



23rd Annual
World Communications Day
Media Conference

THURSDAY, MAY 22, 2014

HOSTED BY
THE DIOCESE OF BROOKLYN

#WCD2014



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Bishop of Brooklyn

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**ST. FRANCIS DE SALES
DISTINGUISHED COMMUNICATOR AWARD
PRIOR HONOREES**

1997

Charles W. Bell, New York Daily News

1998

Rich Lamb, WCBS-AM

1999

David Gonzalez, The New York Times

2000

Dick Oliver, WNYW-TV

2001

Ralph Penza, WNBC-TV

2002

**The Most Reverend Thomas V. Daily
Bishop of Brooklyn**

2003

Dr. William F. Baker, WNET-TV

2004

**David Gibson, Journalist
Maurice DuBois, WNBC-TV**

2005

Bill Gallo, New York Daily News

2006

Dan Barry, The New York Times

2007

**Hugh A. Mulligan, Associated Press
Francis X. Comerford, WNBC-TV**

2008

Magee Hickey, WCBS-TV

2009

Joseph Zwilling, The Archdiocese of New York

2010

Jane Hanson, WNBC-TV

2011

**Larry Kudlow, CNBC
Pablo Jose Barroso, Film Producer**

2012

**Christopher Ruddy, Newsmax
Joseph Campo, Grassroots Films**

2013

**William McGurn, Editorial Page Editor, The New York Post
Monsignor James Lisante, Host, "Close Encounter"**



May 22, 2014

Dear Friend,

On behalf of the Diocese of Brooklyn, I would like to welcome you to the 23rd Annual World Communications Day Media Conference. This year, our conference seeks to educate and expand on the Holy Father's message, "Communication at the Service of an Authentic Culture of Encounter," published on the Feast of St. Francis de Sales.

I am pleased today that we are honoring His Excellency, the Most Reverend Claudio Maria Celli, President of the Pontifical Council on Social Communications. Earlier, Celli served as Undersecretary for Relations with States and as President of the Vatican Television Centre and the Vatican Film Library.

Archbishop Celli was instrumental in Pope Benedict XVI's deciding to launch the Twitter account @Pontifex. Pope Francis is the most followed religious leader and, after President Barack Obama, the most followed Head of State.

The digital era in which we now live will continue to play a key role in the New Evangelization. It is our responsibility to promote the proclamation of the Gospel and use technology as a tool for an authentic culture of encounter.

Following Archbishop Celli's keynote address, our experts will hold breakout sessions that address online commentary's effect on journalism, blogging in today's world, and how to expand your audience with social media. We are delighted to welcome Father Matt Malone, S.J., of America magazine, Mary Poust of Not Strictly Spiritual, and Teresa Hanafin of the Boston Globe, as well as our panelists John Demarchi, Founder and CEO of Social Czar; Grant Gallichio, Associate Editor of Commonweal magazine; and Tonia Ries, Editor of The Realtime Report and CEO of Modern Media.

Pope Francis states in his World Communications Day message this year: "The revolution taking place in communications media and in information technologies represents a great and thrilling challenge; may we respond to that challenge with fresh energy and imagination as we seek to share with others the beauty of God."

It is my hope that you leave today feeling inspired to join this revolution. Your brother in Christ,

Monsignor Kieran E. Harrington
Vicar for Communications
Diocese of Brooklyn

CONFERENCE SCHEDULE

12:30 – 1:30 P.M.

Registration and Refreshments
PROMENADE / DESALES LOUNGE

GRAND BALLROOM E

1:30 – 1:40 P.M.



Invocation
Reverend Monsignor Kieran E. Harrington
Vicar for Communications

1:40 – 1:50 P.M.



Presentation of the St. Francis de Sales Distinguished Communicator Award to
His Excellency, the Most Reverend Claudio Maria Celli
President of the Pontifical Council for Social Communications
The Most Reverend Nicholas DiMarzio, Bishop of Brooklyn

1:50 – 2:30 P.M.



Keynote Address
Archbishop Claudio Maria Celli

2:30 – 3:00 P.M.

Coffee Break
DESALES LOUNGE



3:00 - 4:00 P.M.

Breakout Sessions

SALON G

**CATHOLICS & CONTROVERSY: HOW THE CHURCH
CAN ENGAGE AND MODERATE ONLINE DISCUSSIONS
ON MATTERS OF FAITH AND PUBLIC POLICY**



Father Matt Malone, S.J.
Editor in Chief, America

SALON H

**STEALTH EVANGELIZATION: USING SOCIAL MEDIA
TO SUBTLY - AND SUCCESSFULLY -
SPREAD THE GOOD NEWS**



Mary DeTurris Poust
Catholic Author and Blogger

SALON I

**GROWING YOUR AUDIENCE WITH
LIKES AND LOVE**



Panel Discussion led by
Teresa M. Hanafin
Director of Engagement
and Social Media
Boston.com and
BostonGlobe.com



John Demarchi
Founder & CEO
Social Czar



Grant Gallichio
Associate Editor
Commonweal



Tonia Ries
Founder & Editor
The Realtime Report
Founder & CEO, Modern Media

4:00 - 5:00 P.M.

Reception
GRAND BALLROOM E



ABOUT THE DIOCESE OF BROOKLYN



“The interaction of disparate cultures, the vehemence of the ideals that led the immigrants here, the opportunity offered by a new life, all gave America a flavor and a character that make it as unmistakable and as remarkable to people today as it was to Alexis de Tocqueville in the early part of the nineteenth century.”

— John F. Kennedy, *A Nation of Immigrants*

This quote aptly captures the history and essence of the Roman Catholic Diocese of Brooklyn. Founded in 1853, the Diocese of Brooklyn sought to address the needs of the more than five million Irish Catholic immigrants that, tired and poor, had arrived at the port of New York in search of a better life. Today, the Diocese of Brooklyn continues its vibrant and diverse history, home again to an immigrant population, this time driven by Hispanics.

The Roman Catholic Diocese of Brooklyn serves the boroughs of Brooklyn and Queens. It is presided by the seventh and current Bishop of Brooklyn, His Excellency, the Most Reverend Nicholas DiMarzio, a champion of immigrant rights.

The boroughs' combined population stands at 4.8 million residents, of which 1.4 million identify themselves as Catholics. The diocesan cathedral is the Cathedral Basilica of St. James in downtown Brooklyn.

The Co-Cathedral of St. Joseph in Prospect Heights was elevated in February 2013 by Pope Emeritus Benedict XVI, and was dedicated on May 13, 2014, by Bishop DiMarzio. The faces of the people in the pews of St. Joseph's reflect the diversity of the many cultures that call the Diocese of Brooklyn home. It is also among the largest churches in Brooklyn and Queens.

Due to its multicultural and diverse populations, Masses are regularly held in 33 different languages across the Diocese, throughout 186 parishes with 211 churches. Its 28 ethnic apostolates promote cultural events and provide an opportunity for immigrants to belong to the larger community while preserving their traditions. Within its borders is the seventh largest Catholic school district in the United States, with 87 elementary schools and academies that educate over 30,000 students annually.

Last year, the Diocese celebrated 17,000 Baptisms, 12,000 First Communions, 7,500 Confirmations and 2,500 Marriages.

Born in Newark, New Jersey, on June 16, 1944, His Excellency, the Most Reverend Nicholas DiMarzio, attended the Immaculate Conception Seminary in Darlington, New Jersey. The Bishop was ordained a Roman Catholic Priest for the Archdiocese of Newark in 1970. He was named Prelate of Honor by Pope John Paul II in 1986. Bishop DiMarzio was Ordained Titular Bishop of Mauriana and Auxiliary Bishop of Newark in 1996.

For the Archdiocese of Newark, the Bishop served in special assignments which include: Auxiliary Bishop of the Archdiocese of Newark (1996-1999); Vicar for Human Services, Archdiocese of Newark (1991-1999); Executive Director, Catholic Community Services (1992-1997); Vice President of the Board, Cathedral Health Care Systems, Inc. (1992-1999); Associate Executive Director, Catholic Community Services (1991-1992); Executive Director, Migration and Refugee Services, (USCCB), Washington, D.C. (1985 to 1991); Director of Special Services, Catholic Community Services, Newark (1978 to 1985); Director of Office of Migration, Catholic Community Services, Newark (1977 to 1979); Refugee Resettlement Director - Archdiocese of Newark (1976 to 1985).

In July of 2003, Bishop DiMarzio was appointed as the Sixth Bishop of Camden, for the Diocese of Camden in New Jersey, and served there until October of 2003.

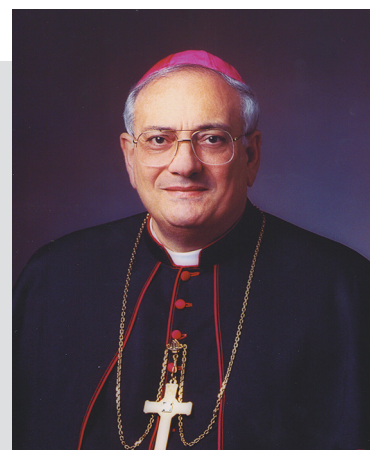
Bishop DiMarzio was installed as the Seventh Bishop of Brooklyn, which encompasses the Boroughs of Brooklyn and Queens in New York, on October 3, 2003. In addition, he is currently a Member of the Vatican's Pontifical Council for the Pastoral Care of Migrants and Itinerant People and past Chairman, Migration Committee of the United States Conference of Catholic Bishops (USCCB), as well as the

past Chairman of the Catholic Legal Immigration Network, Inc. (CLINIC) Board and a past Chairman of the Finance Committee of Catholic Relief Services. In 2011, he was appointed a member of the board of trustees for The Catholic University of America.

Bishop DiMarzio received in 1980 a Masters in Social Work (M.S.W.) from Fordham University in New York, and in 1985 a Doctor of Philosophy (Ph.D.) in Social Work Research and Policy from Rutgers University in New Jersey. He received a Bachelor of Sacred Theology (S.T.B.) from Catholic University, and a Bachelor of Arts from Seton Hall University, in addition to an Honorary Doctorate from LaSalle University, Philadelphia; St. John's University, Queens; and St. Francis College, Brooklyn.

He is currently Chairman of the Board of The Center for Migration Studies of New York, Inc. He was the United States representative to the Global Commission on International Migration (a United Nations Sponsored Commission) and served as our Nation's Commissioner representative to this organization. Formerly, he was on the Boards of the International Catholic Migration Commission where he served as Vice President, and The National Immigration, Refugee and Citizenship Forum. Bishop DiMarzio also serves as the board president for the Migration Policy Institute based in Washington, D.C. In addition, the Bishop has published numerous papers and speeches, and testified before Congress on many occasions.

Bishop DiMarzio has spent his ministry of over 40 years in the areas of immigration assistance and refugee resettlement services. He has served as both an advocate for refugees and immigrant concerns in political forums, and as the initiator and administrator of programs to assist refugees and immigrants both within the U.S. and in many countries throughout the world.



**THE MOST REVEREND
NICHOLAS DIMARZIO,
PH.D., D.D.
BISHOP OF BROOKLYN**

 @BpDiMarzio



**REVEREND MONSIGNOR
KIERAN E. HARRINGTON**

VICAR FOR
COMMUNICATIONS
DIOCESE OF BROOKLYN

 @MonsignorH

The Reverend Monsignor Kieran E. Harrington, V.E., is Vicar for Communications for the Diocese of Brooklyn. He also serves as the President and Chairman of DeSales Media Group, a full-service media company that includes NET TV, a cable television station that can be seen in New York City on Cablevision Ch.30 and Time Warner Ch. 97, and on Verizon Fios On Demand; The Tablet, the Diocese of Brooklyn's weekly newspaper with a circulation of 75,000 print readers, and 55,000 online unique visitors per month; a technology division overseeing digital, mobile and social platforms and a public relations office serving the Diocese and its affiliated organizations.

The Diocese of Brooklyn, which also encompasses the borough of Queens, is the eight largest diocese in the United States with 1.4 million Catholics. The only entirely urban diocese in the country, it is the port

of entry and home for millions of immigrants. The 87 Catholic schools and academies in the Diocese educate over 30,000 students.

Bishop Nicholas DiMarzio appointed Monsignor Harrington to Vicar for Communications in December 2006. Monsignor Harrington also serves as the Rector of the Co-Cathedral of Saint Joseph in the Prospect Heights section of Brooklyn. He graduated cum laude from St. John's University with a degree in Philosophy. He holds a Masters of Divinity degree from the Seminary of the Immaculate Conception and a Masters of Business Administration from the N.Y.U. Stern School of Business.

The Most Reverend Thomas V. Daily ordained him a priest at Saint James Cathedral Basilica on June 2, 2001. His Holiness Pope Benedict XVI elevated him to the rank of Papal Chaplain with the title of Reverend Monsignor on September 3, 2009.

Archbishop Celli was born in Rimini, and ordained to the priesthood on March 19, 1965. He graduated from the Pontifical Ecclesiastical Academy in 1966. In 1990, he became Undersecretary of the Relations with States (deputy foreign minister) section of the Vatican Secretariat of State. On December 16, 1995, Celli was appointed Secretary of the Administration of the Patrimony of the Apostolic See and Titular Archbishop of Cluentum. He received his episcopal consecration on January 6, 1996 from Pope John Paul II, with Archbishops Giovanni Battista Re and Jorge María Mejía serving as co-consecrators. Pope Benedict XVI later named him as President of the Pontifical Council for Social Communications on June 27, 2007. Celli succeeded the long-time incumbent and future cardinal, John Patrick Foley.

He once stated in January 2008 that Catholic media “should not become instruments of a religious or cultural fundamentalism.” He continued: “Our media is directed not just to Catholics, rather to the presence of a Catholic reality that is open to man, to all man.”

In January 2009, he announced an agreement with Google to build a joint venture giving Benedict XVI his own YouTube channel.

On January 5, 2011, he was appointed among the first members of the newly created Pontifical Council for the Promotion of the New Evangelization.

Marking the 2012 World Day of Communications, Archbishop Celli, speaking on Pope Benedict’s message of silence said, “The topic chosen by the Holy Father for this World Day of Social Communications is attentive to today’s communicative phenomena and invites us all to reflect on this fundamental point: Silence is an integral part of communication.

“This is why, when we wish communication to be genuinely human — because it begins from one man and is addressed to other men — the word that is communicated must be nourished by silence to be more meaningful, to be more true. Because it is in silence that I hear, it is in silence that I understand more attentively what are the needs, the sufferings, the search for the good and true that is in the heart of other men.”



**THE MOST REVEREND
CLAUDIO MARIA CELLI**
PRESIDENT OF THE
PONTIFICAL COUNCIL FOR
SOCIAL COMMUNICATIONS

 @PCCA_VA



**MESSAGE OF
POPE FRANCIS FOR THE
48TH WORLD
COMMUNICATIONS DAY
COMMUNICATION AT THE
SERVICE OF AN AUTHENTIC
CULTURE OF ENCOUNTER**



Dear Brothers and Sisters,
Today we are living in a world which is growing ever “smaller” and where, as a result, it would seem to be easier for all of us to be neighbours. Developments in travel and communications technology are bringing us closer together and making us more connected, even as globalization makes us increasingly interdependent. Nonetheless, divisions, which are sometimes quite deep, continue to exist within our human family. On the global level we see a scandalous gap between the opulence of the wealthy and the utter destitution of the poor. Often we need only walk the streets of a city to see the contrast between people living on the street and the brilliant lights of the store windows. We have become so accustomed to these things that they no longer unsettle us.

Our world suffers from many forms of exclusion, marginalization and poverty, to say nothing of conflicts born of a combination of economic, political, ideological, and, sadly, even religious motives.

In a world like this, media can help us to feel closer to one another, creating a sense of the unity of the human family which can in turn inspire solidarity and serious efforts to ensure a more dignified life for all. Good communication helps us to grow closer, to know one another better, and ultimately, to grow in unity. The walls which divide us can be broken down only if we are prepared to listen and learn from one another. We need to resolve our differences through forms of dialogue which help us grow in understanding and mutual respect. A culture of encounter demands that we be ready not only to give, but also to receive. Media can help us greatly in this, especially nowadays, when the networks of human communication have made unprecedented advances. The internet, in particular, offers immense possibilities for encounter and solidarity. This is something truly good, a gift from God.

This is not to say that certain problems do not exist. The speed with which information is communicated exceeds our capacity for reflection and judgement, and this does not make for more balanced and proper forms of self-expression. The variety of opinions being aired can be seen as helpful, but it also enables people to barricade themselves behind sources of information which only confirm their own wishes and ideas, or political and economic interests. The world of communications can help us either to expand our knowledge or to lose our bearings. The desire for digital connectivity can have the effect of isolating us from our neighbours, from those closest to us. We should not overlook the fact that those who for whatever reason lack access to social media run the risk of being left behind. While these drawbacks are real, they do not justify rejecting social media; rather, they remind us that communication is ultimately a human rather than technological achievement. What is it, then, that helps us, in the digital environment, to grow in humanity and mutual understanding? We need, for example, to recover a certain sense of deliberateness and calm. This calls for time and

the ability to be silent and to listen. We need also to be patient if we want to understand those who are different from us. People only express themselves fully when they are not merely tolerated, but know that they are truly accepted. If we are genuinely attentive in listening to others, we will learn to look at the world with different eyes and come to appreciate the richness of human experience as manifested in different cultures and traditions. We will also learn to appreciate more fully the important values inspired by Christianity, such as the vision of the human person, the nature of marriage and the family, the proper distinction between the religious and political spheres, the principles of solidarity and subsidiarity, and many others.

COMMUNICATION IS ULTIMATELY A HUMAN RATHER THAN TECHNOLOGICAL ACHIEVEMENT.

How, then, can communication be at the service of an authentic culture of encounter? What does it mean for us, as disciples of the Lord, to encounter others in the light of the Gospel? In spite of our own limitations and sinfulness, how do we draw truly close to one another? These questions are summed up in what a scribe – a communicator – once asked Jesus: “And who is my neighbour?” (Lk 10:29). This question can help us to see communication in terms of “neighbourliness”. We might paraphrase the question in this way: How can we be “neighbourly” in our use of the communications media and in the new environment created by digital technology? I find an answer in the parable of the Good Samaritan, which is also a parable about communication. Those who

communicate, in effect, become neighbours. The Good Samaritan not only draws nearer to the man he finds half dead on the side of the road; he takes responsibility for him. Jesus shifts our understanding: it is not just about seeing the other as someone like myself, but of the ability to make myself like the other. Communication is really about realizing that we are all human beings, children of God. I like seeing this power of communication as “neighbourliness”.

Whenever communication is primarily aimed at promoting consumption or manipulating others, we are dealing with a form of violent aggression like that suffered by the man in the parable, who was beaten by robbers and left abandoned on the road. The Levite and the priest do not regard him as a neighbour, but as a stranger to be kept at a distance. In those days, it was rules of ritual purity which conditioned their response. Nowadays there is a danger that certain media so condition our responses that we fail to see our real neighbour.

It is not enough to be passersby on the digital highways, simply “connected”; connections need to grow into true encounters. We cannot live apart, closed in on ourselves. We need to love and to be loved. We need tenderness. Media strategies do not ensure beauty, goodness and truth in communication. The world of media also has to be concerned with humanity, it too is called to show tenderness. The digital world can be an environment rich in humanity; a network not of wires but of people. The impartiality of media is merely an appearance; only those who go out of themselves in their communication can become a true point of reference for others. Personal engagement is the basis of the trustworthiness of a communicator. Christian witness, thanks to the internet, can thereby reach the peripheries of human existence.

As I have frequently observed, if a choice has to be made between a bruised Church which goes out to the streets and a Church suffering from self-absorption, I certainly prefer the first. Those “streets” are the world where people live and where they

can be reached, both effectively and affectively. The digital highway is one of them, a street teeming with people who are often hurting, men and women looking for salvation or hope. By means of the internet, the Christian message can reach “to the ends of the earth” (Acts 1:8). Keeping the doors of our churches open also means keeping them open in the digital environment so that people, whatever their situation in life, can enter, and so that the Gospel can go out to reach everyone. We are called to show that the Church is the home of all. Are we capable of communicating the image of such a Church? Communication is a means of expressing the missionary vocation of the entire Church; today the social networks are one way to experience this call to discover the beauty of faith, the beauty of

rose to free us from sin and death. We are challenged to be people of depth, attentive to what is happening around us and spiritually alert. To dialogue means to believe that the “other” has something worthwhile to say, and to entertain his or her point of view and perspective. Engaging in dialogue does not mean renouncing our own ideas and traditions, but the claim that they alone are valid or absolute.

May the image of the Good Samaritan who tended to the wounds of the injured man by pouring oil and wine over them be our inspiration. Let our communication be a balm which relieves pain and a fine wine which gladdens hearts. May the light we bring to others not be the result of cosmetics or special effects, but rather of our being loving and merciful “neighbours” to those wounded

GOOD COMMUNICATION HELPS US TO GROW CLOSER, TO KNOW ONE ANOTHER BETTER, AND ULTIMATELY, TO GROW IN UNITY.

encountering Christ. In the area of communications too, we need a Church capable of bringing warmth and of stirring hearts.

Effective Christian witness is not about bombarding people with religious messages, but about our willingness to be available to others “by patiently and respectfully engaging their questions and their doubts as they advance in their search for the truth and the meaning of human existence” (Benedict XVI, Message for the 47th World Communications Day, 2013). We need but recall the story of the disciples on the way to Emmaus. We have to be able to dialogue with the men and women of today, to understand their expectations, doubts and hopes, and to bring them the Gospel, Jesus Christ himself, God incarnate, who died and

and left on the side of the road. Let us boldly become citizens of the digital world. The Church needs to be concerned for, and present in, the world of communication, in order to dialogue with people today and to help them encounter Christ. She needs to be a Church at the side of others, capable of accompanying everyone along the way. The revolution taking place in communications media and in information technologies represents a great and thrilling challenge; may we respond to that challenge with fresh energy and imagination as we seek to share with others the beauty of God.

FRANCIS

*From the Vatican, 24 January 2014, the
Memorial of Saint Francis de Sales.*



SPEAKER

MATT MALONE, S.J.
EDITOR IN CHIEF
AMERICA

 @americaeditor

Matt Malone, S.J., is the 14th and youngest editor in chief in America magazine's history. Fr. Malone began his tenure as editor in chief on October 1, 2012. He served as an associate editor from 2007-2009, when he covered foreign policy and domestic politics. He was the recipient of the 2006 first place Catholic Press Association award for essay writing. From 1995-1997, Fr. Malone was special assistant and chief speechwriter to U.S. Representative Martin T. Meehan (D-MA).

From 1997-2002, he served as the founding deputy director of MassINC, an independent political think tank, and co-publisher of CommonWealth, an award-winning review of politics, ideas and civic life. His writing has appeared in numerous national and international publications and his work and ideas have been featured in The New York Times and The Washington Post among others.

Fr. Malone entered the Society of Jesus in 2002. He was ordained a priest on June 9, 2012 by Edward Cardinal Egan, archbishop emeritus of New York. Fr. Malone received his undergraduate degree, cum laude, from the University of Massachusetts Amherst. He holds a M.A. from Fordham University; a Bachelor of Divinity (Honors, 1st class) from The University of London, and a Baccalaureate in Sacred Theology (summa cum laude with the congratulations of the board of examiners) from the Catholic University of Louvain. He was a founding member of REMUS (Religion, Mimesis and Society), an interdisciplinary research group at Heythrop College dedicated to the thought of Rene Girard, and he is a member of the Colloquium on Violence and Religion. Father Malone is a member of the pastoral teams at the Parish of Saints John and Paul in Larchmont, NY, the Church of Saint Francis Xavier in Manhattan and the Cathedral of Saint Patrick.

"Stealth Evangelization: Using social media to subtly – and successfully – spread the Good News"

The word "subtle" and social media typically aren't seen as compatible, especially considering the no-holds-barred approach many people take in comment boxes, on Twitter, and wherever fast and anonymous options abound, but flying ever so slightly under the radar can offer big benefits when it comes to evangelization. By providing a quieter witness through posts, status updates, tweets and more, we can draw in people who might otherwise be put off or intimidated by more overt and constant posting. I'll talk about the common pitfalls of hitting too hard and too often on Facebook and Twitter, and the ways that

non-professionals can use social media to spread the Good News through not-so-obvious but incredibly powerful posts.

Mary DeTurris Poust is a blogger and author of six books on the Catholic faith, most recently *Everyday Divine: A Catholic Guide to Active Spirituality*, and *Cravings: A Catholic Wrestles with Food, Self-Image, and God*. In 2012, she was on a three-person panel that addressed the U.S. bishops on the importance of social media in evangelization. She writes regularly about family, faith, and the spiritual journey at her blog, *Not Strictly Spiritual* (www.notstrictlyspiritual.com), and in her monthly Catholic New York column, *Life Lines*. In October 2014, she will be leading a 13-day food-faith pilgrimage of Italy.



SPEAKER

MARY DETURRIS POUST
CATHOLIC AUTHOR
AND BLOGGER

 @MaryDTP



MODERATOR

TERESA M. HANAFIN

DIRECTOR OF
ENGAGEMENT AND
SOCIAL MEDIA,
BOSTON.COM AND
BOSTONGLOBE.COM

 @BostonTeresa

Teresa Hanafin, a 29-year veteran of The Boston Globe, was recently named the editor of the Globe's new standalone website that will cover Catholicism and the Catholic Church for a national and international audience.

Teresa interned for the Globe in 1977 and joined the staff in 1985 as Cape Cod bureau chief. She held a variety of reporting and editing jobs at the Globe before moving to Boston.com as its first editor in 1999. In 2006, she became director of engagement for the site, eventually adding social media

to her portfolio and oversight of social media and engagement for BostonGlobe.com when it launched in 2011.

Teresa majored in English literature and journalism at the University of Massachusetts at Amherst. She previously worked for The Berkshire Eagle and The Worcester Telegram & Gazette.

She has been faculty and an ethics fellow at the Poynter Institute, and this year was part of the team that won a Pulitzer Prize for Breaking News for coverage of the Boston Marathon bombings last year.

John DeMarchi is CEO and Founder of Social Czar, a digital agency that provides social media and digital marketing services to dozens of world-class clients. Before starting SocialCzar, John worked in media for over 20 years with HBO, FOX News, Gerson Lehrman Group, VIBE, Latina and The Trump Organization. He's a Co-Founder of Czardom, the global marketplace for PR professionals; Peek2, a social voting platform that's being developed in China and India; and Generation N, a digital firm specializing in Hispanic marketing.

John holds a B.A. from Harvard and a M.S. in Communications from Syracuse's S.I. Newhouse School. He lives in Sea Bright, NJ, with his wife, Jennifer, and Norwegian Elk Hound dog, Snickers.



PANELIST

JOHN DEMARCHI
FOUNDER & CEO
SOCIAL CZAR

 @johnjdemarchijr



PANELIST

GRANT GALLICHO
ASSOCIATE EDITOR
COMMONWEAL

 @gallicho

Grant Gallicho is an associate editor of *Commonweal* magazine, a biweekly review of religion, politics, and culture, founded in 1924 and edited by lay Catholics. He has worked there since 2000. He received a B.A. in English and Theology from Fordham University, and an M.A. in Theology from the University of Chicago. In 2006, he launched dotCommonweal, the magazine's award-winning blog, where he writes twice a week on a variety of subjects.

He covered last year's papal transition in Rome for *Currents*, NET TV's daily news program. His writing has appeared in the *National Catholic Reporter*, *America* magazine, *The Tablet* of London, *El Ciervo* of Spain, Religion News Service, the New York Observer, the New York Times, and elsewhere. He lives in Brooklyn.

Tonia has more than 25 years of experience at the intersection of the media and tech industries. She and the Modern Media team produce *The Realtime Report* and Conferences, focused on the business use of the social, mobile and realtime web. In that role, Tonia has hosted discussions with social media innovators such as Martha Stewart, MC Hammer and Craig Newmark, as well as social media executives from brands such as Ford, Intuit, Dell, SAP, JetBlue, Virgin America and Southwest Airlines.

Tonia founded Modern Media in 2002 with the mission to help media companies and marketers innovate in a changing market. Today, Modern Media works with

clients such as The Wall Street Journal, UBM Tech and Teradata to produce customer conferences, develop brand strategies, manage digital campaigns, and create new customer experiences.

Tonia regularly blogs about bottom-line case studies and social media statistics for *The Realtime Report*, speaks at industry events and has been quoted on the business impact of social media by news outlets such as The New York Times and NPR.

Before founding Modern Media, Tonia held a series of executive management, sales and marketing roles for leading tech media companies, including Ziff Davis Media and UBM Tech.



PANELIST

TONIA RIES
FOUNDER & EDITOR
THE REALTIME REPORT
FOUNDER & CEO
MODERN MEDIA

 @tonia_ries

THANK YOU

DISTINGUISHED GUESTS

The Most Reverend Claudio Maria Celli
President of the Pontifical Council on Social Communications

The Most Reverend Nicholas DiMarzio, Bishop of Brooklyn

Monsignor Kieran E. Harrington, Vicar for Communications

Art Dignam, CEO, DeSales Media Group

GUEST SPEAKERS

Father Matt Malone, S.J., Editor in Chief, America

Mary DeTurris Poust, Catholic Author and Blogger

Teresa M. Hanafin, Director of Engagement and Social Media
Boston.com & BostonGlobe.com

John Demarchi, Founder & CEO, Social Czar

Grant Gallichio, Associate Editor, Commonweal

Tonia Ries, Founder & Editor, The RealTime Report
Founder & CEO, Modern Media

DESALES EVENT TEAM

Stefanie Gutierrez

Christine Mohan

Daniel Alvarez

Natasha Bisbal

Kerry Burke

Rocio Fidalgo

Lulu Meza

Theresia Nurtanio

EDITORIAL, TECHNICAL PRODUCTION & DESIGN

Fidel Sciortino

Craig Tubiolo

Ed Wilkinson

David Dadah

Gabriela Flores

James Flores

Vincent LeVien

Robert Longo

James Kim

Israel Ochoa

EVENT PLANNING DESIGN & PRODUCTION

Rachel Frydenlund

DESALES
MEDIA GROUP

THE *TABLET*

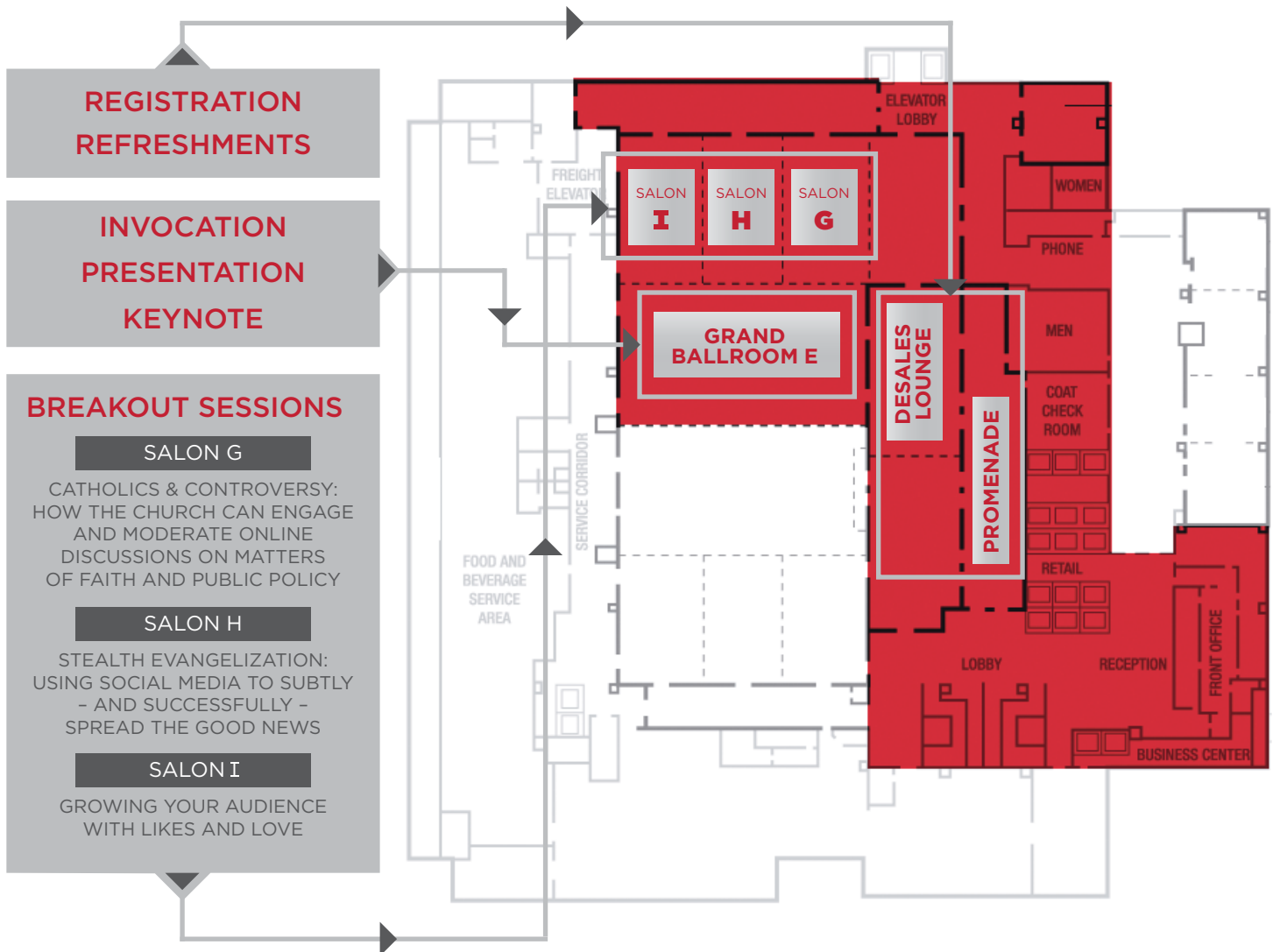
NUESTRA VOZ



CTM



VENUE INFORMATION



WIFI NETWORK

WORLD COMMUNICATIONS DAY
PASSWORD: WCD2014

