

2019 Catholic Media Conference June 18-21, 2019

	Editorial	Business	Communications	Design	Digital Media	Radio
MASTER CAMPS						
Wednesday, June 19						
8:30 am - 9:30 am	Navigating the Digital Revolution		How Communication Directors and Attorneys Can Survive a Crisis	From the Front	Building a Studio and Creating a Podcast John Morris	High Fidelity (to the Church) Radio: Adapting and Adopting Secular Media Practices to Help Spread the Gospel
9:45 am -11:15 am				Becoming a Design Master	Google and Social Media Analytics Tommy Shultz	
3:00 pm - 4:30 pm				Top Ten Design Hints	Open Discussion on New Media and Digital Media Campaigns	
Speakers	Kilian Schalk Fr. Matt Malone JD Long-Garcia	Mary Ross Agosta Maura Fitzgerald Jennings	Ed Henninger	Edmundo Reyes	David Renshaw	
EDUCATIONAL SESSIONS						
Thursday, June 20						
10:30 am-11:45 am	Better Reporting/Better Writing	Prospecting Tips to Drive New Sales	To PR Firm or Not	Bringing Photos and Words to Life through Design	Social Media for Effective Communication	Catholic Radio: Just What Does it Mean to Be Catholic?
Speakers	James Davis	Jon Miosky	Mary Ross Agosta Jonathan Stern	Todd Habiger	Jennifer Trefelner	Fr. Francis J. Hoffman
1:45 pm-3 :00 pm	Newspaper versus Newsletter	Show Me the Money	Everyone Begins at Zero on Social Media	Tips for Better Ad Design	Achieving Shared Success When Building a New Website	Programming Alternative: Music for the Masses
Speakers	Jean Gonzalez Denise O'Toole Kelly Joe Towalski	Valerie Casco	Lincoln Ho	Michael Jimenez	Susan Laielli Curt Ankin Roger Navarro Blake Stapleton	Davis Watts
3:15 pm- 4:30 pm	Covering the Church: Catholic vs. Secular	Create a Promotional Tool Kit for Marketing	Fundamentals of the Catholic Church	Strategies to Boost your Brand and Save Time	Digital Discipleship	Mission and Fundraising for Catholic Radio Today
Speakers	James Davis Denise O'Toole Kelly Ann Rodgers	Teresa Peterson	Daniella Zsupan-Jerome	Elise Cronin-Hurley	Caroline Cerveny, SSJ-TOSF	Danielle Wright-Landry
Friday, June 21						
8:30 am-10:00 am	Print Plus Digital: How do they do that?	Business Roundtable	So How You Doin'? - How to keep it together personally and professionally	Graphic Design for Dummies	Riding the Wave of Video	Using Ratings and Research to Grow
Speakers	Jennifer Brinker Chris Gunty Tim Reidy	Amy Kawula	Mary Ross Agosta Penny Wiegert	Malea Hargett	Allen Kinzly Gabriel Pontajas	Dave Sullivan
2:00 pm - 3:30 pm	Regional Roundtable Eastern	Regional Roundtable Southern	Regional Roundtable Midwestern	Regional Roundtable Western		Radio Roundtable
Moderators	Katherine Long	Ana Rodriguez-Soto	Joe Towalski	Rob DeFrancesco		Dave Vacharesse