



Memo

Date: June 22, 2020
To: Clergy and parish communicators
From: Maureen Smith, Director, Office of Communications
Re: Catholic Media Virtual Conference



CATHOLIC MEDIA
VIRTUAL CONFERENCE
The Catholic Press Association



**TOGETHER WHILE
APART** ►► **JULY 1-2**

The staff from *The Georgia Bulletin* as well as the staff from the Office of Communications would like to share with you an opportunity to attend the virtual Catholic Media Conference (CMC) this year.

The CMC is usually only open to Catholic journalists and diocesan communication professionals. This year, the in-person conference had to be canceled due to the pandemic, so the planning committee decided to take their workshops online and open them up to anyone who wishes to attend, including parish and school communicators. The best part? The workshops are free for this year, but you must register. Please share this opportunity with your parish staff.

Workshops topics include:

- Learn to leverage technology to improve your workflow
- Best practices for communicating during a time of change
- How to use creative tools during the crisis
- Navigating social media analytics
- How and why to live stream featuring the Archdiocese of Atlanta's own video producer, Allen Kinzly.
- Thinking outside the box, but in the book with social media

Visit the [CMC20 website](#) for more information. And remember there is no

charge to attend the conference. Please invite your entire department, everyone in the communications office and communicators at the parish or school level to register.

During the CMC we encourage all attendees to post their virtual viewing efforts. This will be a fun interaction since person-to-person interaction is not available. If you decide to share our conference or viewing photos, please use @archatl, @catholicpress, #CMCgonevirtual and #2021CMCvirtual. We are excited to share your posts!

We would love to know who decides to attend, so, if you have any questions or plan to attend, please email Maureen Smith, Director of Communications, at msmith@archatl.com.

Registration opened Monday, June 15, and closes Tuesday, June 30, at 1 p.m.