

Catholic Media Convention Schedule of Events

Wednesday, May 27, 2009

9:00 a.m. to 5:00 p.m.

Registration Hours (Elite Registration Desk)

9:00 a.m. to 7:00 p.m.

Resource Center Hours (Marquis North)

9:00 a.m. to 1:00 p.m.

Master Camp 1

Digital Media Boot Camp (Platinum 2)

USCCB/Burson-Marsteller

New Media Track

Brought to you by the U.S. Conference of Catholic Bishops

9:00 a.m. to 11:45 a.m.

Master Camp 2

Movie Screening (Platinum 1)

Harry Forbes, et al.

Communication Track

Movie screening of a Catholic film

Master Camp 3

Quark - Desktop Design & Publishing 101 (Platinum 4)

Jim Holmes

Editorial/Graphics Track

Desktop design and publishing will be illustrated to help with your design challenges.

Master Camp 4

Best Practices Multi-Media for Your Web (Platinum 3)

Curt Chandler

New Media Track

Participants will learn the fundamentals of making effective multimedia and then, as a group, will produce an audio slideshow and a video

Master Camp 5

Adobe Creative Suite 4 and the State of Page Layout Today (Platinum 7)

Andrew Strauss

Editorial/Graphics Track

Adobe's Creative Suite 4 offers a sophisticated palette of tools for producing professional page layouts. We will examine how InDesign, InCopy, Photoshop, Illustrator and Acrobat can help get your work done more efficiently, effectively and economically.

12:00 noon to 1:00 p.m.

Newcomers Luncheon (Elite 1 & 2)

By invitation only

12:00 noon to 1:30 p.m.

CPA Past President's Luncheon (Elite 1)

By invitation only

Lunch on own

2:00 to 4:45 pm

Master Camp 1

"Strategic Communication Planning" (Platinum 2)

Amy Federman and Felix Leaner

Communication Directors

Without a communications strategy, communication offices find themselves careening from one crisis to the next. Learn the key questions to ask when developing a communication strategy, who should be involved in the planning, how to implement a plan successfully and how to evaluate its effectiveness.

1:15 p.m. to 2:30 p.m.

Breakout 1

"Paper to Pixels: Cheap ways to dramatically improve storytelling on the Web" (Platinum 8)

Ed Foster and Mary St. Pierre, The Florida Catholic

New Media Track

The session will discuss and demonstrate six simple and easy ways to improve the quality of journalism and storytelling on the Web at little to no cost.

Breakout 2

Quark – The Business of Publishing (Platinum 4)

Jim Holmes

Editorial/Graphics Track

Learn how to use Quark to effectively publish your communication piece.

Breakout 3

Best Practices Multimedia for your Web (Platinum 3)

Curt Chandler

New Media Track

Session Repeat

Master Camp 5

Adobe Creative Suite 4 and the State of Page Layout Today (Platinum 7)

Andrew Strauss

Editorial/Graphics Track

Session continuation

Breakout 4

Managing Your Brand in Print and Online (Platinum 9)

Theresa Graves, Cindy Fowler, and LuAnne Belle

Editorial/New Media Track

Participants will learn how to “manage” their diocesan branding so they can activate web site outreach, use new media wisely and improve traditional print communications.

Breakout 5

"Simple Photographic Tools for Capturing the Good News" (Platinum 10)

Paul Gero

Editorial/Graphics Track

Simple and effective tools from camera use and lens selection to working simply with flash to help the attendees take better photos faster and easier.

Breakout 6

"Chicken Soup for the Editor's Soul" (Platinum 1)

Tim Gallagher, Former Editor and Publisher, The Los Angeles Times

Editorial/Graphics Track

This former editor will talk about finding out to tailor your publication to your audience’s interests while keeping your bishop happy, too. Be prepared to share your experiences in this give-and-take session.

2:30 p.m. to 2:45 p.m.

Resource Center Break (Marquis North)

2:45 p.m. to 4:00 p.m.

Breakout 1

Paper to Pixels: Cheap ways to dramatically improve storytelling on the Web (Part 2) (Platinum 8)

Ed Foster and Mary St. Pierre, The Florida Catholic

New Media Track

Part Two

Breakout 2

Quark - The Business of Publishing (Platinum 4)

Jim Holmes

Editorial/Graphics Track

Session continuation

Breakout 3

Best Practices Multimedia for your Web (Platinum 3)

Curt Chandler or Ed Foster

New Media Track

Session continuation

Master Camp 5

Adobe Creative Suite 4 and the State of Page Layout Today (Platinum 7)

Andrew Strauss

Editorial/Graphics Track

Session continuation

Breakout 4

Design, One on One (Platinum 9)

Theresa Graves, Cindy Fowler, and LuAnne Belle

Editorial/New Media Track

Participants will have the opportunity to bring the challenges they are facing with print and online communications in their dioceses for one-on-one evaluations, brainstorming and problem-solving sessions.

Breakout 5

Tweets and Twends: New Methods in Reaching Readers Through Social Media-Twitter, Facebook and More. (Platinum 1)

Christopher Gunty, The Florida Catholic

New Media Track

Breakout 6

The Lessons of Proposition 8 and the Fight over Gay Marriage (Platinum 10)

Dr. Christopher Kaczor

Editorial/Diversity Track

This session examines major questions arising from Proposition 8 in California which defined marriage as between one man and one woman. It will address important questions about discrimination, equality, sexual orientation, and analogies to bans on interracial marriage.

3:30 to 4:45 p.m.

Master Camp 1

"Strategic Communication Planning" (Platinum 2)

Amy Federman and Felix Leaner, USCCB

Communication Directors

Session continuation

4:00 p.m. to 5:00 p.m.

Roundtable 1

Hispanic/Spanish Language Roundtable Discussion (Platinum 1)

Rafael Roncal and Lynn Monahan

Roundtable 2

Magazine Roundtable Discussion (Elite 3)

Roundtable 3

Small Newspaper Roundtable Discussion (Resource Center)

Roundtable 4

Large Newspaper Roundtable Discussion (Elite 2)

Wednesday, May 27, 2009 ~ Cont.

Roundtable 5

Advertising/Circulation Roundtable Discussion (Elite 1)

5:00 p.m. to 6:00 p.m.

Liturgy (Platinum 5)

Celebrant Bishop Tod Brown

Worship

6:00 p.m. – 6:45 p.m.

Welcome Reception (Resource Center)

7:00 p.m. – 9:00 p.m. (Platinum 6)

Welcome Dinner

Thursday, May 28, 2009

7:30 a.m. to 5:00 p.m.

Registration Hours (Elite Registration Desk)

8:00 a.m. to 9:15 a.m.

Opening Plenary (Platinum 5)

Short Film and presentation by Israel Ministry of Tourism

Keynote Address by Jack Dorsey, Co-Founder of Twitter

9:00 a.m. to 5:00 p.m.

Resource Center Hours (Marquis North)

9:15 a.m. to 9:30 a.m.

Resource Center Break (Marquis North)

Award presentation by Pontifical Mission Societies of the U.S.

9:30 a.m. to 10:30 a.m.

CPA Eastern Regional Meeting (Platinum 1)

CPA Western Regional Meeting (Resource Center)

CPA Southern Regional Meeting (Platinum 8)

CPA Midwestern Regional Meeting (Platinum 2)

Catholic Academy Business Meeting (Platinum 7)

Frank Morock, President

Catholic Academy for Communication Arts Professionals

10:30 a.m. to 12:30 p.m.

CPA Business Meeting (Elite 1, 2, 3)

Bob Zyskowski, President

Catholic Press Association of the United States and Canada

Catholic Academy Breakout Session (Platinum 7)

12:30 p.m. to 2:00 p.m.

Luncheon (Platinum 6)

Presenter: Msgr. Paul Tighe

(Presentation of the Clarion and Bishop John England Awards)

2:00 p.m. to 3:15 p.m.

Breakout 1

Q & A Follow up with Msgr. Paul Tighe (Elite 1 & 2)

Breakout 2

The Making of Zamboanga: Poverty War Music (Platinum 9)

John Nosack, Paul Pierce, Loretta Kline & Judy-Anne Goldman

Communications Track

This workshop will explain the process of creating a documentary film, including clips from the CFCA film, "Zamboanga: Poverty, War, Music," exploring the relationship between documentary films and social justice, and why this is an important film for Catholics to see.

Breakout 3

Catholic Academy Roundtable (Platinum 7)

Communications Track

Breakout 4

CAN Business Meeting (Platinum 4)

Tim Mayer, CAN Chairman

Business Track

Breakout 5

Household Saints or Desperate Housewives? (Platinum 1)

Sr. Rose Pacatte

Media Literacy Track

The Secret Life of the American Teenager and *Hannah Montana* may be among Disney's most popular 'tween and teen girl shows, but what else are our girls watching? The women of Wisteria Lane consistently win the 18-49 year-old demographic (along with *Grey's Anatomy*) and have a significant teen audience as well. Is there anything redeeming or holy about *Desperate Housewives*? This presentation will look at sequences from the show and offer a strategy for talking and writing about it (and other cultural products) through the lens of faith, community, social justice, and family. A handout will be provided.

Breakout 6

Hispanic Outreach for Diocesan Publications (Platinum 3)

Malea Hargett and Rob DeFrancesco

Diversity/Communications Track

Hispanics will soon make us 41 percent of the Church. How can you provide news coverage in Spanish when you have little or no budget and staff? This workshop will provide several ways to answer this challenge.

Breakout 7

Convergence – in the Diocese: New media and Catholic media (periodicals, books, web, TV and radio) (Platinum 2)

Matt Wielgos (SAM) and Sherry Brownrigg

Communications Track

Breakout 8

Freelance Roundtable (Resource Center)

Editorial/Graphics Track

3:15 p.m. to 4:45 p.m.

Resource Center Hours (Marquis North)

3:30 p.m. to 4:45 p.m.

CNS Reception (Elite 2 & 3)

(By invitation only)

Thursday, May 28, 2009 ~ Cont.

5:00 p.m. to 6:00 p.m.

Liturgy (Platinum 5)

Celebrant Archbishop George H. Niederauer
Worship

6:00 p.m.

Open Evening

6:30 p.m. to 8:30 p.m.

The Maximus Group – Double Feature Film Screenings (Elite 1)

Friday, May 29, 2009

7:00 a.m. to 12:00 noon

Registration Hours (Elite Registration Desk)

7:00 a.m. to 8:00 a.m.

CJSF Board Meeting (Platinum 4)

8:00 a.m. to 9:30 a.m.

Plenary (Platinum 5)

How to Live Your Faith in the Hollywood Marketplace
Panel of Hollywood professionals

9:30 a.m. to 10:00 a.m.

Resource Center Hours (Marquis North)

Prize Drawing at 9:45 a.m. (Must be present to win)

10:00 a.m. to 12:00 noon

Breakout 1

The Catholic vision for leading like Jesus – It really works (Elite 3)

Owen Phelps

Business Track

Everyone who tries to influence anyone is a leader. Jesus had a clear vision for how Christians should lead. Modern leadership research confirms that his approach to leadership really works – and it's one that you can begin to master today.

Breakout 2

Your Catholic Magazine Can Survive the Road Ahead (Elite 1)

Panel Discussion: Small, Medium and Large Magazines

Business Track

For diocesan magazine professionals

Breakout 3

Your Diocesan Newspaper Can Survive the Road Ahead (Elite 2)

Panel Discussion: Small, Medium, and Large Newspapers

Business Track

For diocesan newspaper professionals

Breakout 4

The Challenges of Church Photography (Platinum 10)

Greg Tarczynski

Editorial/Graphics Track

How to effectively shot photography and spread the Word of God through your lens

Breakout 5

Catching the Next Wave: Reaching and Retaining Young Adults (Platinum 8)

Christina Capecchi

Communication Track

How can a diocesan paper attract young adults (18-34)? This session will shatter myths, provide practical tips, shed light on technology, and apply cutting-edge research and analysis, and successful initiatives presented by a young adult, the author of the syndicated column "Twenty Something."

Breakout 6

10:00-11:00 - Reporting on Life Issues: Challenges and Opportunities - Deidre McQuade, USCCB

Breakout 6 (part 2) (Platinum 7)

The Catholic media plays an indispensable role in helping the public understand – and think critically about – abortion, stem cell research, euthanasia, and the death penalty. This workshop will equip you with backgrounders, polling data and policy issues on the horizon.

11:00-12:00 - The Catholic Church and Immigration Reform: Myths and Realities - Kevin Appleby
Briefing Backgrounds from USCCB (Platinum 7)

A review of the position of the Catholic Church on immigration – why the Church is involved, the realities of immigration, the Church solution to the problem, myths and facts about immigrants, and proper messaging on immigrants. Information will be provided on the Justice for Immigrants campaign.

Breakout 7

Producing for the Web (Platinum 9)

Father Frank Desiderio, CP

Communications Track

The workshop will focus on Paulist Productions' web series, *Tyler's Ride*, which launched in the spring of 2008 and their upcoming web venture which uses humor to communicate spiritual messages

12:00 Noon to 1:30 p.m.

Luncheon (Platinum 6)

(Presentation of the CA Presidential Medal & CPA St. Francis de Sales)

1:30 p.m. to 3:00 p.m.

Breakout 1

Advertising Rate Structure (Elite 3)

Marge McCue, The Monitor

Business Track

Learn about advertising rate structures to turn a profit

Breakout 2

Catholic Academy Roundtable (Platinum 10)

Breakout 3

Content Analysis (Elite 2)

Sharon Boehlefeld

Editorial/Graphics Track

This workshop will examine content analysis to effectively deliver your diocesan publication.

Breakout 4

Presenting the Catholic Reader to the Advertiser (Platinum 8)

Benjy Uhl

Business Track

This session introduces advertisers to the Catholic reader – identify more ways to position your paper as a viable direct mail vehicle for advertisers, pre-set charts, maps, and demographics to show the Catholic reader is right for them.

Breakout 5

Does Your Publication Have Any Friends? (Elite 1)

Friends of America Panel Discussion

Business Track

Panel discussion

Breakout 6

The Revised Roman Missal: Coming Soon to Renew the Liturgy (Platinum 7)

Fr. Rick Hilgartner

Editorial/Graphics Track

In late 2010, the English-speaking Church will introduce a new translation of the *Roman Missal*, containing the prayers of the Mass. This difficult change provides an opportunity to take a new look at what worship means as the words of liturgy are “refreshed.”

Breakout 7

Social Media Marketing: Powering Your Catholic Brand via Web 2.0 (Platinum 9)

Tom Allen and Lisa Wheeler

Communications Track

While Web 2.0 has been a huge explosion in the secular marketplace, the Catholic space has been much slower to embrace it. There is great potential for Catholic media organizations and other businesses to use web 2.0 services such as YouTube, Twitter and Facebook to power their brands. We’ll take a look in this session at how Catholic organizations can use Web 2.0 tools to strengthen brand, image and community identity.

3:00 p.m. to 3:15 p.m.

Break

3:15 p.m. to 4:30 p.m.

Breakout 1

Win Randy Grosse's Money - Million Dollar Advertising Ideas (Elite 3)

Randy Grosse, The Catholic Voice

Business Track

Idea-sharing session – advertising/marketing ideas that generate revenue (direct/indirect). Prizes awarded to the top three ideas.

Breakout 2

Social Media for the Catholic Press (Elite 2)

Loretta Kline, Judy-Anne Goldman, Kristine Littrell

New Media Track

An introduction to some of the most popular social media tools and how Catholic media can use them to grow audience and advance a story

Breakout 3

Working Together: Freelance Writers and Editors on Cultivation Effective Relationships (Elite 1)

Maria Scaperlanda, with Christina Capecchi, Sr. Mary Ann Walsh, Megan Sweas, John Norton, Peter Feuerherd

Editorial/Graphics Track

Experienced writers and editors tell how they negotiate, collaborate on new media, and cultivate effective working relationships – from both sides of the desk.

Breakout 4

When All Hell Breaks Loose at/with the Post Office (Platinum 8)

Benjy Uhl

Business Track

This session discusses the trends that have occurred in the recent post and items that publications will have to deal with in the future to deliver their publication including postal rates increases, significant changes and ways to cut costs

Breakout 5

(Follow up Interview Time - Pro-Life, Immigration, and New Roman Missal Topics) (Platinum 7)

USCCB Experts

Diversity Track

Session continuation

Breakout 6

Producing Diocesan Documentaries (Platinum 9)

Ryan Lilyengren, Maria Hall-Brown and Dan McCue

Communications Track

This session examines the development of original documentaries about local (arch)Diocesan history, the many contributions the Catholic Church has made to their communities, and the faith journey of the priests and lay people that make up their local church – or other subjects of public interest. This workshop seeks to educate Diocesan communicators on how they can collaboratively develop a public television documentary that objectively discusses the importance of their (arch)diocese's impact and contribution to the cultural fabric of their local community. The presentation is based on the development of the very successful documentary *Matters of Faith*, jointly developed by KOCE public television and the Diocese of Orange.

5:00 p.m. to 6:00 p.m.

Liturgy – Memorial Mass (Platinum 5)

Celebrant Msgr. Owen Campion

Worship

6:00 p.m. to 6:45 p.m.

Catholic Press Awards Reception (Platinum Ballroom Foyer)

7:00 p.m. to 10:30 p.m.

Catholic Press Awards Banquet (Platinum 6)

10:30 to 12:00 Midnight

Awards Display and after-party (Platinum 1-4)

Social Networking (Cash Bar)

12:00 Midnight

Close of 2009 Catholic Media Convention