



One-Day Registration Option for CWR Conference 2017

Wednesday, Oct. 4 or Thursday, Oct. 5
Fee: \$150 USD

For full conference schedule, visit www.c4wr.org

Wednesday, October 4

Catholic Social Teaching and Communications

Moira McQueen, LLB, MDiv, PhD

Dr. McQueen will describe how the Magisterium communications office is organized and the strategies used to communicate Church teaching worldwide. She explores why people are more interested in what Pope Francis has to say and what we can learn from his method. Dr. McQueen has a degree in law from the University of Glasgow, Scotland; a Master of Divinity and a PhD in moral theology from the Faculty of Theology, University of St. Michael's College and the Toronto School of Theology. She has taught moral theology at the Faculty of Theology since 1994, and has written/coauthored several articles in bioethics, fundamental ethics and other areas.

Using Social Media to Inspire Millennials and Gen Z

Heather Mansfield

Millennials came of age using social media, first on a laptop, then on a smartphone. Gen Z is mobile first, mobile only, and the driving force behind a growing App economy. To reach either generation, your organization must be adept at both social and mobile communications. With a focus on Instagram and Snapchat, Heather Mansfield will highlight how each generation uses social media and will provide detailed how-to tips and best practices. Heather is the founder of the Nonprofit Tech for Good blog and author of the books "Mobile for Good" and "Social Media for Social Good."

Prophetic Imagination and the Ethics of Communication

Sister Nuala Kenny, OC, BA, MD, FRCP(C)

Religious life is a prophetic lifeform committed to bringing the "good news" of the Gospel of justice, peace and mercy to the world. The range and diversity of media conveying news of all types today, in a world of blogs and "alternative facts," is both astonishing and terrifying. Sister Nuala will discuss the advantages and challenges of modern communication in proclaiming the unique message of women religious. Dr. Kenny entered the Sisters of Charity of Halifax in 1962. She is nationally recognized as an educator and physician ethicist.

Thursday, October 5

A Practical Guide to Copyrights

Blayne Haggart

Unfortunately, in an era of digital communication, understanding copyright has become a necessity. Mr. Haggart will offer an introduction to copyright, including its purpose and objectives, and will suggest approaches to dealing with copyright issues as they relate to communications for women religious. Blayne is an associate professor of political science at Brock University in St. Catharines, Ontario. His book, "Copyfight: The Global Politics of Digital Copyright Reform," was published in 2014 by University of Toronto Press.

Communicating to a Divided Audience

Peter Panepento

We are living in a world marked by deep political and philosophical divisions. It is increasingly difficult to create messages that span the divide. Peter Panepento will describe the tools communicators need to develop messaging strategies that appeal to a wider range of audiences. Peter is the principal of Turn Two Communications, a strategic communications, content, and PR consultancy that specializes in helping nonprofits and foundations tell their stories more effectively. Before launching the practice, Peter spent more than a decade as a contributing writer and editor at "The Chronicle of Philanthropy."

Creating a Culture of Effective Communication

Loyola Institute for Ministry

The Loyola Institute for Ministry recently completed a project entitled "Communicating Charism: Educating for Leadership and Social Media Capacity in Communities of Women Religious," which was funded by the Conrad N. Hilton Foundation. Loyola representatives, Fr. Tom Rosica from Salt+Light TV, and women religious project participants from the U.S., Africa, and Asia will share what they learned in the process.

Name	_____
Title	_____
Congregation	_____
Address	_____
City	_____
State/Province	_____
Zip	_____
Mobile#	_____
Email	_____
Emergency contact: Name	_____
Mobile#	_____
Meals/dietary needs	_____
Parking space (Y/N)	_____
One-Day Registration (choose one):	<input type="checkbox"/> Wednesday, Oct. 4 <input type="checkbox"/> Thursday, Oct. 5 \$150.00
Optional Evening Outing: Wednesday, Oct. 4 Mackenzie Printery/Laura Secord (\$75 USD)	_____
TOTAL enclosed	_____