



Pontificia
Università
della
**SANTA
CROCE**

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

Participation and sharing

MANAGING
CHURCH
COMMUNICATION
IN A DIGITAL
ENVIRONMENT

Rome, April 26-28, 2016



#churchcom16



Graphic Designer Liliana M. Agostinelli

Partecipazione e condivisione
GESTIRE LA COMUNICAZIONE DELLA CHIESA IN UN CONTESTO DIGITALE

11.30 **Workshops** (simultaneous)

ES ■ 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)

IT ■ **Daniele Bellasio**
Editor-In-Chief of "Il 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** ■ **Lajos Kovács** Director of Jezsuita Stúdió (Hungary)

ES ■ **ENG** ■ **José Gabriel Vera** Spokesperson for the Spanish Conference of Bishops, Member of 13TV (Spain)

Moderator: **Antonio Olivé** 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
- IT** ■ Bishop **Basilio Yaldo** Auxiliary Bishop of Baghdad (Iraq)

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**

- IT** ■ **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**

- ES** ■ **Juan Della Torre** Founder and CEO of La Machi (Argentina)

19.00 **Closing Session**

- IT** ■ **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'Apollinare (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

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REGISTRATION FEE / QUOTA D'ISCRIZIONE
€ 220,00

REGISTRATION DEADLINE / SCADENZA
31st March 2016



**SIMULTANEOUS TRANSLATION /
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TUESDAY, APRIL 26TH, 2016

8.30 Distribution of Materials

9.20 Welcome from the Rector

Presentation

Communications in Concentric Circles: A Proposal for Church Communication Offices

IT ■ **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

IT ■ **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

ENG ■ **Margaret Doherty** Deputy Director of Communications, Catholic Bishops' Conference of England and Wales (UK)
The Communication Value of the Testimony

ENG ■ **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 Reyes**
Diocese of El Salvador

ES ■ **Alfredo Vela**
Director of the "Grupo Educare" (San Salvador)

The Beatification of Oscar Romero

ES ■ **Antonio Hernández Deus**
and **Teresa Sádaba**

ES ■ 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**

IT ■ **Alessandro Chessa** Institute for Advanced Studies, Lucca (Italy)
Free Tools to Listen to the Social Online Conversation

ES ■ **Marc 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**

ES ■ **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 27TH, 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

IT ■ **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

ENG ■ **Bishop Mylo Vergara** of Pasig and Chairman
Committee on Information and Media for the Papal Visit to the Philippines 2015
Communicating the Mercy and Compassion of God

ES ■ **María 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)

ES ■ **Rafael Rubio** Communications Director for World Youth Day 2011 (Madrid)
Managing the Social Media for a Papal Visit

ES ■ **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

ENG ■ **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**

IT ■ **Daniele Chieffi** Media Relations and Social Media Management for Eni (Italy)

IT ■ In conversation with **Bruno Mastroianni** 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)

ES ■ **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 28TH, 2016

8.45 Welcome and Overview for the Third Day

9.00 **The Communication Power of Mercy**

IT ■ **Antonio Maria Sicari** Carmelite priest, Theologian and Writer
Studio Teologico Carmelitano, Brescia (Italy)

ENG ■ **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?**

IT ■ **Paolo Padrini** Creator of iBreviary, Alessandria (Italy)

ENG ■ **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

