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**Local businesses partner to provide innovative social media marketing tools to non-profits**

PORTLAND, Ore. – This July 19 at the Elliot Center, 8:30 a.m. – 12:00 p.m., PAGATIM, NTEN, and Meyer Memorial Trust are joining forces to host the event, Communicating for Good: From Goals and Strategy to Brave Authentic Stories. The goal of the event is to help nonprofit organizations make the most of online opportunities for reaching audiences. The day will begin with a workshop featuring keynote presentations by Amy Sample Ward, currently at NTEN and formerly TechSoup Global, and Laura Mansfield, our own Chief Visionary Officer at PAGATIM. Following the workshop will be a resource fair for non-profit representatives to meet with vendors.

At the workshop, Laura will discuss PAGATIM's work with the Salem/Keizer Coalition for Equality. Often called The Coalition, this non-profit has worked to change many lives in the school system, and will inspire many more by sharing their story. Laura will use their work with the Coalition to demonstrate the power of audio and brave, authentic stories as a key communication tool.

"I'm really excited to talk about the importance of storytelling, and I'm looking forward to shedding some light on how it can be an effective for non-profits," Laura said of her role in the event.

In addition to the keynote presentations, there will be a resource fair to provide an opportunity for nonprofit representatives to meet with vendors and learn more about products, tools and services to accomplish their strategic communication.

"Here at Meyer Memorial Trust, I hear from nonprofits who want and need information about communication and from organizations/vendors who have resources to offer. This event allows us to provide a matchmaking service, which provides efficiency at all levels," Marie Deatherage, Director of Communication and Learning at MMT, said.

This workshop has been designed by MMT to help non-profits combat the issue of developing a communication strategy to tell compelling stories about their work as they are often at a disadvantage when it comes to raising awareness and fundraising.

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**ABOUT LAURA MANSFIELD**

Laura Mansfield is the CEO and Chief Visionary Officer of PAGATIM. With her bachelor's from Boston University in Broadcast Journalism and History and a master's degree in Non-profit Management from Regis University, she has over 20 years of experience working in documentary film, broadcasting and non-profit management. Laura has won 7 Emmy awards, and the Business Journal's 2011 Women of Influence Orchid Award and the 2012 Forty under 40 Award.

**ABOUT PAGATIM**

PAGATIM is a Portland based creative storytelling agency that develops viral and engaging audiocasts and podcasts for both individuals and corporations. They combine consultation, strategy, production quality and distribution to create successful content to enhance brand stories and positioning. Their products have been used to reinforce culture, position brands as thought leaders, and offer education and outreach to consumers and employees alike.

From the stories of individuals to the stories of unique products and services from such brands as KEEN, Unitus Community Credit Union, and Girls Inc. of NW Oregon, PAGATIM's ability to create engaging audio content is unsurpassed. With partnership and distribution through iTunes, TuneIn Radio, Stitcher and Aha, their audio content is available on demand, live streaming and mobile. With 7 Emmy Awards, 2 Associated Press Awards, 3 Leadership Awards and 2 Strategy Awards, PAGATIM's award winning team has combined experience of over 40 years in the field of media production.