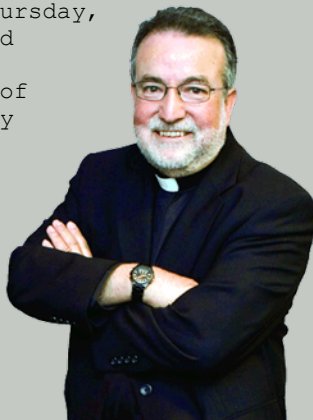


Dear Friends in Christ,

The Department of Evangelization and Catechesis will be hosting a series of 3 new media workshops leading up to a Diocesan Communications Day on Thursday, April 19, 2012. These events are designed specifically for Catholic clergy and lay leadership. My hope is that the content of these workshops and the Communications Day will empower our parishes to engage the digital continent with the power of the Gospel.



I invite all parish staff and leadership to attend these offerings.

I believe you will come away enriched with new ideas, resources, and tools to more effectively minister to those the Lord Jesus has placed under our care.

Bishop Jaime Soto

For these 3 workshops and the Diocesan Communications Day, we will be gathering at 5 locations simultaneously to utilize our brand new HD video conferencing system!

- Holy Spirit (Fairfield)
- Our Lady of Mercy (Redding)
- Divine Savior (Chico)
- SS. Peter & Paul (Rocklin)
- The Pastoral Center (Sacramento)

New Media Workshops

What is the New Media?

We'll begin this workshop series by diving into a study of what exactly the New Media is and just how effective it can be utilized, if we plan well.



FREE

10a-noon or 6-8 p.m.

Using Facebook Effectively

We're going to do a LIVE hands-on demo of Facebook and its numerous features. Account security, privacy settings, and Facebook page creation will be included.



FREE

10a-noon or 6-8 p.m.

Create & Manage a Blog

Evangelize, catechize, and engage your audience through effective blogging! We'll set up a blog, embed video, provide a "feed" & administer comments.



FREE

10a-noon or 6-8 p.m.



RSVP at SacNewMedia.com

DIOCESAN COMMUNICATIONS DAY



Choose one of 2 identical offerings:
10 a.m. - 2 p.m. (w/lunch)
or
5 p.m. - 9 p.m. (w/dinner)
Cost: \$10/participant

Come together as a parish staff / team to discuss your parish website and how to best leverage the new media to communicate effectively with your parishioners and the wider community.

We will be joined by 2 young adult Catholic entrepreneurs who will equip us with new ideas and resources, so that we can be more effective!



Matthew Warner will introduce us to flockNote.com - a communication and registration tool made specifically for Catholic parishes/ministries.

Matt is a full-time CEO, husband & stay-at-home dad trying his best to balance it all. He also founded Tweet Catholic and his popular blog, Fallible Blogma.

Matt and his family hang their hats in Arlington, Texas.



Josh Simmons will lead us in a discussion of how to use the parish website effectively.

Josh has served as a youth minister, music minister, and parish DRE. He is the founder of eCatholicWebsites.com - a parish website solution. He plays basketball competitively and is an avid golfer/musician.

Josh and his family reside in College Station, Texas.