

**Campaign 2008:
Targeting the Youth Vote
March 9, 2007**

- 9:00 – 10:00 **Registration**
Location: Sheraton Commander Hotel
16 Garden Street
Cambridge, MA 02138
The George Washington Ballroom
- 10:00 – 10:15 **Welcome**
Governor Jeanne Shaheen, Director, Institute of Politics
- 10:15 – 11:15 **IDI Project Findings**
Moderated by: *John Della Volpe*, Polling Director, Institute of Politics
- David King*, Lecturer in Public Policy, Kennedy School of Government, Research Director, Institute of Politics
Max Anderson, student, Kennedy School of Government
Nicole Yakatan, Principal, Y Research and Marketing
- 11:15 – 11:30 **Break**
- 11:30 – 12:30 **Case Study: Michigan Gubernatorial Race**
Moderated by: *Kathy Barks Hoffman*, Michigan AP Lansing Correspondent
- Howard Edelson*, Campaign Manager, Granholm for Governor
Greg McNeilly, Campaign Manager, DeVos for Governor
- 12:30 – 2:00 **Lunch and Keynote: Youth Vote and Technology in 2008**
Moderated by: Governor Jeanne Shaheen
- Mike Murphy*, Republican Strategist
Joe Trippi, Democrat Strategist
- 2:00 – 3:15 **Emerging Election Tactics**
Moderated by: *Heather Smith*, Director, Young Voter Strategies
- Ron Bell*, Director of Public Liaison Office for Governor, Founder, Dunk the Vote (Grassroots organizing)
Allison Dale, University of Massachusetts, Amherst, Ph.D. student (Text messaging)
Chris Kelly, CIPP, Facebook (Social networking)
Lowell Feld, Founder of the Raising Kaine blog, former Netroots Coordinator on the Webb for Senate campaign (Netroots)
Professor John Palfrey, Clinical Professor of Law at Harvard Law School and Executive Director of the Berkman Center for Internet and Society (Online Video)

3:15 – 3:30

Break

3:30 – 4:45

Roundtable Discussion

Moderated by: *Gov. Jeanne Shaheen*

Chris Battle, Campaign Manager, Hutchinson, AR Gov, Republican

Jim Ross, Campaign Manager, Kulongoski OR Gov, Democrat

John Walsh, Campaign Manager, Patrick, MA Gov, Democrat

Vince Gallo, Campaign Manager, Santorum, PA Sen., Republican

Ellynn Bannon, Director, Student PIRGs New Voters Project

4:45

Forum reception

Location: The Sheraton Commander, Terrace

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