

MECHANICS OF
PERSUASION + DATA

September 7th, 2023

Targeting Techniques

9:30AM-5PM EST

Welcome

We are excited to welcome you to the Immigration Hub's **Mechanics of Persuasion and Data (MP&D) Bootcamp**—an intensive, skills-based training series that aims to empower and inform immigration justice doers and innovators with the digital tools, know-how, and methodologies to persuade critical populations in America.

The **MP&D Bootcamp** brings together industry leaders and disruptors to raise the curtain behind cutting-edge research, technical solutions, and insights on how to strategically engage and persuade segments of the American public in a rapidly evolving digital space. Through a series of workshops that build upon each other, you'll gain access to the mechanics behind developing surveys, customizing messaging, testing ad content, applying data to creative content, targeting audiences on a diversity of digital platforms, and other valuable data-driven tactics.

We hope you leave this bootcamp equipped and motivated with new ideas, insights, and plans to scale and power up your reach as you disrupt the national narrative on immigration.

Welcome to the MP&D Class of 2023.

BEATRIZ LOPEZ

Deputy Director

JENNIFER PIERRE

Senior Digital Marketing Manager

THOMAS KENNEDY

Senior Political Fellow

MARY ZOCH

Communications and Digital Intern

Targeting Techniques

September 7, 2023

8:30 AM **Meet and Eat**

9:30 AM **Welcome**

10:00 AM **Disrupt in 3-2-1**

The election of Donald Trump spurred a renaissance of new thinkers and innovators who decided to challenge conventional wisdom on how we talk about three of the most politically charged issues—immigration, race and the economy—to voters in the middle and on the margins. MP&D is excited to debut *Disrupt in 3*, a series of docu-shorts featuring just some of these disruptors and their breakthrough research that optimized science, data and digital to uncover new messaging, methods of engagement and storytelling, and segmentation. Following the presentation, get ready to hear and engage with two of the disruptors in a deep dive conversation.

Moderator: Matthew Ray, ChatterBlast

Speakers:

- Melissa Morales, Somos Votantes
- Cynthia Buiza, California Immigrant Policy Center

11:00 AM **5 Min. Break**

11:05 AM **Salon Sessions: Thank You for Your Time**

Come together in intimate salon sessions with two leading researchers—one focused on course correcting messaging on crime and the other on how to develop research parameters and personas to apply it in the real world of marketing. Through interactive discussions and active listening, ask the tough questions, share ideas, examine techniques and solve pain points together.

Breakout Group 1: Jasmin Malone, Emerson Collective

Breakout Group 2: Blake Paradis, Vera Institute

12:05 PM **Lunch**

1:30 PM **The Nitty Gritty of Targeting and Tailoring Ads**

With digital platforms ever evolving and micro-targeting restrictions increasing, learn from industry experts on how to best navigate the latest regulations on targeting custom audiences, matching voter files to the platforms, and tailoring and targeting your ads to reach your audience effectively. Experts will walk you through select dashboards and platforms, including Looker Studio, Fox Local Extension, StackAdapt, Meta and Google's Ad Manager, among others.

Speakers:

- Joe Mineo, ChatterBlast
- Bjorn Henriques, FOX29 Philadelphia

2:30 PM **10 Min. Coffee Break**

M E C H A N I C S O F
PERSUASION + DATA

2:40 PM

Swaying and Saturating Battleground America

Over the past five years, the Immigration Hub has aggregated research from across the progressive movement, developed their own data-driven exploration of voters and most persuasive messages on immigration, and deployed real-world advertising across media platforms. Today, they have sharpened a proven formula to reach critical sets of voters and filled the data gaps to develop profiles of the diverse American electorate. Join long-time thought-partners and data enthusiasts to learn who and how to reach key segments of the American public and bolster immigration as a national asset.

Speakers:

- Beatriz Lopez, Immigration Hub
- Alison Collins, BlueLabs Analytics

3:40 PM

5 Min. Break

3:45 PM

Breaking Bots and Threats to Truth

With the fast evolution of generative artificial intelligence comes the potential promulgation of cyberattacks and misinformation across our handheld technologies and digital platforms. For the past six years, the team at Blackbird.AI has been developing new narrative and risk intelligence tools for detecting threats. Founded by AI experts Wasim Khaled and Dr. Naushad UzZman, Blackbird.AI has been at the forefront of surveilling, analyzing and combating disinformation and protecting organizations from harmful narratives by leveraging cutting-edge artificial intelligence technology. Learn from Blackbird.AI team members on the potential impacts of generative AI on immigration mis/disinformation and the elections.

Moderator: Jennifer Pierre, Immigration Hub

Speakers:

- Jim Reynolds, Blackbird.AI
- Rennie Westcott, Blackbird.AI

4:45 PM

Wrap Up

5:00 PM

Happy Hour

Disrupt in 3-2-1



MATTHEW RAY

Co-Founder and Chief Creative Officer
ChatterBlast | Pennsylvania

Matthew Ray (He/Him) is the Media Chief Creative Officer at ChatterBlast where he works to develop creative storytelling based on insightful data. He has led projects for the City of Philadelphia, University of Pennsylvania, GLAAD, the University of Texas, and Comcast. Matt has also taught as an adjunct professor in communications at Temple University and The University of the Arts. Matthew holds a Bachelor's degree in Journalism and Political Science from Temple University and a Master's degree in Media Studies from The New School. He serves as a board member of the Pennsylvania Prison Society, the oldest national organization dedicated to criminal justice reform, and AccessMatters, an anti-racist organization protecting reproductive rights in Pennsylvania. A member of the Queer community, Matthew splits his time between Philadelphia and Venice Beach, CA.



MELISSA MORALES

Founder and President
Somos Votantes | National

Melissa Morales (She/Her) is the Founder and President of Somos Votantes & Somos PAC and the Director of the Winning Jobs Narrative Project. She also served as the 2020 Planning Consultant for the Statewide Arizona Wins program as well as the Florida State Director for Win Justice—a coalition of seven organizations, including SEIU, Community Change Action, Planned Parenthood Action Fund, Color of Change PAC, and multiple grassroots state organizations. Melissa's previous roles include Research Director for Equis Research, Executive Director of SEIU Florida, 2018 Win Justice Florida State Director, and she also previously managed IE Programs for the 2016 Presidential Campaign in battleground states with SEIU. Through her work, Melissa has supported progressive candidates across the country, helped pass minimum wage ballot initiatives and helped restore voting rights to disenfranchised voters. Melissa is happiest when she's surrounded by family—who anchors her and is the reason she does this work.



CYNTHIA BUIZA

Former Executive Director
California Immigrant Policy Center | California

Cynthia Buiza (She/Her) has worked as a social justice advocate for the last 30 years. In June 2023, after seven years, she transitioned out of her role as Executive Director of the California Immigrant Policy Center (CIPC) where she provided the vision for the mission of California's leading statewide immigrant rights organization, and led major impactful and groundbreaking campaigns on behalf of the state's immigrant population. Cynthia is currently working as a Senior Consultant with Julia Ritchie Consulting, and Advisor for CoLab, a strategic messaging initiative under CIPC. Prior to her work at CIPC, Cynthia focused on international refugee, migration, human rights and civil rights issues in Southeast Asia and has held positions including Policy Director at the ACLU for its San Diego regional affiliate and Policy and Advocacy Director at CHIRLA. Before moving to the United States, she worked in senior positions with various international organizations, including the United Nations High Commissioner for Refugees, the Open Society Institute-Burma Education Project in Thailand, and the Jesuit Refugee Service. Cynthia served for four years as a State Commissioner with the Milton Marks Little Hoover Commission and is a Commissioner with CA100. She is also a member of the Advisory Council for the Immigrant Resilience Fund and serves on the Board of Directors of the Pilipino Worker's Center and The Angeleno Project.

Salon Sessions: Thank You for Your Time



BLAKE PARADIS

Senior Federal Policy Associate
Vera Institute | Washington, D.C.

Blake Paradis (She/Her) is the Senior Federal Policy Associate with the advocacy and partnerships department at Vera Institute. She is working to expand Vera's federal outreach program, connecting federal lawmakers with Vera initiative leads and experts. Before joining Vera in 2022, Blake worked on Capitol Hill for three years, first as legislative counsel to Congresswoman Eleanor Holmes Norton and then as judiciary counsel to Congressman Joe Neguse. She also clerked for the Honorable Carol Ann Dalton and the Senior Judges at the Superior Court of the District of Columbia. Blake holds a BA in International Relations from Syracuse University and a JD/MA from American University. She is admitted to practice law in the District of Columbia.



JASMIN MALONE

Senior Director of Research and Strategy
Emerson Collective | Washington, D.C.

Jasmin Malone (She/Her) is the Senior Director of Research & Strategy at Emerson Collective, leveraging her experience to bridge the gap between audience insights, strategy and creative executions. Before joining Emerson, Jasmin was a leading force at truth®, America's largest nonprofit public health organization dedicated to ending tobacco use. Jasmin was also named one of Ad Age's 40 under 40 in 2017. Malone received her Bachelor of Business Administration in Marketing from Howard University, and her Master of Business Administration from the University of the District of Columbia.

The Nitty Gritty of Targeting and Tailoring Ads



JOE MINEO

Associate Director of Ads and Analytics
ChatterBlast | Philadelphia

Joe Mineo (He/Him) is the Associate Director of Ads and Analytics at ChatterBlast, overseeing the management of paid campaigns, optimizations, reporting, and analysis across all accounts. He works to ensure all accounts maintain strong digital marketing measurement capabilities, develops and implements ad strategies, and identifies efficient ways to reach new consumers with the data and in-depth business analytics to back it all up. Prior to joining ChatterBlast, he worked in commercial traffic and digital sales at CBS Radio/Entercom Philadelphia. Joe received his Bachelor's degree in Radio, Television, and Film with a Minor in Communication Studies from Rowan University, where he was also a two-time scholar-athlete competing in cross country and track and field. He now spends his free time toying with data projects, building apps, and running races. He and his wife reside just outside of Philadelphia with their dogs Penny and Zelda.



BJORN HENRIQUES

Digital Sales Manager
Fox29 | Philadelphia

Bjorn Henriques (He/Him) is the Digital Sales Manager for FOX Philadelphia and co-founder of Collegehiphop.com. For more than a decade, he has worked to drive results through strategic insights, innovation, and customer-centric approaches for regional and national brands. Bjorn is passionate about using his expertise and experience in service of the community and to advocate on behalf of local businesses. He created, hosted and produced the Official Podcast for the Philly Ad Club where he interviewed leaders of regional and national brands including Toyota, PECO and NBC Universal. He currently serves as the vice-chairman of The African American Chamber of Commerce PA/NJ/DE, he serves on the marketing committee for the Urban Affairs Coalition and is a former adjunct Advertising Professor at Temple University.

Swaying and Saturating Battleground America

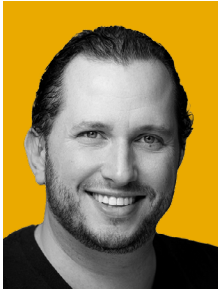


ALISON COLLINS

Director of Political Strategy and Advocacy
BlueLabs Analytics | Washington, D.C.

Ali Collins (She/Her) is the Director of Political Strategy and Advocacy at BlueLabs Analytics. Since joining the company in 2018, Ali has worked on some of the most competitive races across the country, advising on voter targeting and analytics for coordinated campaigns at both the state and national levels. In addition to campaigns, she has worked with dozens of political, philanthropic, and advocacy groups to identify campaign audiences and measure campaign impact—ranging from messaging for education policy leaders to increasing voter registration among under-represented communities. Before joining the team, Ali completed her Master in Public Policy at Harvard Kennedy School, where she explored political analytics and co-founded the Women in Power Conference. In her free time, you can find Ali exploring D.C. with her husband and dog, likely on a quest to find the best tacos in the city.

Breaking Bots and Threats to Truth



JIM REYNOLDS

Vice President of Sales
Blackbird.AI | National

Jim Reynolds (He/Him) is the Vice President of Sales at Blackbird.AI and has over 20 years of experience in the social analytics and media monitoring markets. He has successfully led some of the largest social listening teams in the world and has driven multiple emerging technology companies to industry leaders. His extensive knowledge and experience in global brand engagement, executive sales leadership, strategic partnerships and media relations, is just the mix needed to power the growth initiatives in his current role.



RENNIE WESTCOTT

Intelligence Analyst
Blackbird.AI | National

Rennie Westcott (He/Him) is an Intelligence Analyst at Blackbird.AI and has worked in strategic risk and cyber-fusion analysis for four years. He is a graduate of the Elliott School of International Affairs at George Washington University and his work in the field of disinformation analysis is grounded in an educational background in Russian language and culture. He is currently based in New York City.

Immigration Hub Hosts



BEATRIZ LOPEZ

Deputy Director

Immigration Hub | Washington, D.C.

Beatriz Lopez (she/her) is the Immigration Hub's Deputy Director. She provides executive management support of public advocacy strategies across departments and leads the Hub's political and multifaceted communications programs. Beatriz was a founder of CKZ, designing strategy, benchmarks and programs for several nonprofit leaders and organizations. Previously, she was the Managing Director of Communications for the Center for American Progress (CAP) Action Fund. Prior to her time at CAP, Beatriz was the Assistant Communications Director for the Service Employees International Union's (SEIU), where she led the communications strategy for the Immigrant Justice Campaign and Latino electoral program and created and launched a new, innovative multi-platformed model for the union, called iAmerica, to galvanize battleground voters. Formerly, she led the Latino and labor outreach efforts for the Florida Association of Planned Parenthood and Public Citizen, respectively. She also served the Peace Corps in El Salvador. Beatriz is a graduate of Pace University and proud mother to a toddler.

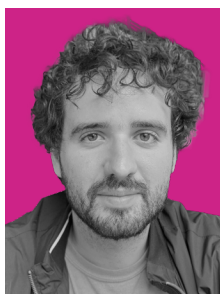


JENNIFER PIERRE

Senior Digital Marketing Manager

Immigration Hub | Washington, D.C.

Jennifer Pierre (She/Her) is the Senior Digital Marketing Manager for the Immigration Hub where she oversees the implementation of the Hub's digital and political strategy. She reaches key audiences and shifts cultural and political attitudes on immigration by developing and applying data-driven messaging and research. Jennifer is also the founder of Melanites, serving to inspire children of color to dream big, stand tall, and live out their childhood. Melanites designs diverse toys, storybooks, and games that celebrate brown boyhood. Jennifer is a first generation Haitian immigrant native to South Florida.



THOMAS KENNEDY

Senior Political Fellow

Immigration Hub | Florida

Born in Argentina, Thomas Kennedy (He/Him) came to the United States with his parents at the age of 9, first living in New Jersey before settling down in Miami. After living as an undocumented immigrant for over a decade and seeing the daily struggles his parents overcame to have a better life, Thomas became involved in progressive activism and immigration reform advocacy. He graduated with an International Relations major from the Florida International University and a Master's in Community and Social Change from the University of Miami. He is a fellow at the Immigration Hub and an elected Democratic National Committee member.



MARY ZOCH

Communications and Digital Intern

Immigration Hub | Illinois

Mary Zoch (She/Her) is a Communications and Digital Intern with the Immigration Hub. She contributes to both traditional communications tasks and digital projects in furthering the Hub's mission of conducting research initiatives and deploying innovative communication strategies. She is a first-generation college student attending Aurora University where she is pursuing Bachelor's degrees in Sociology, Communication, and Spanish. She currently resides in Illinois where she was born and raised.