



**Community Engagement: Digital Strategies for Local Funders
July 31-August 1, 2014**

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

PROGRAM AGENDA

All sessions will be held at the George S. Turnbull Portland Center, University of Oregon School of Journalism and Communication, White Stag Block, 70 NW Couch St., Room 3R.

Thursday, July 31

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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• Max Williams, CEO, Oregon Community Foundation• Steve Bass, CEO, The Oregon Public Broadcasting• Mike Fancher, Interim Executive Director, Center for Journalism Innovation and Civic Engagement, University of Oregon |
| 9:30 – 11:00 a.m. | Media Spaces Where People Live...and How to Connect with Them <ul style="list-style-type: none">• Lee Rainie, Director, Internet & American Life Project, 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, no program**
- 1:30 – 2:45 p.m. **Demystifying Technology Investments**
- **Amy Sample Ward**, CEO, Nonprofit Technology Enterprise Network (NTEN)
- 2:45 – 3:00 p.m. **Break**
- 3:00 – 4:30 p.m. **Civic Data and Open Government: How Local Funders Can Get Involved**
- **Susan Mernit**, CEO, Hack the Hood
- 4:30 – 5:00 p.m. **Wrap-up discussion**
- **Vikki Porter**, Knight Digital Media Center

Friday, August 1

- 8:30 – 9:00 a.m. **Continental Breakfast**
- 9:00 a.m. –12 p.m. **Leading on Social Platforms:
Social Media Strategy for Foundation Leaders**
- **Beth Kanter**, Master trainer, consultant, author (*The Networked Nonprofit*) and blogger
- 12:15- 1:15 p.m. **Lunch**
- The Northwest News Partnership Program**
Joan Vallejo, The Oregon Community Foundation
Jordan Anderson, Oregon Public Broadcasting
Morgan Holm, Oregon Public Broadcasting
Vic Panichkul-Ackermann, Salem Statesman Journal
- 1:15 - 3:00 p.m. **New Models for Engagement: Innovation in the Northwest**
- **Moderator: Morgan Holm**, Chief Content Officer, Oregon Public Broadcasting
 - **James Keller**, Director of mobile UX, Walmart Labs
 - **Juliana Scholl**, clinical services manager, Outside In
 - **Erica Lauer Vose**, Education Specialist, Code for Portland
 - **Nathan Wittstock**, Technical Director, Code for Portland
 - **Ami Dar**, Founder and Executive Director, Idealist.org
- 3:00 – 3:15 p.m. **Break**
- 3:15 – 4:00 p.m. **Taking It Back.**

- **Morgan Holm**, chief content officer, Oregon Public Broadcasting