

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



**Media Relations Workshop  
For Parish, School &  
Diocesan Leaders  
(Including Priests & Principals)**

**JULY 11, 2013  
3:00 P.M.—5:00 P.M.**

**STS. PETER AND PAUL CATHOLIC CHURCH  
5300 OLD HOWELL BRANCH ROAD, WINTER PARK**

How can you  
*effectively*

present the Gospel message and shine the Light of Christ onto the media landscape? Broadcast and print media can be an effective tool for evangelization, even in situations involving a crisis or controversial issue. This workshop will help you to confidently present your message when being interviewed by the media.

Leaders of the Diocese of Orlando are occasionally needed for comment on news events and stories that are related to the Catholic faith. By attending this training session, you will be better prepared to represent the Diocese of Orlando and the Catholic Church.

**Workshop includes:**

How to Define and Give Your Message in Sound Bites  
How to Summarize Complex Issues Clearly and Concisely  
How to Feel Comfortable When Being Interviewed  
How to Deal with Aggressive Reporters

**Presenters:**

Carol Brinati, Chancellor, Diocese of Orlando  
Teresa Peterson, Director of Communications, Diocese of Orlando

For additional information or to RSVP, please email Teresa Peterson: [tpeterson@orlandodiocese.org](mailto:tpeterson@orlandodiocese.org).

**RSVP deadline is July 5, 2013.**

