

Joint Conference 2018

Uncovering Truth in an Uncertain World

Sheraton Hotel, Hamilton, Ont.
All events in southwest ballroom unless otherwise noted

Wednesday, May 2

3:00 Registration, evening meal on your own

7:00-9:00ish Welcome and keynote on **Responding to Generational Change in Giving and Volunteering in Canada.**

For charities and faith groups—and the publications that support them—one of the big changes is the transition from the older generation of givers and readers to the younger generation. This younger generation is very different from their parents and grandparents in how they give, engage and interact with traditional charities, churches and media.

This keynote will unpack the implications of this change for us and the churches we serve—will the next generation replace the older folks who started and sustained so much of the good work of the church today? What do we need to do to engage them? And is there enough time to do it? Come and find out!

Keynote speaker **Bruce MacDonald** is president and CEO of Imagine Canada, an organization that exists to amplify the charitable sector's collective voice, create opportunities for charities to connect and learn from each other, and build the sector's capacity to succeed. Earlier in his career he led Big Brothers Big Sisters of Canada.

After his presentation, all registered guests are invited to a wine and cheese reception, sponsored by the Association of Roman Catholic Communicators of Canada.

Thursday, May 3

8:15-9:15 Breakfast sponsored by Novalis Publishing

9:15-10:15 Igniting your imagination: An introduction to the world of the Saint John's Bible, by Christina Ronzio. Includes a devotional time of *visio divina*, reflecting on an illumination from the Road to Emmaus. The Saint John's Bible is a handwritten, hand-



Bruce MacDonald



Road to Emmaus illumination

illuminated Bible completed in 2011 after 16 years of work under the oversight of St. John's University in Minnesota, produced by expert calligraphers and illuminators in Wales. This presentation explores the value of such a Bible for the 21st century—an undertaking that engages art, science, prayer, tradition and the modern world—all while bringing glory to God's saving Word. Christina Ronzio has been director of the liturgy office in the Roman Catholic Diocese of Hamilton since 2012 and previously in London, Ont., and Cleveland, Ohio. She holds a master's in liturgical studies from St. John's University in Collegeville, Minn.



Christina Ronzio

10:15-10:45 Coffee break sponsored by the *United Church Observer*

10:45-11:45 Choose from one of the following three workshop options:

(1) **Megatrends Affecting Canadian Christian Institutions and Their Ministries.** The way people give, read and engage with the world is changing. Disruption and disintermediation is the norm. What are the implications for churches, related charities and the media that covers them? Chris Bosch, director of strategy and operations at World Vision Canada, will talk about what we need to know about the changes around us – and how to adapt to them.



Chris Bosch

(2) **Sharing the Bible in Non-traditional Settings,** by Bridget Ker. **(Location: Adelaide Room.)** Learn about the making and mission of the Saint John's Bible, and explore ways the Roman Catholic Diocese of Hamilton has been sharing the heritage editions in parishes, schools and non-traditional locations. Bridget Ker has been coordinating such presentations since March 2017. She has nine years of museum experience and holds a Master of Museum Studies from the University of Toronto.



Bridget Ker

(3) **Managing Social Media as a One-Person Team,** by Fr. Toby Collins. **(Location: McNabb Room.)** Covers what you need to know about social media, aps and websites; easy 30-minute postings; and top five ways to promote your message. Bring along a camera or phone. Fr. Collins, vocation director for the Congregation of the Resurrection, studied in Toronto, Chicago and St Louis, and ministered at parishes in Louisville, Bermuda and Hamilton before being asked to take on his current role.



Fr. Toby Collins

12:00-1:30 Lunch with keynote presentation on **Fake News**, one of the biggest challenges facing journalism today, according to **Paul Berton**, editor-in-chief of *The Hamilton Spectator*.

“People want stories that are too good to be true, and they don't care as much if the source is reliable or the story is verifiable,” he says. “Fake news is more appealing to many readers than real news.”

Paul has worked as a reporter and editor for 35 years at publications including *The Toronto Star* and *The London Free Press* before joining *The Spec* in 2010. He writes a weekly column on the role of



Paul Berton

the media in a changing world. Lunch and this keynote are sponsored by McMaster University's Masters in Communications Management program.

1:45-2:45 Business workshops (to be repeated 3:15-4:15). Choose from one of the following three workshop options:

(1) **Marketing.** Dr. Alexandre Sevigny (workshop description to come) is associate professor of communication studies and communications management in the Department of Communication Studies & Multimedia at McMaster University. He is also director of the McMaster-Syracuse Master of Communications Management program.



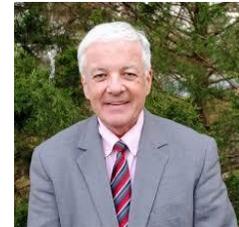
Alexandre Sevigny

(2) **Rebranding. (Location: Adelaide Room.)** Branding is a crucial ingredient in how you tell the story of your organization to the world. More than just a logo, it's a toolkit to ensure your message is clear, consistent and compelling. Every organization comes to a time when it needs a facelift. Joseph Sinasac will walk through the planning, design and execution required to rebrand. He has been in communications for 38 years—since 2009 as publishing director of Novalis, Canada's largest Catholic publisher. He spent almost 14 years as publisher and editor of *The Catholic Register* and 15 years in daily newspapers. He holds a Master of Arts degree in history.



Joseph Sinasac

(3) **Multitasking. (Location: McNabb Room.)** Matt Schiller on how to organize time, resources and human effort to successfully complete a project. Matt is the advertising and business manager of *Catholic New York*.



Matt Schiller

2:45-3:15 Coffee break sponsored by Canadian Christian News Service

3:15-4:15 Repeat of three business workshops offered earlier at 1:45

4:15-5:30 Break and travel to St. Joseph's Parish. **Location for the rest of the evening: 260 Herkimer Street** (25-minute walk or 6 minutes by carpool)

5:30-6:30 Evening prayer at St. Joseph's Parish, hosted by Fr. Cornelius "Con" O'Mahony, vicar of education for the Roman Catholic Diocese of Hamilton. Includes choir.

6:30-8:00 Dinner sponsored by the Diocese of Hamilton. Presentation of the ARCCC Award for career achievement. Keynote on **Being a Credible Witness** by **Anne Jamieson**. Why do we need witnesses today? To what do we witness? What makes you credible? Let's reflect on our calling—in both our personal and professional lives—to be a credible witness. Anne is director of catechesis for the Diocese of Hamilton and lectures at St. Augustine's Seminary in Toronto. She was an elementary Catholic school teacher for 14 years. She holds a Doctor of Ministry from U of T. She has (co)authored several small group resources as well as the confirmation program *Gifted by God* (Novalis). She has worked with Nelson and Pearson publishing on Catholic programs for social studies and religious education. Her newest book is *A Recipe for Faith: Choosing and Using the Best Ingredients*. (Ends early to allow external social gatherings or activities.)



Anne Jamieson

Friday, May 4

8:15-9:15 Breakfast

9:15-10:15 Plenary panel: How Much Truth Can You Handle? The Importance of Rigorous Journalism. Our moderator Karen Stiller, a senior editor at *Faith Today* and freelance writer, will facilitate brief statements from each panelist followed by open discussion with the audience.

Panelists include:

- Noel Ocol, the producer and host of *Perspectives Daily*, a daily current affairs and headlines show at Salt & Light TV that presents world stories, events and news through a Catholic lens. He previously headed the marketing department of Salt and Light TV for four years. Before that he spent over 17 years working in the corporate world.
- Susan Clairmont, the crime, court and social justice columnist at the *Hamilton Spectator*. Whether covering a high-profile murder trial or reporting from a catastrophe, she keeps victims and their families at the heart of her work.
- David Haskell, associate professor of both digital media and journalism as well as religion and culture at Wilfred Laurier University (Brantford campus). His teaching and research focus on religion in Canada, media in Canada, and religion and media in Canada. He has previously worked as a features writer and TV reporter in London, Windsor and Waterloo Region, and as professor of journalism at Conestoga College.
- Molly Thomas is a freelance TV host, correspondent and producer who works as a national news anchor for CTV News and its show *Your Morning*, and a contributor to *Context with Lorna Dueck* at Crossroads Communications. She has also worked for CBC and Global. Her passion for social justice stories has taken her to Somalia, Iraq, Jordan, Haiti, Rwanda, Uganda, France and England. She has an MA in Global Affairs from the U of T.



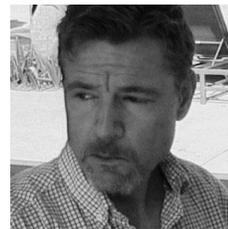
Karen Stiller



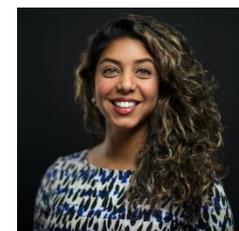
Noel Ocol



Susan Clairmont



David Haskell



Molly Thomas

10:15-10:45 Coffee

10:45-12:00 (to be repeated 1:15 to 2:30). While CCP registrants are attending their annual general meeting, others can participate in this presentation (**Location: McNabb Room**): **Being Rooted: Healthy Practices for Busy Communicators.** Sharon Ramsay is a registered psychotherapist/ marriage and family therapist in Toronto. Working with individuals, couples and families in a variety of settings, she focuses on how context influences our ability to survive and thrive through the expected and surprising rhythms of life.



Sharon Ramsay

12:15-1:15 Lunch

1:15-2:30 (repeated from 10:45). While ARCCC registrants are attending their annual general meeting, others can participate in **Being Rooted: Healthy Practices for Busy Communicators** by Sharon Ramsay (see description above).

2:30-2:45 Coffee

2:45-3:45 Choose from one of the following two workshop options.

- (1) **Improving Indigenous–Settler Relations: Reflections and Discussion for Communications Workers.** Presenter Rev. Canon Virginia “Ginny” Doctor is the national coordinator for Indigenous ministries, Anglican Church of Canada, working from offices in Toronto and Six Nations, Ohsweken. She has also worked 18 years in rural Alaska and before that 17 years running an urban native centre in downtown Syracuse, N.Y.



Ginny Doctor

- (2) **Social media. (Location: McNabb Room.)** Dustin Manley is the manager of marketing and communications for the strategy and design agency DesignedUX and vice president of Canadian Public Relations Society – Hamilton. He teaches social media management in Centennial College’s bachelor of public relations management program.



Dustin Manley

4:00-6:00 Choose from one of the following two workshop options.

- (1) **Kairos Blanket Exercise.** Experiential learning about the history of Indigenous–settler relations. Led by Major Shari Russell, territorial Indigenous ministries consultant for the Salvation Army. Includes optional smudging ceremony.
- (2) **Art Gallery of Hamilton.** Special free admission across the street from our hotel. Includes Canadian historical, international and contemporary art by Alex Colville, Tom Thomson, the Group of Seven, Emily Carr, James Tissot, Jean-Léon Gérôme, Gustave Doré, Norval Morriseau, Keith Haring, Ed Burtynsky, Kim Adams, Tyler Tekatch and many others. Don’t miss the amazing *Bruegel-Bosch Bus* in gallery level 2.



Shari Russell



Bruegel-Bosch Bus by Kim Adams

6:30-9:00ish Banquet at Sheraton Hotel. (**Location: East ballroom.**) Presentation of the annual Canadian Church Press Awards. Celebration, photos and goodbyes.

REGISTER TODAY at www.catholicregister.org/ccp. Registration options include full conference, single day, or dinner evening. We have just added a student day-rate as well. To ask about the student discount or to see if any discounted hotel accommodations are still available (deadline was April 13) contact cdnchurchpress@hotmail.com.