# Scrums and Skills

## 2:30-4 PM

| Type | Location | Moderator | Title |
|---|---|

**Scrum**
*Volta Coffee, Tea and Chocolate*

Sarah Armour-Jones, *Media Impact Funders*
Mapping Media Grants Data to help get funding

How can we use media grants data to help the funding community make more targeted, strategic investments?

**Scrum**
*frank Lounge*

Robin Canfield, *Actuality Media*
Structure of Story: Hero's Journey

Learn how to frame a story in an effective way through a structured concept.

**Skill**
*Patticakes*

Kady Berrier, *The frank Team*
Creating a Mindful Journaling Experience

Getting the most out of your journaling experience

**Scrum**
*Omi's Tavern*

Shanelle Matthews, *Black Lives Matter*
Effective Communications for Social Movements

Movements serve as a gut check to a country's moral underpinnings. When the people rise, it's often in response to a need that has gone unmet. Ensuring the application of fundamental human rights for all people is a cornerstone of the role of public interest communicators. Join this scrum to ideate on what kind of 21st century communications strategies we need to employ to eliminate propaganda, mitigate harmful narratives, and ensure a true democracy for all.

**Skill**
*The Bull*

Twanna Hines and Alex Pearson, *And... Action* and *Picture Motion*
Leveraging Film to Tell Stories

Let's effectively leverage the power of storytelling, specifically in film & television, to create the kind of social change that moves society forward.

**Scrum**
*Maude's Coffee*

Terrence McNally, *McNally: MessageMatters*
If You Want to Build a Ship….

"If you want to build a ship, don't drum up the men to gather wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea." — Antoine de Saint—Exupery. How do we do that in 2017? What is the compelling narrative that will drive Americans to yearn for for a future richer than the past they want back?

## Thursday, March 2

### 8- 9 AM

| Type \| Location | Moderator \| Title |
| --- | --- |

**Scrum**
*frank Lounge*

David Morse, *Atlantic Philanthropies*

Alternative Facts: Is there an antidote to "Lies, Damned Lies and Statistics?

In February we lost the rock star of statistics and evidence, Hans Rosling. In a post-Rosling world where the norms of leadership, and civil and political discourse, have been turned on their head, is there still a place for evidence to debunk mythology and if so, what role can we play in effective truth-telling?

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### 10:30 AM-12 PM

**Scrum**
*The Bull*

Caty Borum Chattoo, Ellen Schneider and Ram Devineni
*Changeville*
Telling the Storyience

Stories have the power to move people, changing opinions and inspiring actions. Join us for this panel discussing the use of storytelling for the benefit of society.

**Skill**
*Maude's Coffee*

Shannon Ritchie & Frank Waddell, *AJ Fletcher Foundation & UF CJC*
Civil Discourse

How to lead and facilitate online discussions to promote civil, productive discourse (and send the trolls packing)

**Scrum**
*Hampton Inn*
*Registration*
*Room*

Jamie Henn, *350.org*
A Message for a New Economy

If it's not all about the economy, smarty, a lot of it is. How can progressives tell a new economic story that inspires millions of Americans? What is the vision we want to put forward, the examples that define it, and the people who are making it happen? Communicating a inspiring economic vision is one of the biggest challenges facing advocates, campaigners and politicians today. This session will try and bring out new ideas, identify key elements of our shared story, and maybe even come up with a slogan that makes communicating about the economy great again.

**Scrum**
*Patticakes*

Amy Lynn Smith, *Writer + Strategist*
Stories for Health Care

Bring specific issues or campaigns related to health care news of the moment and brainstorm as a group ways to communicate effectively using personal stories to generate empathy, educate and engage.

## 10:30 AM–12 PM

| Type | Location | Moderator | Title |
|---|---|

Scrum
*frank Lounge*

Rich Neimand, *Neimand Collaborative*
Populism—The Sweet Spot for Change in the Cesspool of Self-Interest.

Populism, in both the left and the right, is a drive for personal actualization that must be aided in order to create the critical mass necessary for social change. We'll show how aspirations drive actions and have a discussion on how to leverage selfishness into selflessness. We will briefly present a "consumerist lens on social change" illustrated by national research findings focused on finances and health. With this foundation, our idea is to talk about how this new point of view may or may not change the work people are doing.

Scrum
*Volta Coffee,*
*Tea and*
*Chocolate*

Jason Tomassini, *Atlantic Media Strategies*
Cover Your Nonprofit Like a Journalist

Nonprofit organizations have access to the same quality and quantity of compelling stories as media organizations. How can nonprofit communicators approach their work like a journalist in order to take full advantage of those storytelling opportunities and build their own audiences?

Scrum
*Main Stage*

Brian Southwell, *RTI International, Duke University*
Combating Misinformation

Southwell will further explore his mainstage discussion.

## 2:30-4 PM

Scrum
*The Bull*

Lizz Winstead and Jenifer Vito, *Changeville*
Art & Activision

Many artists are passionate about social issues and work both publicly and privately to benefit causes, but how do the most effective amongst them strike a balance between activism and artistry? This panel will seek to answer that question and discuss the best practices and philosophies for being both an artist and an activist.

Scrum
*Patticakes*

Jim Ross, *Telegraph, Political consultant*
Local Motion

How can foundations and non-profits make an impact in local & state policy making?

Scrum
*frank Lounge*

Claire Wardle, *First Draft News*
Real News: How to Find It

Verification of URLS, images and videos

### 2:30-4 PM

**Scrum**
*Maude's Coffee*

Andrew Solomon & Carroll Bogert, *John D. and Catherine T. MacArthur Foundation* and *The Marshall Project*
Social Change Campaigns

Join a conversation to share your experiences working on social change campaigns. What has worked? What challenges have you faced and how have you overcome them? What have you learned? What do the current political environment and media landscape mean for communicating successfully? Can we distill some best practices together?

**Scrum**
*Volta Coffee,*
*Tea and*
*Chocolate*

Kathleen Sohar, *Innovation Hub, ewits.org*
What's this talk about feminsm

Be ready to address issues surrounding gender disparity, including its origins and legacy. Participants are encouraged to share their own experiences and dialogue as a group to better understand how our frames of reference develop. The discussion will include research about perceived barriers and explore participants' opinions about what we can do going forward. This session is open to all genders and perspectives.

**Scrum**
*Hampton Inn*
*Conference*
*Room*

Shelly Spoeth, *Porter Novelli*
Building Logic Models: A Step by Step Approach to Getting to Behavior Change

In this scrum, you will learn how to build a logic model, often also called a "plan on a page," that helps map the goals, objectives, strategies and tactics of your campaign to the short- and long-term behavior change outcomes you are striving for. Logic models help put all the pieces of your program or campaign together visually to keep you on track, tell you story to others, and provide a true north when have to make key, often hard, decisions for your campaign.

**Skill**
*Main Stage*

Katherine Stone, *Postpartum Progress*
Effective Social Media Use

Want to learn more about online based awareness and support via social media – what to do, what not to do; and why it takes more time and probably less money than people think to succeed?

**Scrum**
*Omi's Tavern*

Andrew Slack, *Harry Potter Alliance, Imagine Better*
Bringing It Home for the Holidays

How can we channel cultural and movement energy to make the holiday of July 4 a celebration of immigration? How can we further assist bolstering holidays to fit in to our larger right to be human?

## Friday, March 3

### 2:45 PM
**Scrum**
*The Bull*

Jamie Henn, Cynthia Barnett, *Changeville*
Communication & The Environment