.

She also oversees social media accounts for Pew Research; the organization's online audience has more than doubled in less than two years. She is the former digital news director as well as editor and reporter at The Washington Post. She has a degree in journalism from the University of Minnesota.



Jennifer Hull

Director of Community Programs

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Jennifer Hull is the director of community programs in the James L. Knight School of Communication at Queen's University of Charlotte. Within this role, she oversees the outreach programs, the communication internship program and the Best Minds Speaker Series. This fall, she is teaching a World of Work course and a communication seminar course titled "Community Media Ecosystems". Prior to joining Queens University, she worked as a senior media specialist at Lowe's Home Improvement in the marketing department and as a media buyer at a local advertising agency, Wray Ward. She received her Bachelor of Science in advertising at the University of Texas and her master's in communication at Queens University of Charlotte.



Beth Kanter

Speaker, Author, and Master Trainer, Networks and Social Media

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Beth Kanter is the author of *Beth's Blog: How Nonprofits Can Use Social Media*, one of the longest running and most popular blogs for nonprofits. She co-authored the book, *The Networked Nonprofit* with Allison Fine (J Wiley, 2010), which received Honorable Mention for the Terry McAdams Award. Kanter has over 30 years experience working in the nonprofit sector in technology, training, capacity building, evaluation, fundraising, and marketing. Her second book, *Measuring the Networked Nonprofit*, with co-author KD Paine, was published in October 2012. In 2009, she was named by Fast Company Magazine as one of the most influential women in technology and one of Business Week's "Voices of Innovation for Social Media." She was named Visiting Scholar for Social Media and Nonprofits for the David and Lucile Packard Foundation in 2009-2013.



Michele McLellan

Senior Consultant, Knight Digital Media Center

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Michele McLellan is a consultant who helps news organizations, online news startups and news entrepreneurs adapt to a dynamic emerging local media environment. She is senior programming consultant with Knight Digital Media Center at the USC Annenberg School for Communication and Journalism and is a contributor to the KDMC Community News Leadership 3.0 blog. McLellan also works as a circuit rider for the John S. and James L. Knight Foundation, advising foundation-funded news and information projects around the United States. She has created and currently manages Michele's List, a searchable database of promising independent online news start-ups. From 2003-07, she directed Tomorrow's Workforce, a \$2.5-million Knight Foundation project that demonstrated the link between strategic newsroom training, newsroom culture and a news organization's ability to adapt and innovate. She is a journalist who worked for more than 25 years as an editor and manager in newspapers, most recently at *The Oregonian* in Portland. A Nieman Fellow at Harvard University in 2001-02, she has taught journalism and journalism ethics nationally and internationally, developed online courses for News University, and is an author of two books, *The Newspaper Credibility Handbook* and, with Tim Porter, *News, Improved: How America's Newsrooms Are Learning to Change*.



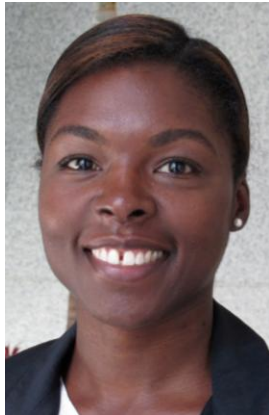
Daniel X. O'Neil

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Daniel X. O'Neil is executive director of the Smart Chicago Collaborative, a civic organization devoted to making lives better in Chicago through technology. Prior to Smart Chicago, O'Neil was a co-founder of EveryBlock, where he was responsible for uncovering new data sets through online research and working with local governments. He has worked in the open government/open data movement since 2004, creating technology, advocating for and writing policy, and working to improve how communities use data to make decisions and improve conditions. O'Neil is also a member of the board of directors at Voqal, which works to advance social equity by supporting nonprofit organizations and individuals that use technology and media to build an educated, empowered and engaged public. He's written three books of poetry and has published 40,000 Creative Commons-licensed photos on Flickr. He graduated from the University of Illinois Chicago with a degree in English and anthropology.



Bahia Ramos

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Bahia Ramos joined Knight Foundation in September 2009. She is the program director for community foundations. She manages Knight's \$140 million investment in community foundations across the United States and leads the Knight Community Information Challenge.

A native of Brooklyn, New York, Ramos lived in London for two years, consulting with Man Group PLC in its corporate responsibility department. She has also worked as director of government and community affairs for both the Brooklyn Botanic Garden and the Brooklyn Children's Museum. Her work with Brooklyn Children's Museum helped to double the size of the museum, raising its profile as a world-class institution and improving engagement with the community. Working with Brooklyn Botanic Garden, Ramos garnered government support for a new visitor center, helping the garden reach out into the city to attract more guests, and connecting it with anchor institutions in the neighborhood. Ramos earned a Bachelor of Arts in history from Williams College and a Master of Public Administration from the Baruch College School of Public Affairs, as a National Urban Fellow.



Vikki Porter

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Vikki Porter is director of the Knight Digital Media Center and supervises professional development programs for news entrepreneurs and community foundations engaged in news and information projects at USC Annenberg School for Communication and Journalism in Los Angeles. In addition, she works with news organizations on strategies for digital transformation. She was the founding director of the Western Knight Center for Specialized Journalism at the USC Annenberg School. During her 30-year journalism career, Porter worked in five Western states, started a newspaper, served as top editor for three community newspapers, and shared a 1986 Pulitzer Prize Gold Medal as part of a five-person team while city editor of *The Denver Post*. Most recently, she was executive editor of *The Desert Sun* newspaper in Palm Springs, CA. Porter was a Knight Professional-in-Residence at the William Allen White School of Journalism at the University of Kansas in 1987-88 and a Knight Journalism Fellow in Studies of Law at Yale Law School in 1988-89, where she earned her Master in Studies of Law. She is active in the American Society of Newspaper Editors, Online News Association, and has been invited to participate in conferences hosted by Poynter Institute, ONA, the Freedom Forum, Harwood and Associates and the American Press Institute.