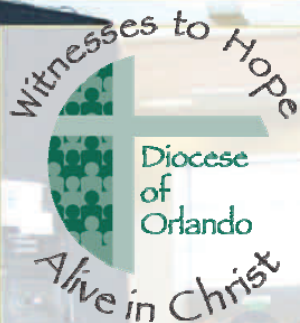


*“The spirit of the LORD spoke through me;
his word was on my tongue.” —2 Samuel 23:2*



MEDIA RELATIONS WORKSHOP FOR PARISH, SCHOOL AND DIOCESAN LEADERS

February 15, 2012 1:00 p.m.—4:00 p.m.

Chancery Office (Courtroom)

50 East Robinson Street, Orlando

How can you effectively utilize broadcast and print secular media to present the Gospel message and shine the Light of Christ onto the media landscape? Broadcast and print media can be an effective tool of evangelization, even in situations involving a crisis or controversial issues. This workshop will help you learn about diocesan policy regarding the media and help you determine how to identify issues and events that could be of interest to the media and how to request media coverage.

The workshop will also explain the correct way to manage crisis communications. The media are often the greatest factor in shaping public perception of a crisis. Media can reinforce a warning, reassure the public, repudiate rumors, and help get your key information to the public.

During this workshop, you will learn about press releases, media alerts, calendar/bulletin announcements, media interviews, defining your message, verbal and non-verbal communication.

Workshop includes:

- Videotaped interviews for review and critique
- Constructive feedback

Presenters:

Carol Brinati, Chancellor, Diocese of Orlando

Teresa Peterson, Director of Communications, Diocese of Orlando