



# CATHOLIC MEDIA VIRTUAL CONFERENCE The Catholic Press Association

## Session Recordings

### Editorial/Communication Track

[https://www.youtube.com/playlist?list=PLwoqgUmyXyh8PA08Ovt\\_Pstlhxd2FjZpK](https://www.youtube.com/playlist?list=PLwoqgUmyXyh8PA08Ovt_Pstlhxd2FjZpK)

Transforming Workflow: Discover What Happens When You Rethink Your Process

Kilian Schalk, PurpleGray, Cassie Magnotta, Glenmary Challenge, and Gretchen Crowe, OSV

Diocesan planning - How to communicate during time of change

Gabby Hlavek, Diocese of Lafayette-in-Indiana

Game of Thrones was right: Chaos is a ladder - Which of the creative tools developed during the crisis will we keep going forward?

Panel: Chaz Muth, Sam Lucero, Anita McSorley

### Business (Advertising, Marketing, Circulation)

<https://www.youtube.com/playlist?list=PLwoqgUmyXyh-hF93gxcU-QxOXZbIttOA>

Practical Alternative Revenue Sources: Explore practical ways to generate revenue for your publication

Bob Jaques, Catholic Sentinel and El Centinela

Successful Circulation Models

Greg Hartman, The Catholic Telegraph, and Jean Gonzalez, The Florida Catholic

Why Print is Still Essential for Dioceses and Catholic Organizations

Patrick M. O'Brien, FAITH Catholic

### Digital Media

<https://www.youtube.com/playlist?list=PLwoqgUmyXyh8oYOo2hqVY9RpmwzuYKkVc>

Social Media Analytics: Provides an overview of options for analytics for web traffic and social media

Tim Swift, Catholic Review

The ABC's of Streaming: Post-COVID Edition

Allen Kinzly, Archdiocese of Atlanta and David Renshaw, Archdiocese of Portland

Increasing Social Media: Thinking outside the box, but staying in the book

David Bisonó, Hispanic Ministry Resource Center