



## Catholic Media Conference 2021 Sessions and Topics

### June 8, 2021

1:45 p.m. Opening Session, Keynote: Vatican Panel  
3:15-4:00 p.m. Happy Hour and Virtual Networking in Break Out Rooms

### June 9, 2021

10:45 a.m. Opening Session, Keynote Speaker, Cardinal Wilton Gregory  
12:30-1:45 p.m. Session 1  
Ignore, Respond, Delete? Navigating Negative Comments on Social Media  
Communicating Catholic Unity and The Gift of Diversity in Today's World  
Every Paper to Every Registered Catholic  
Roundtable for Advertising Managers  
Getting the Story with Your Smartphone  
2:30-3:45 p.m. Session 2  
E-Newsletters/Platforms  
Rebranding the Church: More Verb than Noun  
Livin' On a Prayer – We'll Make It I Swear  
Getting Digital Ads without Sacrificing Print  
Producing a Podcast  
4:30-5:30 p.m. Memorial Mass | Baltimore  
6:00 p.m. Gabriel Awards Celebration  
7:00 p.m. Young Adult Social Hour with James Ramos

### June 10, 2021

10:45 a.m. Opening Session, Keynote Speaker, Bishop Robert Barron  
12:30 p.m. St. Francis de Sales Award Winner Announced  
12:45-2:00 p.m. Session 3  
Trendspotting: Finding stories on slow news days - Panel Discussion  
Reaching New Audiences  
Spirituality of Fundraising & Relationship Building  
Reaching New Audiences  
Using Available Technology for Creating Digital Media During the Pandemic  
2:30-3:30 p.m. Regional Roundtable Meetings  
Eastern  
Midwestern  
Southern  
Western  
4:00 p.m. Catholic Press Awards Ceremony