

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 Kearns*

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.



the **True Spin**
Conference

A National
Conference on
Communications
for Progressives

Jan 21–22, 2010
Denver, CO

For information on
the speakers, see the
list of faculty in the
registration packets.

Effect Communications
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8:00 – 9:00 Registration *(third floor foyer)*

Continental breakfast: coffee, baked goods & fruit.

9:00 – 10:00 Keynote *(Marco Polo)*

Pop Culture and Progressive Advocacy: Fundamentals to Creating Lasting Cultural Change

Rashad Robinson, GLAAD

10:15 – 11:15 Workshops *(3 breakouts)*

Mobile Advocacy/Engagement *(Marco Polo)*

You often hear that mobile phones will be at the center of future advocacy campaigns. But when will this day arrive? Last year, campaigns are already putting mobile phones to use to inform, engage, and mobilize people—and attract media attention. This workshop will answer your questions about how cell phones can be part of your advocacy work.

Jed Alpert

Creative Media Tactics that Work for the New Media World *(Red Rover)*

As traditional media sources dwindle and communications budgets shrink, PR professionals are turning to unconventional media strategies to get their messages out. The marijuana policy reform movement has been particularly effective when it comes to using creative and compelling earned media tactics that capitalize on new media and social networking to generate mainstream coverage.

Mason Tvert

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

11:30 – 12:30 Workshops *(3 breakouts)*

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 Schmieder*

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*

12:30 – 1:45 Lunch on your own

1:45 – 2:45 Workshops *(3 breakouts)*

How to Work with Progressive Bloggers *(Marco Polo)*

Progressives still have an overwhelming advantage over conservatives when it comes to the blogosphere. Panelists will address the question, "How can progressive PR people work more effectively with their allies among the netroots?" *Emily Lockwood and Wendy Norris*

How Does the Right Wing Kick Our Ass? *(Red Rover)*

What does the political right do better, PR-wise, than progressives do? And what can be done about this? *Jed Alpert, Jimmy Durchslag and Heath Wickline,*

Stardate 2010: Traditional vs. and New Media

(Hopscotch)

Given that recent Nielsen research indicates 99% of the video content consumed in the U.S. is still via traditional television, and nearly 80% of the population uses radio on a daily basis, how can we harness the combined power of legacy and emerging technologies and find the constants in a constantly changing environment? Join us for this opportunity to hear each others' strategies on balancing a multi-platform approach to messaging in the new media environment. How can we more effectively use them in tandem and what are the strengths and weaknesses of each? *Deb Courson Smith, Lark Corbeil and Glen Gardner*

3:00 – 4:00 Workshops *(2 breakouts)*

Get read! Get heard! Get blogged! Tapping into the Commentary Continuum *(Red Rover)*

How to get your opinions read, heard and blogged. At this session, you will learn tips and techniques for writing compelling op-eds and how to connect effectively with audiences...and the media. But most importantly, you will learn how to use op-eds (and new-media tools) to reach the public and policymakers, and to promote progressive social change. *Denice Zeck*

How to Create Media-Friendly Imagery *(Hopscotch)*

Learn how to generate simple campaign visuals. Images used in successful media events and stunts will be presented in categories, making them easy to replicate for any campaign. Tips on pitching TV news will also be covered. *Jason Salzman*

4:00 Adjourn



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