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 Galko*, Campaign Manager, Santorum, PA Sen., Republican  
*Ellynne Bannon*, Director, Student PIRGs New Voters Project

4:45  
**Forum reception**  
Location: The Sheraton Commander, Terrace  
16 Garden Street  
Cambridge, MA  02138