



## **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

**GRANTMAKERS of Oregon and Southwest Washington**

**Oregon Public Broadcasting**

**The Oregon Community Foundation**

**The Russell Family Foundation**

**The Turnbull Center at the University of Oregon School of Journalism and Communication**

### **SPEAKERS, PRESENTERS, PANELISTS and PARTNERS**



#### **Jordan Anderson**

*Associate Director for Grants & Project Partnerships,  
Oregon Public Broadcasting*

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As associate director for Grants & Project Partnerships at Oregon Public Broadcasting, Jordan Anderson works to advance OPB's strategic priorities, develop new programming, and support special initiatives. He is a seasoned project manager, having worked on a wide range of initiatives and proposals in the United States and abroad. With broad experience in global philanthropy, public media, social entrepreneurship, and international relief and development, Anderson brings expertise from all corners of the non-profit and philanthropic sectors. He has worked with Portland-based Mercy Corps and the American Red Cross, and serves on the board of Portland's Forest Park Conservancy. He holds a bachelor's degree from the University of Chicago.



**Steven M. Bass**

*President and CEO, Oregon Public Broadcasting*

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Steven M. Bass has served previously as founding president and CEO of Nashville Public Television, vice president and manager of television stations for WGBH/Boston, vice president and general manager of WGBY/Springfield, MA. and spent nine years with the Public Broadcasting Service (PBS) in Washington, DC. He has served as chairman of the Association of Public Television stations, and as a member of the board of directors of National Public Radio. Bass holds a bachelor's degree from Bucknell University, and a Master of Arts in business from the University of Wisconsin's Graduate School of Business.



**Ami Dar**

*Founder and Executive Director, Idealist.org*

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Ami Dar is the founder and executive director of [Idealist.org](http://Idealist.org). Built in 1996 with \$3,500, Idealist has become one of the most popular nonprofit resources on the web, with information provided by 90,000 organizations around the world and 100,000 visitors every day. Dar was born in Jerusalem, grew up in Peru and in Mexico, and lives in New York



**Andrew Devigal**

*Inaugural Chair of Journalism Innovation and Civic Engagement,*

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Andrew DeVigal is the inaugural Chair of Journalism Innovation and Civic Engagement and the first professor of practice in the University of Oregon's School of Journalism and Communication (SOJC). Through the center, he and SOJC faculty will foster new programs and projects that advance public interest journalism, communication and the student experience. DeVigal also served as the multimedia editor at The New York Times, where he helped guide the newspaper's print-driven format into the multimedia era. He integrated new approaches to interactive storytelling with The Times' long tradition of journalistic excellence to help shape the industry with techniques still in use today.



**Mike Fancher**

*Interim director, George S. Turnbull Portland Center and Center for Journalism Innovation and Civic Engagement, University of Oregon*  
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Mike Fancher is serving a dual capacity for the University of Oregon School of Journalism and Communication as interim director of the SOJC's Turnbull Portland Center and of the SOJC's new Center for Journalism Innovation and Civic Engagement. Fancher retired from The Seattle Times in 2008, after 30 years at the newspaper. He served as the newspaper's executive editor for 20 of those years, during which it won four Pulitzer Prizes and was a Pulitzer finalist 13 other times. Fancher was a 2008-2009 Donald W. Reynolds Fellow in the Missouri School of Journalism and the 2011-2012 Visiting Chair in journalism ethics at the University of Nevada. He has a B.A. degree in journalism from the University of Oregon, a master's degree in communication from Kansas State University and an MBA degree from the University of Washington.



**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](http://Contentious.com).



**Morgan Holm**

*Senior Vice President and Chief Content Officer, Oregon Public Broadcasting*  
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Morgan Holm is senior vice president and chief content officer at Oregon Public Broadcasting in Portland. He has served as news director, host, producer and reporter since joining OPB in 1990. Holm started out reporting and hosting at Jefferson Public Radio in 1986, then moved to KOB1-TV in Medford, OR as a weekend news producer and assignment editor. During his career at OPB, he was a finalist for the Livingston Young Journalist award, won the National Headliner Award and a number of awards from the Society of Professional Journalists and the Associated Press. He directed the OPB newsroom as it won the 2009 George F. Peabody award for the series "Hard Times." Holm has been an International Reporting Project fellow in Korea and a Radio-Television News Directors Foundation fellow in Germany. He graduated summa cum laude from Southern Oregon University with a B.A. in communication.



**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.



**James Keller**

*Director of Mobile UX, @Walmart Labs*  
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James Keller has a long history of designing efficient and effective digital strategies and products for a broad range of organizations. She has served at Wieden+Kennedy leading the digital strategy team in the Portland office and once co-founded Small Society, a mobile agency that brought the first wave of native apps for Starbucks, Zipcar, Organizing for America, and others to market. In 2012, Small Society was acquired by @WalmartLabs and Keller is now helping to define the next generation of mobile retail experiences as director of Mobile User Experience. She also can frequently be found speaking on the intersection of human behavior and emerging technologies, as well as mentoring local startups and community organizations on design thinking and technology trends.



**Michele McLellan**

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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*.



**Susan Mernit**

CEO, Center for Media Change

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Susan Mernit is CEO of Center for Media Change, a non-profit that houses Oakland Local, Hack the Hood, and Live Work Oakland, three programs accelerating change and equity in Oakland, CA. Hack the Hood is a 2014 winner of the Google Impact Challenge. A former vice president at AOL & Netscape, and a former Yahoo! Senior Director, Mernit has been a circuit rider for the Knight Community Information Challenge since 2009, as well as a consultant to organizations including Salon.com & TechSoup Global, where she led the re-design of their portal. She led a start-up that was a 2008 Tech Stars Company, and is one of the founders of Code for Oakland, an open gov/hackathon event. A popular trainer and speaker, Mernit has taught workshops on social media and news and strategy for The Poynter Institute, the Knight Digital Media Center at USC/Annenberg School of Journalism, and for the Knight Foundation. In 2012, she was a Carlos McClatchy Fellow at Stanford University School of Journalism. Mernit is an avid reader, dog owner, wine drinker and exerciser when she's not at work.



**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.



**Victor Panichkul-Ackermann**

*Passion Topics Editor, Statesman Journal*

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Victor Panichkul-Ackerman is currently responsible for Outdoors, food, entertainment and other passion topics at the Statesman Journal. He was formerly responsible for day-to-day operations of information center, project planning, news hole management, budget management and implementation of information center strategic plan. He has served on the newspaper's Operating Committee and acted as information center liaison to advertising, marketing, circulation, IT, finance, human resources and production departments. During 10-month period in 2004-2005 stepped in as acting online director during vacancy while search was conducted. During a 7-month period in 2005-2006, he stepped in as acting executive editor during a vacancy and was finalist for position.



**Vikki Porter**

*Director, Knight Digital Media Center*

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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.



**Amy Sample Ward**

*CEO, NTEEN, the Nonprofit Technology Network*

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Amy Sample Ward is an author, facilitator, and trainer focused on leveraging social technologies for social change. She is the CEO at NTEEN: The Nonprofit

Technology Network, which believes all nonprofits will more effectively and efficiently meet their missions if they use technology strategically. In 2013, she co-authored her second book, *Social Change Anytime Everywhere: How to implement online multichannel strategies to spark advocacy, raise money and engage your community*. Prior to serving as NTEN's CEO, she was the membership director at NTEN, and previously lead the global community programs for TechSoup Global, supported technology trainings and projects at Meyer Memorial Trust, and worked in advocacy organizations in Oregon and beyond. Ward received her bachelor's degree from Valparaiso University.

## **Juliana Scholl**

*Clinical Services Manager, Outside In*

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Juliana Scholl LCSW, CADAC III is also serving as the coordinator for the SAMHSA funded Street RISE Project providing transition-age homeless youth substance abuse and mental health treatment in permanent supported housing. Scholl has both a bachelor's and a master's degree in social work from the University of Central Florida and is a certified alcohol and drug counselor with nine years experience working in social services. She has over eight years experience working with homeless transition age youth at Outside In. In addition to her work with homeless youth, she has experience providing individual and group therapy to young people affected or infected with HIV through the nationally recognized HUG Me Program in Orlando, Florida. Scholl has over five years experience as a trainer and presenter: she was a presenter at the 2012 NASW State Conference, 2011 National Homeless and Runaway Youth Conference, 2010 National Healthcare for the Homeless Conference and the 2009 Oregon Adolescent Sexuality Conference, conducts mental health training for homeless youth programs, is a guest presenter for an Addictions class at Mt. Hood Community College.



## **Joan Vallejo**

*Director of Communications,*

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For the past six years, Joan Vallejo has served as Director of Communications for The Oregon Community Foundation (OCF), one of the nation's largest community foundations, with \$1.6 billion in assets. OCF is a statewide foundation with offices in six communities. Vallejo oversees the foundation's communications and marketing strategies—drawing on active participation from staff and board members, she develops OCF's key messages, maintains media relations, and produces communication materials, including print, electronic and broadcast.

Prior to her work with OCF, she served in key communications and marketing positions with nonprofits including the Portland Schools Foundation and Oregon Public Broadcasting. Vallejo graduated from Colorado College and holds a master's degree in communication from Stanford University.



**Erica Lauer Vose**

*Education Specialist, Code for Portland*

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After completing her master's in public administration and nonprofit management, Erica Lauer Vose began thinking about how technology could help so many nonprofits expand their reach and impact to benefit communities. She wanted to be an educational resource and a point of access to tech knowledge or nonprofits. Vose began this effort by co-founding a code school and then became a co-organizer for Code for Portland and an education specialist for New Relic. As she continues to explore this field, Vose is excited to find new ways to be a bridge and a resource for others to access technology.



**Seth Walker**

*Engagement Director, The Russell Family Foundation*

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As engagement director for The Russell Family Foundation, Seth Walker focuses on facilitating greater partnership and innovation within the foundation's grantee ranks. He has nearly 20 years of organizational behavior and storytelling experience, including direct experience at Intel (7.5 years), the University of Oregon School of Journalism and Communication (5 years), Ecotrust (3 years) and nonprofit/foundation leadership and brand consulting (3 years). Using the latest, best-known organizational behavior techniques,

Walker helps organizations and movements translate their voice into powerful outreach that turns great ideas into big ideas capable of reaching very large audiences. When he's not at work, Walker serves on the Crag Law Center board and as organizing committee member/speaker coach at TEDx events. He's also an award-winning narrative nonfiction writer with his first book, *A Great Divide*, due fall 2015 (Milkweed Editions).



**Joyce B. White**

*Executive Director*

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Joyce B. White is the executive director of GRANTMAKERS of Oregon and Southwest Washington. In 1999, she was asked by Oregon funders to start the regional association of grantmakers and manage the Oregon plan of the



Northwest Giving Project, one of the many initiatives to grow philanthropy under the national New Ventures in Philanthropy. Prior to coming to GRANTMAKERS, White spent nearly a decade developing heritage tourism projects on Oregon's four national historic trails, working closely with Oregon's economic development and tourism departments and Tribal communities. "Almost" an Oregon native, White has served on many nonprofit boards focused on a broad range of interest areas: women and children; the arts; historic preservation; economic development and volunteerism. She was recently awarded a lifetime achievement award by the Willamette Valley Development Officers.



**Max Williams**

*President and CEO, The Oregon Community Foundation*

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Max Williams joined The Oregon Community Foundation as president and CEO in January 2012. He oversees the Foundation's \$1.6 billion endowment, comprised of more than 1,800 permanent charitable funds. For the better part of the last 20 years, his professional and volunteer experiences have been directed towards improving the state that he loves. These experiences have included local volunteering, serving on various nonprofit boards, practicing law at Miller Nash, serving in the Legislative Assembly and leading one of Oregon's largest state agencies, the Department of Corrections. Williams has received many awards for his work, including the Balance in Leadership Award from the Oregon Business Association and the Outstanding Advocacy Award from the National Association for the Mentally Ill. Williams holds a Juris Doctor degree from the Northwestern School of Law, Lewis & Clark College.

**Nathan Wittstock**

*Technical Director, Code for Portland*

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If it's electronic, Nathan Wittstock can probably make it work. Once an IT professional, he now spends his days as technical director for NORTH, and his nights hacking on projects. He is a software developer and an open data enthusiast. Wittstock began his quest for open data some years ago, as a personal project because he is passionate about ensuring data is open and available for everyone. When he heard about Code for America brigades a few years ago, Wittstock was so excited and is so pleased to be part of Code for Portland so he can continue helping open data for all.