### 11.30 Workshops (simultaneous)

Workshop 4. Aula Magna Giovanni Paolo II **Debating Values in the Social** Networks: Developing an Authoritative Voice

> Eduardo Arriagada Professor of Journalism and Digital Convergence, Catholic University, Santiago (Chile)

Editor-In-Chief of "II Sole 24 Ore", Milan (Italy)

Moderator: Charo Sádaba Consultant of Social Networks and Professor of Digital Marketing, University of Navarra, Pamplona (Spain)

Workshop 5. Aula Alvaro del Portillo **Challenges of Catholic Television** in the Digital Environment

Coordinated and Sponsored by Rome Reports TV News Agency

- ENG ES Msgr. Kieran Harrington Vicar of Communications of the Diocese of Brooklyn, Net TV (United States)
- ENG ES Laios Kovács Director of Jezsuita Stúdió (Hungary)
- ES | ENG | José Gabriel Vera Spokesperson for the Spanish Conference of Bishops Member of 13TV (Spain)

Moderator: Antonio Olivié CEO of Rome Reports (Italy)

## 15.00 **PAPERS**

## 16.15 Panel 4 - Church and Communication: Learning from Christians in Difficult Environments

- ENG Bishop Anthony Fallah Borwah of Gbarnga (Liberia)
- FR Bishop Philippe Jourdan Apostolic Administrator of Estonia
- Bishop **Basilio Yaldo** Auxiliary Bishop of Baahdad (Iraa)

Moderator: Marta Brancatisano Professor of Anthropology Pontifical University of the Holy Cross

- 17.15 Panel 5 Journalists' Voices: Five News Stories to Watch in the Next Year
- □ Giovanna Chirri ANSA (Italy)
- ES Paloma García Ovejero Cope Radio (Spain)
- ENG Francis X. Rocca The Wall Street Journal (United States)
- **ENG** Nicole Winfield Associated Press (United States)

Moderator: Diego Contreras Vice Rector of Communications Pontifical University of the Holy Cross

- 18.45 The Pope's Prayer Goes Viral
- IS Juan Della Torre Founder and CEO of La Machi (Araentina)
- 19.00 Closing Session
- José María La Porte Dean of School of Church Communications Pontifical University of the Holy Cross
- 20.00 Concert by Apollinaris Ensemble: "An Eastertide Musical Meditation" Church of Sant'Apollingre (Pontifical University of the Holy Cross)





## **VENUE / SEDE**

Pontificia Università della Santa Croce Piazza di Sant'Apollinare, 49 00186 Roma (ITALY)



#### ONLINE REGISTRATION AND INFORMATION

http://www.pusc.it/csi/ucc2016 convegnocsi@pusc.it Tel: +39 0668164362 / 06681641 Twitter: @ChurchCSeminar

**REGISTRATION FEE / QUOTA D'ISCRIZIONE** € 220,00

**REGISTRATION DEADLINE / SCADENZA** 31st March 2016



## SIMULTANEOUS TRANSLATION / TRADUZIONE SIMULTANEA

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### **ORGANIZING COMMITTEE**

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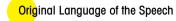
School of Church Communications 10th Professional Seminar for Church Communication Offices

# Participation and sharing

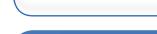


Rome, April 26-28, 2016

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# TUESDAY, APRIL 26<sup>TH</sup>, 2016

- Distribution of Materials
- 9.20 Welcome from the Rector

Presentation

## Communications in Concentric Circles: A Proposal for Church **Communication Offices**

- Marc Carroggio Professor of Communication Management Pontifical University of the Holy Cross
- 10.00 The New Role of Communicators: From Content Diffusers to Promoters of Culture
- ENG Charles Marsh Professor of Journalism and Mass Communications University of Kansas (United States)
- 10.45 Presentation of the School's Academic Journal "Church, Communication & Culture"
- 11.00 Break
- 11.30 **PAPERS**
- 12.50 End of Session
- 15.00 Workshops (simultaneous)

Workshop 1. Aula Magna Giovanni Paolo II From a Single Spokesperson to a Plurality of Voices: Advantages and Challenges for the Consistency of the Message

- Ivan Maffeis Director of the Communication Office of the Italian Bishops' Conference (Italy) Training Experts for the Public Debate
- PT Rafael Medeiros Coordinator of the "Projeto Comunicação Aberta", São Paulo (Brazil) Laudato si' in Brazil: A Media Success
- Margaret Doherty Deputy Director of Communications, Catholic Bishops Conference of England and Wales (UK) **The Communication Value** of the Testimony
- Marion Mulhall Founder and CEO of worldpriest.com (Ireland) The Project worldpriest.com

Moderator: Giovanni Tridente **Communications Department** Pontifical University of the Holy Cross

Workshop 2, Aula Alvaro del Portillo (1st floor) Communication of Religious Events in the Digital Age

- ES Simeón Reves
- Diocese of El Salvador
- (ES) and Alfredo Vela Director of the "Grupo Educare" (San Salvador) The Beatification of Oscar Romero
- ES Antonio Hernández Deus and Teresa Sádaba
- Directors of Communication for The Beatification of Álvaro del Portillo (Spain)

Moderator: Christiane Monteiro Canção Nova TV (Brazil)

- 16.45 Panel 1 Big Data and Institutional Communication
- Alessandro Chessa Institute for Advanced Studies, Lucca (Italy) Free Tools to Listen to the Social Online Conversation
- Barc Argemí CEO of Sibilare, Barcelona (Spain) Analysis of the Public Conversation about a Church Event

Moderator: Daniel Arasa Professor of Digital Communications Pontifical University of the Holy Cross

- 17.45 Break
- 18.00 Public Opinion in the Church. A Communicative and Ecclesiological Reflection
- Norberto González Gaitano Professor of Media Ethics and Public Opinion Pontifical University of the Holy Cross
- 18.30 **Debate** (Afternoon Speakers)
- 19.00 End of Session



## WEDNESDAY, APRIL 27<sup>™</sup>, 2016

- 8.30 Appointment at Via della Conciliazione no. 54 for the Papal Audience at St. Peter's Square
- 12.00 Meeting at the Press Office of the Holy See (Via della Conciliazione no. 54)

## The Church and New Communication Challenges

- **Table 19** Dario E. Viganò Prefect of the Secretariat for Communications (Vatican)
- 15.00 **PAPERS and Workshop 3** (simultaneous)

Workshop 3. Aula Magna Giovanni Paolo II Communications Experiences from Papal Trips

- Bishop Mylo Vergara of Pasia and Chairman Committee on Information and Media for the Papal Visit to the Philippines 2015 Communicating the Mercy and Compassion of God
- Maria Lozano Assistant Director, Aid to the Church in Need (Germany) World Youth Day 2011 (Madrid) and 2013 (Rio de Janeiro) How to Help Journalists (and Why this is Worth Doing)
- Rafael Rubio Communications Director for World Youth Day 2011 (Madrid) Managina the Social Media for a Papal Visit
- María Teresa Nicolás Director of the International Media Center for the Papal Visit to Mexico 2016 Witness of Mercy and Peace: the Media Relations Effort for the Visit
- Adam Parszywka SDB Communications Director of the World Youth Day 2016 (Krakow) Reflections 90 Days Before World Youth Day 2016 Moderator: Yago de la Cierva Executive Director of World Youth Day 2011

- 16.30 Break
- 16.45 Social Media Policies: Principles and Trends
- Daniele Chieffi Media Relations and Social Media Management for Eni (Italy)
- In conversation with **Bruno Mastrojanni** Professor of Media Relations Pontifical University of the Holy Cross
- 17.30 Panel 2 Managing Digital Identity: Church Experiences
- **ENG** Karen Toftera CAFOD Humanitarian Agency of the Catholic Church in England and Wales (UK)
- **ENG** Ronnie Convery Director of Communications of the Archdiocese of Glasgow (Scotland)
- Juan Narbona International Web Editor of opusdei.org (Italy)

Moderator: Rita Marchetti Professor of Digital Media, University of Perugia (Italy)

- 19.00 Special Guest
- 19.15 Cocktail-dinner at Palazzo Ferrajoli (Piazza Colonna 355) 5 minutes walking distance from the University



## THURSDAY, APRIL 28<sup>TH</sup>, 2016

- 8.45 Welcome and Overview for the Third Day
- 9.00 The Communication Power of Mercy
- T Antonio Maria Sicari Carmelite priest, Theologian and Writer Studio Teologico Carmelitano, Brescia (Italy)
- **EMG Emmanuel Edwards** Sister of the Missionaries of Divine Revelation Faith and Art Itinerary of the Vatican Museums (UK)
- 10.00 Panel 3 Apps: New Ways to Share Values?
- Paolo Padrini Creator of iBreviary, Alessandria (Italy)
- Damien Schmitt Director of Global Digital Messaging for Relevant Radio, Green Bay (United States)

Moderator: Ashley Renée Noronha Media Training Expert Pontifical University of the Holy Cross

11.00 Break

