

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 Chicago Community Trust
April 5-6, 2013

SPEAKERS



Kim E. Anderson

CEO, Families First
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Kim Anderson is chief executive officer of Families First, Georgia's oldest and leading non-profit family service agency— assisting almost 40,000 children and families each year and serving metro Atlanta for 120 years, ensuring the success of children in jeopardy by empowering families. Families First accomplishes its mission through: *Intervention* - achieving child well-being and family success through counseling and safe housing; *Education* - preventing and solving family problems through training and skills development; and *Advocacy* - raising awareness and championing changes in public policy. As CEO, Kim is responsible for the implementation and success of the Families First mission while guiding a staff of over 100 employees in 16 locations with an annual budget of \$10 million.

Immediately prior to joining Families First, Kim was senior director for BoardWalk Consulting, a leading non-profit consulting firm based in Atlanta. At BoardWalk Consulting, Kim provided strategic planning, board enhancement, organizational management and executive leadership for numerous non-profit organizations. Kim previously served as executive director of AID Atlanta, the southeast's largest AIDS services organization. Before AID Atlanta, Kim enjoyed an extensive legal career in the healthcare arena. After service with the law firm of Alston & Bird, she became the first general counsel of Grady Health System, and subsequently served as vice president & assistant general counsel for Magellan Health Systems, a publicly traded behavioral healthcare company, and senior legal counsel for the Atlanta Housing Authority.

Kim is a graduate of Oberlin College and Columbia University School of Law. Much of Kim's free time is spent reading, walking and enjoying the arts.



Amy Gahran

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.



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. Beth 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 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. She 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 Ravidian, Grand Rapids, Michigan's citizen journalism project. She is also a citizen reporter for The Ravidian. She is working on a memoir about the life and death of her son, Noah. Roberta is a graduate of Valparaiso University and earned a Master of Communication degree from Grand Valley State University.



Cara Matteliano

Vice President, Program, Community Foundation for Greater Buffalo
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Cara Matteliano has more than two decades of leadership experience focused on community collaborations, organizational change, leadership development and board governance. Currently Cara is the vice president, program, for the Community Foundation for Greater Buffalo where she focuses on creating local, state and national partnerships among funders, government, grassroots organizations and businesses to create change in Western New York. Most recently her efforts have seen hundreds of homes made lead-safe for at-risk children and families; the creation of a first-of-its-kind web community built around local environmental issues; and the development of a cross-sector partnership to address home health hazards, energy efficiency and green jobs for low income families. Prior to joining the Community Foundation, Cara was executive director for a regional nonprofit focusing on serving the needs of disabled and disadvantaged children from Western New York. Her work has been recognized by the Community Action Organization, the Buffalo Board of Education, and the Sierra Club Niagara Chapter. Cara earned a master's in speech communication from the University of Maine.



Terry Mazany

President and CEO, The Chicago Community Trust

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Terry Mazany is president and CEO of one of the nation's largest community foundations with assets of more than \$1.8 billion and grant making exceeding \$100 million that annually benefits more than a thousand not-for-profit organizations in metropolitan Chicago. Terry was selected as the sixth executive in The Chicago Community Trust's ninety-seven year history in 2004. In 2011 Terry served as the interim chief executive officer of Chicago public schools, a district of more than 400,000 students and over 650 schools with a budget of \$6 billion.

In addition, Terry is a member of the board of directors of the Federal Reserve Bank of Chicago and the Council on Foundations, as well as past chair of its Community Foundation Leadership Team representing the nation's 700 community foundations. He was also recently appointed by Secretary of Education Arne Duncan to serve on the National Assessment Governing Board that oversees the National Assessment of Education Progress, known as our Nation's Report Card.

His work in philanthropy is based on fifteen years' experience in public education, working in several districts across the country including Detroit, Chicago, Baltimore, Oakland, and San Francisco. Preceding his work in the public sector, Terry enjoyed his first career as an archaeologist and dendrochronologist – using tree-ring chronologies to date human settlements and develop past climate records. Terry earned Master's degrees in anthropology and business administration at the University of Arizona and a Master's in education policy from the University of Illinois at Chicago. He also has been awarded Honorary Doctorate degrees from DePaul University and Lewis 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. Michele 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*.



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>.

Lee 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, Lee was managing editor of U.S. News & World Report.



Bahia Ramos

Director of Community Foundations, John S. and James L. Knight Foundation

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Bahia Ramos joined the Knight Foundation in July 2010 as director, community foundations. She directs donor-advised grants to community foundations around the country and is a co-director for the Knight Community Information Challenge. Prior to becoming a staff member, Bahia was a National Urban Fellow at Knight, and worked with the national program team.

Bahia spent two years living in London, where she consulted with Man Group, plc, in the corporate responsibility department. Before leaving for London, she worked in the cultural nonprofit sector as director of government and community affairs for both the Brooklyn Botanic Garden and Brooklyn Children's Museum, where she completed funding for two significant capital projects and generated community participation in institutional programming.

Bahia is from Brooklyn, New York, and sits on the board of Saint Ann's School. She received her bachelor of arts in history from Williams College and master's in public administration from Baruch College School of Public Affairs.



Tahmida Shamsuddin

Director, Neighborhood Nexus of Atlanta

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A program of the Community Foundation for Greater Atlanta, Neighborhood Nexus is an online community information system (CIS) that empowers Metro Atlantans to make information-based decisions which transform lives and effectively utilize resources in the region.

As director of the initiative, Tahmida Shamsuddin provides organizational and community leadership, as well as acts as the chief spokesperson for the effort. In addition, she manages the development and implementation of Neighborhood Nexus' strategic and business plan, including mission, goals, and measurable objectives.

Tahmida has 10 years of experience in the economic and community development field. Prior to her current position, she was vice president for economic development at Central Atlanta Progress, a private business association that is one of the most effective advocacy, urban planning, and economic development organizations in the city. She has a Master's in business administration (MBA) from Emory University's Goizueta School of Business and a Bachelor's in business administration (BBA) from Suffolk University. She has served as a board member for Southface from 2009-2011 and currently serves as a board member of the Sweet Auburn Curb Market.



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 new media journalists at USC Annenberg School for Communication and Journalism in Los Angeles. She was the founding director of the Western Knight Center for Specialized Journalism at the USC Annenberg School. During her 30-year journalism career, Vikki 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. Vikki 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, the Associated Press Managing Editors, and has been invited to participate in conferences hosted by the Pew Foundation for Public Journalism, the Freedom Forum, Harwood and Associates and the American Press Institute.



Vivian Vahlberg

Project Director of Community News Matters, The Chicago Community Trust

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Vivian Vahlberg is president of Vahlberg & Associates, which works with media, foundations and non-profit organizations to foster high-quality news and information. She directs The Chicago Community Trust's Community News Matters program (<http://www.communitynewsmatters.org>) and serves on advisory boards of the Ethics and Excellence in Journalism Foundation, the Online News Association and the New Media Women's Entrepreneurship project. Previously, she was managing director of the Media Management Center at Northwestern University; journalism program director at the McCormick Foundation; executive director of the Society of Professional Journalists, and assistant Washington bureau chief for the Daily Oklahoman. She was inducted into the Oklahoma Journalism Hall of Fame and received the 2012 Distinguished Service Award from the Association of Schools of Journalism and Mass Communications. She has written and edited numerous reports about the news media. She is an alumna of Rice University and Northwestern University's Medill School of Journalism.