THURSDAY JANUARY 21

8:00 – 8:45 Registration (third floor foyer)
Continental breakfast: coffee, baked goods & fruit.

8:45 – 10:00 Introduction & Keynote (Marco Polo)
Common Challenges, Uncommon Solutions Holly Minch

10:15 – 11:15 Workshops (3 breakouts)
What Are They Talking About? (Marco Polo)
Where are people talking about your issue online? And in what context? How do you engage them? In this workshop, Dean Hollander will review specific examples of social media analysis and demonstrate how online search tools can be used to gain insights into how your issue is being talked about and where people are most engaged. He will present an overview of how to use these insights to develop effective and engaging content. Hollander will also review the social media landscape and discuss which social media tools should be used when.

Dean Hollander

Evaluating Communications in the Nonprofit World (Red Rover)
In a for-profit company, measuring success can be as simple as the profit/loss statement in the latest quarterly report. But for nonprofits, especially those trying to move public opinion or shape policy, the job is far more complicated. What benchmarks can be set to gauge progress? Whose opinions matter in evaluating a nonprofit’s communications work, and how can they be measured? Have the intangibles embedded in the process of communicating been evaluated along with straightforward outcomes, like news coverage? Prepare to make the most of an outside- or self-audit in this workshop, presented by someone who has been on both sides of evaluations, and lived to tell the story! Henry Griggs

Lessons from the Right’s Attacks on ACORN (Hopscotch)
What can progressive communicators learn from the right-wing attacks on ACORN, both during and after the 2008 election, and continuing today? How could ACORN have fought back better communications-wise? How should progressives counter similar right-wing campaigns in the future?

John Atlas

11:30 – 12:30 Workshops (3 breakouts)
The Power of Advocacy Networks (Marco Polo)
This session will illuminate the new way of thinking, or “shift in logic,” required to harness the growing power of loose online networks for successful advocacy and communications efforts. This shift, from traditional centralized approaches to movement building, is what drives the strategy, not (as is commonly assumed) the technologies that are used to implement it. The workshop will be interactive and filled with examples of successful network-centric approaches to creating progressive change.

Marty Keane

How to Measure Social Media ROI (Red Rover)
Most nonprofits are experimenting with social media sites like Facebook and Twitter. This session will demonstrate detailed methods for measuring social media ROI (Return on Investment) to make sure your organization isn’t wasting valuable staff time and resources, and that your social media strategy is on the right track for 2010. Attendees will learn how to improve their social media ROI, as well as how to plot it out on a spreadsheet to win over social-media skeptics among your staff, board members, and volunteers.

Heather Mansfield

Framing and Messaging as an Organizing Tool: Building Meaning Through Building Movement (Hopscotch)
This “Popular Education” style workshop will focus on landscaping current problem frames and possible solution frames for progressive communicators. The session will include a brief presentation on an emerging Justice Communications model and ecology, followed by small- and large-group discussions focusing on dominant frames and narratives affecting progressive issues and movements, and possible framing and messaging solutions.

Karlos Gauna Schmieder and Celia Alario

12:30 – 2:00 Keynote & Lunch (Marco Polo)
Lunch Sermonette Reverend Billy
Storytelling: The First Big Thing Andy Goodman, the Goodman Institute

2:00 – 2:45 Break

2:45 – 3:45 Workshops (3 breakouts)
How to Pitch a Pundit? (Marco Polo)
Sirota is a local talk show host, a nationally syndicated columnist, a well-known blogger, and more. He’ll explain how to pitch stories to a progressive pundit like him—and the common mistakes he sees flacks making. David Sirota

Crisis Communications: How to Respond to Unwanted Media Attention (Red Rover)
Once in a very rare while all PR isn’t good PR—and being prepared for that day can literally save your organization. Whether you’re under attack by an opponent or under scrutiny for an operational lapse of some kind, this workshop will review how to build a crisis communications strategy, including outreach to various audiences (e.g., media, board, general public). It will also examine the effectiveness of the handling of some public crises.

Kenneth Weine

How to Combat Astroturf Campaigns? (Hopscotch)
The extreme right wing has always tried to stage events that appear to be “grassroots,” but in fact are creations of large corporations or interest groups. This panel will address ways to expose astroturf campaigns and even use them as an opportunity to promote progressive messages. Karl Frisch, Michael Huttner and Timothy Karr

4:00 – 5:00 Workshops (3 breakouts)
Preaching on Message (Marco Polo)
Rev. Billy Talen joined the sidewalk preachers of Times Square in 1998, specializing in retail interventions in sweatshop-product companies like Disney and Wal-Mart and opposing gentrification. As Pastor of the Church Of Life After Shopping, he’s been jailed over 50 times, scoring serious media coverage along the way. Learn about Rev. Billy’s work and approach to communications.

Reverend Billy

Real-Life Success with Facebook (Red Rover)
What groups are actually accomplishing something using Facebook? Here are some stories of how progressive organizations are using Facebook to achieve tangible successes—and scoring coverage in traditional media. Heather Mansfield and Rashad Robinson

Accessing Audiences Through Partnerships (Hopscotch)
With big media outlets fracturing, more news and info comes from various personal, institutional, and corporate sources. Developing networks and relationships is more critical than ever to target specific audiences. Panelists will explain how you can tweak your media/marketing strategy to branch out and strengthen your mission.

Thom Clark, Pippa Sorley and Robyn Stein

5:00 – 8:00 Reception (Third Floor Foyer & Marco Polo)
Cash Bar and Appetizers. Dinner on your own.
Here are some stories of how progressive organizations use mainstream media and elsewhere—to reach a wider audience? It’s harder than ever to score mainstream news coverage. And a blip on a lonely blog doesn’t usually achieve your communications goals. How can we use the coverage we get—in mainstream media and elsewhere—to reach a wider audience? Melissa Daar and Holly Minch

Leveraging Media Coverage: Get More Media Bang Out of the Stories You Generate (Hopscotch)
It’s harder than ever to score mainstream news coverage. And a blip on a lonely blog doesn’t usually achieve your communications goals. How can we use the coverage we get—in mainstream media and elsewhere—to reach a wider audience? Melissa Daar and Holly Minch

Real-Life Success with Twitter (Marco Polo)
We know what activists did with Twitter in Iran, but how are groups in this country using it to advance strategic goals? Here are some stories of how progressive organizations use Twitter to get stuff done—and score coverage in traditional media. Jen Caltrider, Marty Kearns and Karlos Gauna Schneider

How to Pitch to the Disappearing Mainstream Media? (Red Rover)
How do those of us who focus on the traditional media tweak our tactics to reach mainstream reporters, as old news outlets shrink or disappear before our eyes? More exclusives? Better relationships with AP? More emphasis on local TV news? Better research? Celia Alario, Mark Eddy, and Rebecca Wind.

PR for Good or Bad? (Hopscotch)
What’s effective (and not) in progressive campaigns against large corporations? Jabara, who’s worked closely with grassroots anti-war activists, considers himself a progressive and will give his insight from his perspective as a public relations official for Newmont Mining, Corp., the world’s second largest gold mining company. Omar Jabara