



**DIGITAL STRATEGIES FOR COMMUNITY FOUNDATIONS
and MISSION-DRIVEN LOCAL ORGANIZATIONS**
presented by the
Knight Digital Media Center,
USC Annenberg School for Communication and Journalism
In Partnership with The Denver Foundation, The Piton Foundation and
The Community Foundation Serving Boulder County
July 18-19, 2013

SPEAKERS



Rebecca Arno

Vice President Communications, The Denver Foundation
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Rebecca Arno is vice president for communications for The Denver Foundation, a community foundation serving the seven-county Metro Denver region. Arno serves as chair of the board of the Colorado Nonprofit Association and on the board of Hunger Free Colorado. She also serves as chair of the board of the Communications Network, a national network of communications professionals. Arno is a columnist for CausePlanet.org and has written for numerous publications in the philanthropic sector on a broad range of subjects. She lives with her husband and son in Denver, Colorado.



Matthew Barry

Director of Evaluation, The Piton Foundation
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As director of evaluation at The Piton Foundation in Denver, Matthew Barry is responsible for designing and implementing processes to assess the impact and effectiveness of the foundation's efforts, strengthening research and knowledge management capabilities and aiding ongoing strategy development. In a prior role at the foundation, he directed The Data Initiative – a foundation program founded on the belief that philanthropic and community building efforts are durable when informed by reliable and objective information. The initiative “democratizes information,” providing

geographic mapping, analysis and evaluation to empower individuals, policy makers and organizations to make better decisions as they work to improve their community. Barry's interests include advancing social change by designing solutions (or stealing them), inventing, imagining, and innovating, ultimately leaving the world in a better place than when he arrived. Areas of emphasis include community development and evaluation, data visualization, GIS mapping and research to support poverty alleviation, education reform, and community organizing as well as social change.



Laura Frank

Executive Director, I-News, the Rocky Mountain Investigative News Network

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Laura Frank is a Denver native who spent 20 years at newspapers, radio and public television around the country, specializing in in-depth reporting that requires data analysis and deep public records research. She has trained hundreds of journalists for more than a dozen media organizations, including the nation's largest newspaper company (Gannett). Her work has been recognized in both broadcast and print, including a regional Emmy for documentary production in 1990 and as a top-10 finalist for the Pulitzer Prize in 2007 at the Rocky Mountain News.

Frank started her first business at age 16 and began syndicating reports to radio and newspapers that same year. She is a Knight Fellow at the Center for Entrepreneurial Studies at the USC Marshall School of Business, and serves on the board of directors of the national Investigative News Network.



Amy Gahrn

Independent Journalist and Media Consultant

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Amy Gahrn 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.



Josie Heath

President, The Community Foundation Serving Boulder County
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Josie Heath has held the position of president of The Community Foundation-Boulder County since 1995. She served as County Commissioner from 1982-1992, the second woman elected to serve as Commissioner for Boulder County. In 1990, she was a candidate for the U. S. Senate.

Heath served in the Carter Administration as the regional director of ACTION, the federal agency for national service, worked in the Clinton White House on the development of the Americorps program and taught at the Kennedy

School at Harvard.



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.



Roberta King

Vice President of PR and Marketing, Grand Rapids Community Foundation
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Roberta King is vice president of public relations and marketing at the Grand Rapids (MI) Community Foundation. Prior to taking the position at the community foundation in 2005, she was with Mercy Health Partners, the Grand Rapids Art Museum and the American Red Cross, all in communication positions. King was named PR Professional of the Year by the West Michigan Public Relations Society of America in 2011. She is one of the founding mothers of The Rapiidian, Grand Rapids, Michigan's citizen journalism project. She is also a citizen

reporter for The Rapiidian. She is working on a memoir about the life and death of her son, Noah. King is a graduate of Valparaiso University and earned a master of communication degree from Grand Valley State University.



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*.



Jennifer Newcomer

Director of Research, The Piton Foundation

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As director of research, Jennifer Newcomer manages the team charged with the coordination, development and analysis of information to support Piton's philanthropic investments. Since joining Piton, she has also been the project director for the Colorado Data Engine project (codataengine.org). She has participated in a collaborative effort among several local area nonprofits and foundations to develop a set of shared community indicators for the purpose of monitoring efforts to create and drive social change in education, poverty and health in Colorado communities.

The focus of her work is conducting applied social and built environment research. Currently she is leading the development of a built environment based Child Environmental Friendliness Index (CEFI). The CEFI, layered with other pertinent information, will serve to better inform where Piton can make strategic investments to advance the goal of improving education and health outcomes for children. Newcomer is also managing the administration of a child health and early childhood education survey in an area of Denver and Aurora where vulnerable children are living. The survey results will be instrumental in better understanding of the health and education well-being for children under five years of age.



Lee Rainie

Director of Pew Internet & American Life Project, Pew Research Center
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Lee Rainie is the director of the Pew Research Center's Internet & American Life Project, a non-profit, non-partisan "fact tank" that studies the social impact of the Internet. The Project has issued more than 350 reports based on its surveys that examine people's online activities and the Internet's role in their lives. All of its reports and datasets are available online for free at: <http://www.pewinternet.org>.

Rainie is a co-author of the new book, *Networked: The new social operating system*, with sociologist Barry Wellman about the social impact of the Internet and cell phones. In addition, he is co-author of four books about the future of the Internet that are based on Project surveys and a fifth volume is due in 2013. Prior to launching the Pew Internet Project, Rainie was managing editor of U.S. News & World Report.



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.



Jordan Wirfs-Brock

Consultant, The Piton foundation

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Jordan Wirfs-Brock is a consultant to The Piton Foundation. Her expertise is in managing data and telling stories with data and creating tools to help others do the same. Prior to working with Piton in 2011, she earned her master's in journalism at the University of Colorado at Boulder, where she focused on investigative journalism, data visualization and digital storytelling. Wirfs-Brock loves finding elegant ways of communicating complex issues, whether it's through data, words, maps or stories. When she isn't working, she's usually running up mountains or brewing beer.