

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 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 40 cities.

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.

For additional information, contact

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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 2011

Encountering the Media

February 15, 2011	San Jose, CA
October 25, 2011	New York, NY

Crisis Communications

March 22, 2011	Atlanta, GA
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Recommended for

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



Encountering the Media

February 15, 2011 **San Jose, CA**

October 25, 2011 **New York, NY**

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 communications

Seminar includes

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

Crisis Communications

March 22, 2011

Atlanta, GA

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

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

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