

Seminar Presenter

The seminars will be presented by Barry McLoughlin, president of McLoughlin Media. A former television writer, producer and editor, Barry McLoughlin is an internationally recognized media consultant and seminar leader and the author of the *Communicate with Power*® pocket book series used in the seminars.

In 1983, Barry received his MPA from the JFK School of Government at Harvard University, where he studied the impact of the media on public policy. In 1984, he co-founded, along with Laura Peck, McLoughlin Media and has since trained more than 30,000 executives, political leaders and government officials to better communicate their messages through media interviews, speeches, presentations and public consultations.

McLoughlin Media seminars have been presented by the United States Conference of Catholic Bishops since 1997 in more than 50 cities nationwide.

What is CCC?



The Catholic Communications Campaign (CCC) is an activity of the United States Conference of Catholic Bishops that develops media programming, projects and resources to promote gospel values. Donations from Catholic parishioners make possible the work of CCC.

Registration Information

Cost*

Bishops	No Cost
<i>(funded by a Catholic Communication Campaign grant)</i>	
Chancellors	\$175.00
Communications Directors	\$175.00
Diocesan Attorneys	\$175.00
Media Relations Officers	\$175.00
Risk Managers	\$175.00
State Catholic Conference Directors	\$175.00
Senior Staff	\$175.00
*Members of sponsoring diocese	\$125.00

To Register

Please fax or mail enclosed form to:
 Sister Mary Ann Walsh, RSM
 Director of Media Relations
 United States Conference of Catholic Bishops
 3211 Fourth Street, NE
 Washington, DC 20017-1194
 Fax: 202-541-3173/3129

For additional information, contact

Sister Mary Ann Walsh, RSM
 mwalsh@usccb.org
 202-541-3200

For additional forms, visit the Web site at

www.usccb.org/comm/seminars.shtml



The Media Seminar Program is sponsored by the Department of Communications of the United States Conference of Catholic Bishops.



Media Seminars 2010

Crisis Communications

February 2, 2010 Fort Worth, TX

Message Development

February 22, 2010 Washington, DC

Encountering the Media

October 19, 2010 Traverse City, MI

Recommended for

- Bishops
- Chancellors
- Communications Directors
- State Catholic Conference Directors
- Media Relations Officers
- Diocesan Attorneys
- Church Leaders
- Risk Managers

Crisis Communications



February 2, 2010 Fort Worth, TX

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.

Learn how to

- Handle crisis communications with the media
- Manage public expectations at the outset
- Build an initial response team
- Prepare stand-by tools
- Get ahead of the damage curve

Seminar includes

- Videotaped crisis simulation exercise scenarios
- Constructive feedback
- Crisis planning tools
- Comprehensive course manual, *Crisis Communications*®
- *Overcoming Panic and Fear: Risk and Crisis Communications*® Pocket Tips

Message Development



February 22, 2010 Washington, DC

To communicate effectively, leaders need to hone their messages and develop a strategic approach to maximizing the focus and impact of messages in media, speeches and presentations. Participants are asked to come to the seminar with a set of draft messages on two key issues. They then work on those messages throughout this fast-moving one-day program.

Learn how to

- Enhance message impact
- Tailor messages to key audiences
- Enhance understanding and persuasiveness
- Say it—and say it simply
- Incorporate risk communications principles
- Develop a template for preparing messages
- Benefit from the techniques of great communicators
- Shape “sound bites”

Seminar includes

- Presentations
- Video illustrations
- Exercises

Encountering the Media



October 19, 2010 Traverse City, MI

The media can create news, shape and frame issues, and get an issue before the public. How do you want the media to handle a theft at your parochial school, explain why euthanasia is wrong, or champion help for needy people?

Learn how to

- Prepare for/negotiate interviews
- Define and structure your message
- Use bridging phrases
- Skillfully employ quotes and sound bites
- Troubleshoot difficult questions
- Handle verbal and non-verbal communication

Seminar includes

- Individually tailored, videotaped interviews
- Constructive feedback
- Comprehensive course manual, *Encountering the Media*®
- *Encountering the Media*® Pocket Tips