



**Community Engagement: Digital Strategies for Local Funders
September 11-12, 2014, Charlotte, N.C.**

presented by
Knight Digital Media Center
USC Annenberg School for Communication and Journalism
in partnership with
Foundation For The Carolinas
John S. and James L. Knight Foundation

PROGRAM AGENDA

*All sessions and meals will be held in the Kearney Solarium at the Foundation of the Carolinas,
220 North Tryon, Charlotte, N.C.*

Thursday, Sept. 11

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| 8:30 – 9:00 a.m. | Continental Breakfast |
| 9:00 – 9:30 a.m. | Welcome and Introductions <ul style="list-style-type: none">• Vikki Porter, Director, Knight Digital Media Center, USC Annenberg School for Communication and Journalism• Brian Collier, Executive Vice President, Foundation For The Carolinas |
| 9:30 – 11:00 a.m. | Media Spaces Where People Live...and How to Connect with Them <ul style="list-style-type: none">• Sara Goo, Senior Digital Editor, Pew Research Center |
| 11:00 – 11:15 a.m. | Break |
| 11:15 a.m. – 12:30 p.m. | Mobile Engagement for Your Community <ul style="list-style-type: none">• Amy Gahrn, Mobile Consultant, Knight Digital Media Center |
| 12:30 – 1:30 p.m. | Lunch |
| 1:30 – 2:45 p.m. | Civic Data and Open Government:
How Local Funders Can Get Involved <ul style="list-style-type: none">• Daniel X. O'Neil, Executive Director, Smart Chicago Collaborative, The Chicago Community Trust |

- 2:45 – 3:00 p.m. **Break**
- 3:00 – 4:15 p.m. **Mapping Insights You Never Knew You Had**
- **Tyler Dahlberg**, Geospatial Solutions Specialist, Azavea
- 4:15 – 5:00 p.m. **Wrap-up discussion**
- **Vikki Porter**, Knight Digital Media Center

Friday, September 12

- 8:30 – 9:00 a.m. **Continental Breakfast**
- 9:00 – 9:15 a.m. **Knight Foundation Welcome**
- **Bahia Ramos**, Director/Community Foundations, John S. and James L. Knight Foundation
- 9:15 a.m. –12:15 p.m. **Leading on Social Platforms:
Social Media Strategy for Foundation Leaders**
- **Beth Kanter**, Master trainer, consultant, author (*The Networked Nonprofit*) and blogger
- 12:30- 1:15 p.m. **Lunch**
- 1:15 – 2:30 p.m. **New Models for Neighborhood Engagement: Innovation in Charlotte**
- **Eric Freedman**, Dean, James L Knight School of Communication at Queen’s University of Charlotte
 - **Jennifer Hull**, Director of Community Programs, James L Knight School of Communication at Queen’s University of Charlotte
 - **Jayne Keefer**, student
- 2:30 – 3:30 p.m. **Taking It Back**
- **Vikki Porter**, Knight Digital Media Center