



**DIGITAL STRATEGIES FOR COMMUNITY FOUNDATIONS
and MISSION-DRIVEN LOCAL ORGANIZATIONS**
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

PROGRAM AGENDA

All sessions and meals are at the Daniels Fund, 101 Monroe Street, Denver, Colorado

Thursday, July 18

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| 8:30 – 9:00 a.m. | Continental Breakfast |
| 9:00 – 9:15 a.m. | Introductions <ul style="list-style-type: none">• Welcome from host foundations: The Denver Foundation, The Piton Foundation, The Community Foundation Serving Boulder County• Vikki Porter, Director, Knight Digital Media Center, USC Annenberg School for Communication and Journalism |
| 9:15 – 10:45 a.m. | Personal. Portable. Participatory. The Digital Landscape in 2013. <ul style="list-style-type: none">• Lee Rainie, Director, Internet & American Life Project, Pew Research Center |
| 10:45 – 11 a.m. | Break |
| 11:00 a.m. – 12:30 p.m. | Mobile for Community Engagement <ul style="list-style-type: none">• Amy Gahrn, journalist, editor, trainer, entrepreneur, KDMC strategist and media consultant |
| 12:30 – 1:30 p.m. | Lunch |
| 1:45 – 4:30 p.m. | News & Information: The New Frontier for Foundation Leadership and Community Engagement <ul style="list-style-type: none">• Michele McLellan, KCIC Circuit Rider, Introduction to the Knight Community Information Challenge |

- **Ideas that work:**
 - Rebecca Arno**, Vice President Communications, The Denver Foundation; moderator
 - Matt Barry**, Director of Evaluation, The Piton Foundation
 - Josie Heath**, President, The Community Foundation Serving Boulder County
 - Jordan Wirfs-Brock**, Consultant, The Piton Foundation
 - Jennifer Newcomer**, Director of Research, The Piton Foundation
 - Laura Frank**, Executive Director, Rocky Mountain Investigative News Network (I-News)

4:30 – 5:00 p.m.

Wrap up, key takeaways

- **Vikki Porter**, Knight Digital Media Center

Friday, July 19

8:30 – 9:00 a.m.

Continental Breakfast

9:00 – 11:00 a.m.

Leading on Social Platforms: Social Media Strategy for Foundation Leaders

- **Beth Kanter**, speaker, author (*The Networked Nonprofit*), trainer and blogger

11:00 – 11:15 a.m.

Break

11:15 a.m. – 12:30 p.m. Citizen Journalism and Civic Engagement

- **Roberta King**, Vice President of PR & Marketing, Community Foundation of Grand Rapids

12:30 – 1:30 p.m.

Lunch

1:45 – 3:00 p.m.

Taking It Back

- Break-out sessions led by The Denver Foundation, The Piton Foundation and The Community Foundation Serving Boulder County

3:00 – 3:30 p.m.

Groups Report Back, Wrap-up and Closing

- **Vikki Porter**, Knight Digital Media Center