

**Catholic Media Convention
Schedule of Events**

Tuesday, June 1, 2010

- 1:00 p.m. – 7:00 p.m. Catholic Academy Board of Directors Meeting (Bacchus-4th Floor)
- 1:00 p.m. – 8:00 p.m. CPA Board of Directors Meeting (Bonaparte-4th Floor)
- 12:00 noon – 5:00 p.m. Early Registration Hours (Preservation Hall Foyer-2nd Floor)
- 8:00 p.m. – 10:00 p.m. “God in America” Documentary Film Event & Panel Discussion (LaGaleries 1-2nd floor)
Sponsored by WGBH Boston
This documentary television special from American Experience and FRONTLINE is coming to PBS in fall 2010—it is complete with a national outreach campaign.

Wednesday June 2, 2010 – Day I

- 7:00 a.m. – 4:00 p.m. Registration Hours (Preservation Hall Foyer-2nd Floor)
- 7:00 a.m. Master Camps at Loyola
Check in is required at the CPA table in the Marriott lobby; the group will walk together to the Street Car (Canal & Carondelet)
Roundtrip tokens will be provided to all registrants
- 8:30 a.m. – 2:45 p.m. Master Camps at Loyola University (6363 St. Charles Avenue, Communication/Music Complex - 3rd Floor Classrooms)

Hands on training classes for pre-registered attendees

- 1) “Photoshop Tips & Tricks: Creating Animated Files Using Adobe Flash” presented by Kevin Slimp, Institute of Newspaper Technology
This is a session for everyone. Mr. Slimp will cover both basic and advanced tips for making your photos look better. Attendees will walk away with new tools they can use right away for photo editing and color correction. In addition, he will show participants how to create color settings and use the Bridge to improve workflows and accomplish tasks. Good for both Mac and PC users of any version of Photoshop.
- 2) “InDesign Basic and Beyond” presented by Lisa Griffin, Boone Newspapers, Inc.
This presentation will take you from the ground up to help you utilize InDesign in your production process. We’ll take a look at tools, techniques and shortcuts for new users, old pros and converts from Quark.
- 3) “Build and Manage a Web Site for Almost Nothing” presented by Kevin Littrell, Catholic Diocese of Baton Rouge
Using Joomla, a free and open-source Web site content management system, to rapidly develop aesthetically pleasing and easily maintainable Web sites for those that have never built a Web site.

- 9:00 a.m. – 6:30 p.m. Resource Center Hours (Preservation Hall-2nd Floor)
- 9:00 a.m. – 11:30 a.m. Master Camps at the Marriott

- 4) Editorial: “20 Revenue Ideas for Editors – Part 1” (Preservation Hall Studio 7&8-2nd Floor) presented by Bill Ostendorf, Creative Circle Media Consultants
With a decline in traditional revenue sources, this session will examine new ideas for alternative revenue

Advertising – 9:00-10:00 a.m. “How to Market Non-Profits” (Preservation Hall Studio 3,4,5-2nd Floor) presented by Betsie Gambel, Gambel Communications and Leslie Doles, Second Harvest Food Bank
This presentation will explain how PR agencies can work successfully with non-profits and niche publications such as Catholic newspapers to produce tangible results.

10:15-11:30 a.m. “How to Market a Niche Publication to Agencies” (Preservation Hall Studio 3,4,5-2nd Floor) presented by Jordy Luft, Media Director of Peter A. Mayer Advertising

This presentation will offer common-sense tips on how a Catholic niche publication can get its foot in the door with advertising agencies. What does an ad agency look for regarding media kits and follow-up from a Catholic publication?

9:00 a.m. - 3:00 p.m.

- 5) “Strategic Planning for Diocesan Communicators” (LaGalleries 2-2nd Floor) presented by Amy Federman and Felix Leander, Burson-Marsteller, LLC
Brought to you by the United States Conference of Catholic Bishops
This interactive session will provide a framework for diocesan communication directors to develop a proactive communication strategy. The session will address the key questions to ask to implement a plan successfully, whom to involve in the planning, incorporating digital communications into the plan, how to evaluate its effectiveness, among other topics.

11:30 a.m. – 1:00 p.m. Lunch on own – See listing of restaurant recommendations

11:30 a.m. – 1:30 p.m. CPA Past President’s Lunch (Five Fifty Five Restaurant)

1:00 p.m. – 3:00 p.m. Master Camps at the Marriott

- 6) “The New Roman Missal” (Preservation Hall Studio 6-2nd Floor) presented by Fr. Richard Hilgartner, USCCB
This discussion will address the changes coming to the Roman Missal and how the new translation will impact the celebration of the Mass, with particular attention to the role of the media in covering the Liturgy and in preparing the Church for the changes which will take effect in December, 2011.
- 7) Editorial: “Integrating Your Content Push – Part 2” (Preservation Hall Studio 7&8-2nd Floor) presented by Bill Ostendorf, Creative Circle Media Consulting
This session will demonstrate the functional and technical integration of content push.
- 8) Advertising: “How to Create a Non-Profit Brand and Campaign” (Preservation Hall Studio 3,4,5-2nd Floor) presented by Tom Varisco, Owner and Creative Director, Tom Varisco Designs
Consulting, conception and branding for New Orleans non-profits after Katrina--when “design” means more than design

3:15 p.m. – 4:00 p.m. Topic Roundtables

- 9) Communication Directors (LaGalleries 2-2nd Floor)
10) Magazine (LaGalleries 1-2nd Floor)
11) Newspaper (Preservation Hall 7&8-2nd Floor)
12) Business: Advertising & Circulation (Preservation Hall Studio 3,4,5-2nd Floor)
13) Hispanic/Spanish (Preservation Hall Studio 6-2nd Floor)
14) Video/TV/film producers (LaGalleries 4-2nd Floor)

4:30 – 5:30 pm Opening Liturgy at Immaculate Conception, Celebrant: Archbishop Claudio Celli
See walking directions
Shuttle bus departs from Marriott Canal Street entrance at 4:10 p.m. for those requiring extra assistance

6:00 – 7:30 pm Opening Cocktail Reception (Preservation Hall-2nd Floor)
Entertainment: Xavier University Jazz Trio
2 Drink Tickets – Cash Bar

Open Evening in New Orleans – See listing of restaurant recommendations

Thursday, June 3, 2010 – Day II

7:00 a.m. – 4:00 p.m. Registration Hours (Preservation Hall-2nd Floor)

7:30 a.m. – 8:30 a.m. CPA Annual Business Meeting of the Membership (LaGalleries 3-2nd Floor)

8:45 a.m. – 9:45 a.m. Plenary 1: “A Look at American Politics” (Bissonet-3rd Floor)
Presented by James Carville, Political Strategist
Moderated by Fr. John Carville
Sponsored by Catholic Relief Services

9:30 a.m. – 4:00 p.m. Resource Center Hours (Preservation Hall-2nd Floor)

9:45 a.m. – 10:15 a.m. Coffee Service in Resource Center (Preservation Hall-2nd Floor)
Presentation of Archbishop Edward T. O’Meara Award
Sponsored by Pontifical Mission Societies of the U.S.

10:15 a.m. – 11:15 a.m. Workshops

15) Academy: “I’m so tired...I’m so busy-Finding Time to Honor the Sabbath” (LaGalleries 1-2nd Floor)
presented by Sally Oberski, Diocese of Toledo
Working in communications often wears us down, mentally and physically. This session is designed to remind you that Sabbath means “rest” and will offer insight into how important it is to honor the Sabbath.

16) Media: “Social Networking 101” (LaGalleries 2-2nd Floor) presented by Michelle Johnson, EWTN-Global Catholic Network
This workshop will not only show you, as diocesan newspaper editors and staff, the basics of how to create Twitter, Face book and LinkedIn pages, but it will help you understand why and how to use them to better do your job.

17) Editorial: “Interviewing Skills”(Preservation Hall Studio 7&8-2nd Floor) presented by Nancy Collins
Get the edge and maximize your fact-finding skills during the interview; this session will demonstrate the best techniques for getting the information.

18) Mentoring: “Five Aspects of Leadership-Part 1” (Preservation Hall Studio 3,4,5-2nd Floor) presented by Paul Bernabei, Top 20 Training
This two-part session will coach individuals on how to become better leaders who can then direct others to become better workers.

19) Photography: “How to Juggle Your Still and Video Camera on the Same Assignment” (Preservation Hall Studio 6-2nd Floor) presented by John McCusker, The Times – Picayune

In this timely “how-to” workshop, award-winning photographer John McCusker will show how easy it is to “double-dip” on the same assignment, providing both still images for the newspaper and video for the Web. He will show examples of both news and feature stories.

- 20) Academy: “New Media and New Evangelization: Five Ways to Make a Difference” (LaGalleries 4-2nd Floor) presented by Sr. Rose Pacatte, DSP, Pauline Center for Media Studies
We live in exponential times: information and entertainment technological developments no longer take years to shape the culture. Overnight, everyone can be a content provider, or better yet; a story-teller. What does this phenomenon require of us as pastoral people? How can theology and Church teaching on communication inform us? What kind of spirituality can inspire and sustain us? Sr. Rose will explore aspects of new media and the requirements of not only the new evangelization but new ways of being evangelizers, story-tellers that can make a difference.

11:30 a.m. – 12:45 p.m. Bishop’s Panel Preparation (Bissonet-3rd Floor)
Facilitated by Dominic Perry, USCCB
Preparation for Friday morning’s panel discussion with the bishops

12:45 p.m. – 2:00 p.m. Lunch (Mardi Gras Ballroom DE-3rd Floor)
Presentation of the Bishop John England Award and the Clarion Award
Just published in May, Archbishop Philip M. Hannan will be signing his book, The Archbishop Wore Combat Boots: From Combat to Camelot to Katrina -- a memoir of an extraordinary life by Philip Hannan

2:15 p.m. – 3:15 p.m.

Informal meeting with Archbishop Claudio Maria Celli (Suite 1530)
Recognizing that journalists may have interest in interviewing Archbishop Claudio Maria Celli, he will be available in Suite 1530 for an informal media conference. No appointment is necessary.

- 21) Catholic Academy Business Meeting (LaGalleries 3-2nd Floor)
- 22) Media: “Online Journalism: What You Need to Know”(LaGalleries 2-2nd Floor) presented by Kevin Slimp, Institute for Newspaper Technology
Mr. Slimp was one of the first persons to predict the rise of “converging media” before newspapers and broadcasters started using video, audio and more on their web sites. Today, he is one of the leading experts on the subject of online journalism. During this session, he will lead attendees in a brief look at where we’ve come, where we are and the tools we need to get where we’re going. This session will be beneficial to anyone interested in online communications.
- 23) Editorial: “Design for this Decade- Part 1” (Preservation Hall Studio 7&8- 2nd Floor) presented by Ed Henninger, Henninger Consulting
This two-part workshop will look at design basics such as focus, proportion, balance, unity. Examination of the principles and approaches for newspaper typography. Color and how it works.
- 24) CAN Business Meeting (LaGalleries 1-2nd Floor)
- 25) Business: “Surviving Without a Subsidy” (Preservation Hall Studio 3,4,5-2nd Floor) presented by Matthew Gambino, The Catholic Standard and Times
Diocesan newspapers are grappling with the prospect of operating without a diocesan subsidy. This session will show how one such paper operates on a tight budget. It will present constructive methods of

helping Catholic newspapers continue to fulfill their mission of informing, educating and inspiring readers.

- 26) Photography: “Photos into Movie Story” (Preservation Hall Studio 6-2nd Floor) presented by Andrew Nelson, Andrew Nelson Photography
This presentation will demonstrate how to use photos to develop a multimedia movie story.

3:30 p.m. – 4:30 p.m.

- 27) Academy: “New Dimensions – Including 3-D – in Catholic Media” (LaGaleries 2-2nd Floor) presented by Fr. Robert Reed, Catholic TV Network, Frank Morock, Diocese of Raleigh, Michelle Johnson, EWTN-Global Catholic Network

Catholic media are no longer on the sidelines in using current technology to spread the Good News and provide information to the public. Through TV, Internet and mobile devices, Catholic news organizations are players in the game delivering product to you and your Web site.

- 28) Editorial: “Newspaper Design for this Decade – Part 2” (Preservation Hall Studio 7&8-2nd Floor) presented by Ed Henninger, Henninger Consulting
This is a continuation of workshop 24 that will look at design basics such as focus, proportion, balance and unity. Open to all attendees and not just those that attended the first session.

- 29) Business: “Better Understanding and Response Time from your Postal Representative”(Preservation Hall Studio 6-2nd Floor) presented by Felicia Carter, Rachel Cousin, Ed Faneca, Carl Karnish from the U.S. Postal Service in Baton Rouge
What the postal service can do for you. How to make your relationship with the post office better?

- 30) Mentoring: “Guided Practice to Meaningful Growth-Part 2”(Preservation Hall Studio 3,4,5-2nd Floor) presented by Paul Bernabei, Top 20 Training
This is part two on how to coach individuals on how to become better leaders and direct others to become better workers. Open to all attendees and not just those that attended the first session.

Open Reception (Mardi Gras FGH-3rd Floor)
Hosted by Catholic News Services

- 5:00 pm – 6:00 pm Memorial Mass at St Louis Cathedral, Celebrant: Fr. John Catoir
See walking directions
Shuttle bus departs from Marriott Canal Street entrance at 4:20 p.m. for those requiring extra assistance
- 6:30 pm - 9:30 pm New Orleans Night at the Cabildo – All attendees invited
Sponsored by USCCB
- Entertainment by trumpeter Irvin Mayfield
 - 3 guided tours of the Cabildo - 6:45 p.m.; 7:30 and 8:15 p.m
- See walking directions*
Shuttle bus departs from the Cabildo at 9:00 p.m. for those requiring extra assistance.
- 6:30 pm – 10:00 pm Gabriel Awards by the Catholic Academy for Communication Arts Professionals (Mardi Gras DE-3rd Floor)
Pre-registered seated event

Friday, June 4, 2010 – Day III

7:00 a.m. – 12:00 noon Registration Hours (Preservation Hall-2nd Floor)

- 7:30 a.m. Catholic Journalist Scholarship Fund Committee Meeting (Mardi Gras A-3rd Floor)
- 8:30 a.m. – 9:45 a.m. Plenary II “Health Care Reform” (Bissonet-3rd Floor)
Presented by Dr. Wayne J. Riley, President
Meharry Medical College
Sponsored by Israel Ministry of Tourism and Faith Catholic
- 9:00 a.m. – 12:00 noon Resource Center Hours (Preservation Hall-2nd Floor)
- 9:45 a.m. – 10:15 a.m. Coffee Service in Resource Center (Preservation Hall-2nd Floor)
Sponsored by EWTN – Global Catholic Network
Prize Drawing for CPA Members
- 10:30 a.m. – 11:45 a.m. Bishop Panel Discussion: “What Does it Mean to Be a Catholic Media Organization in Today’s World?” (Bissonet-3rd Floor)
Panelists: Archbishop Claudio Celli, Archbishop Gregory Aymond, Archbishop Richard Smith, Bishop Ronald Herzog, and Bishop Thomas Doran
Facilitated by Dominic Perry, USCCB
- 12:00 noon – 1:30 p.m. Lunch (Mardi Gras Ballroom DE-3rd Floor)
Presentation of the St. Francis de Sales award and the Presidential Medallion
- 1:30 p.m. – 2:20 p.m. Workshops
- 31) Academy – “Talk to Me Like You Know Me – Web site Personalization” (LaGalleries 6- 2nd Floor)
presented by Chuck Murphy, Boston Interactive and Fr. David Guffey, CSC, Family Theater Productions
Imagine being able to give each online visitor a customized experience with your web site! You can! By personalizing your web site content, communications, and interactive experiences, you can more effectively meet specific goals such as sharing information, increasing subscriptions, donations and/or purchases.
- 32) Business – “Advertising Idea Share” (LaGalleries 5-2nd Floor) presenter by Bob Bugle, Bugle Media Services
Best practices in advertising sales
- 33) Editorial – “Immigration Issues” (LaGalleries 1-2nd Floor) presented by Maria Bermudez, Catholic Charities, and Lolita Carcache, Catholic Charities’ Hispanic Apostolate Community Services
With daily news reports from all mediums this workshop will examine the national immigration issues.
- 34) Business – “Selling a New Circulation Model” (LaGalleries 2-2nd Floor) presented by Andrew Walton, Diocese of Camden
Faced with declining circulation and pressing communications needs, the Diocese of Camden implemented a new circulation model in fall 2007 which nearly tripled circulation, thereby improving distribution and ad revenues. The project required buy-in from key decision-makers, including the Bishops, pastors, and diocesan department heads.
- 35) Freelance Roundtable (LaGalleries 4-2nd Floor)
- 1:30 p.m. – 3:00 p.m.

39) Cooking Demonstration: “New Orleans Cooking and its Ties to Catholicism” (LaGalleries 3-2nd Floor)
Presented by Chefs Frank Brigtsen, Brigtsen’s Restaurant, John Besh, Restaurant August, Leah Chase, Dooky Chase Restaurant and Tommy Cvitanovich, Drago’s Restaurant
Four New Orleans chefs talk about food in New Orleans, their love of the city, their Katrina experiences and why they returned.

2:30 p.m. – 3:20 p.m.

40) Catholic Academy Business Meeting – Part 2 (LaGalleries 1-2nd Floor)

Regional Meeting Roundtables

41) Western (LaGalleries 4-2nd Floor)

42) Midwestern (LaGalleries 2-2nd Floor)

43) Southern (LaGalleries 6-2nd Floor)

44) Eastern (LaGalleries 5-2nd Floor)

- Regional reps to collect ideas, topics and possible presenters for Regional Meetings, Webinars, and CMC 100 Year Anniversary – hand in to the regional representatives for the CPA Board of Directors meeting on Saturday morning.

4:00 p.m. – 5:15 p.m.

Liturgy at St Patrick, Celebrant: Archbishop Gregory Aymond

See walking directions

Shuttle bus departs from Marriott Canal Street entrance at 3:40 p.m. for those requiring extra assistance

6:00 p.m. – 7:00 p.m.

Catholic Press Awards Reception (Mardi Gras ABC-3rd Floor)

7:00 p.m. – 10:30 p.m.

Catholic Press Awards Banquet & Presentation (Mardi Gras DE-3rd Floor)

Sponsored by Knights of Columbus

10:30 p.m. – 12:00 a.m.

Post-Banquet Party (Bissonet-3rd Floor)

Digital Awards Display & Cocktails

Cash Bar

Saturday, June 5, 2010

8:00 a.m. – 11:00 a.m.

CPA Board of Directors Meeting (Bonaparte-4th Floor)

8:00 a.m. – 1:00 p.m.

Volunteer Charity Day

Meet in the Marriott lobby at 7:30 a.m.

Open to all attendees – Pre-registration required

Catholic Charities Archdiocese of New Orleans' Operation Helping Hands is assisting in the effort to rebuild New Orleans after Hurricane Katrina.

Participants will perform basic duties so be ready to work on ladders and possibly scraping lead paint. Personal Protective Equipment will be provided. Also, you should be prepared for sun and heat. Bring sunscreen, insect repellent, hats and sunglasses. Water coolers will be provided at the site as well as CCANO bottles for all volunteers.