

Opening Prayer

World Communications
Day 2019



Monsignor **FERNANDO FERRARESE**

Pastor of Immaculate Conception, Astoria



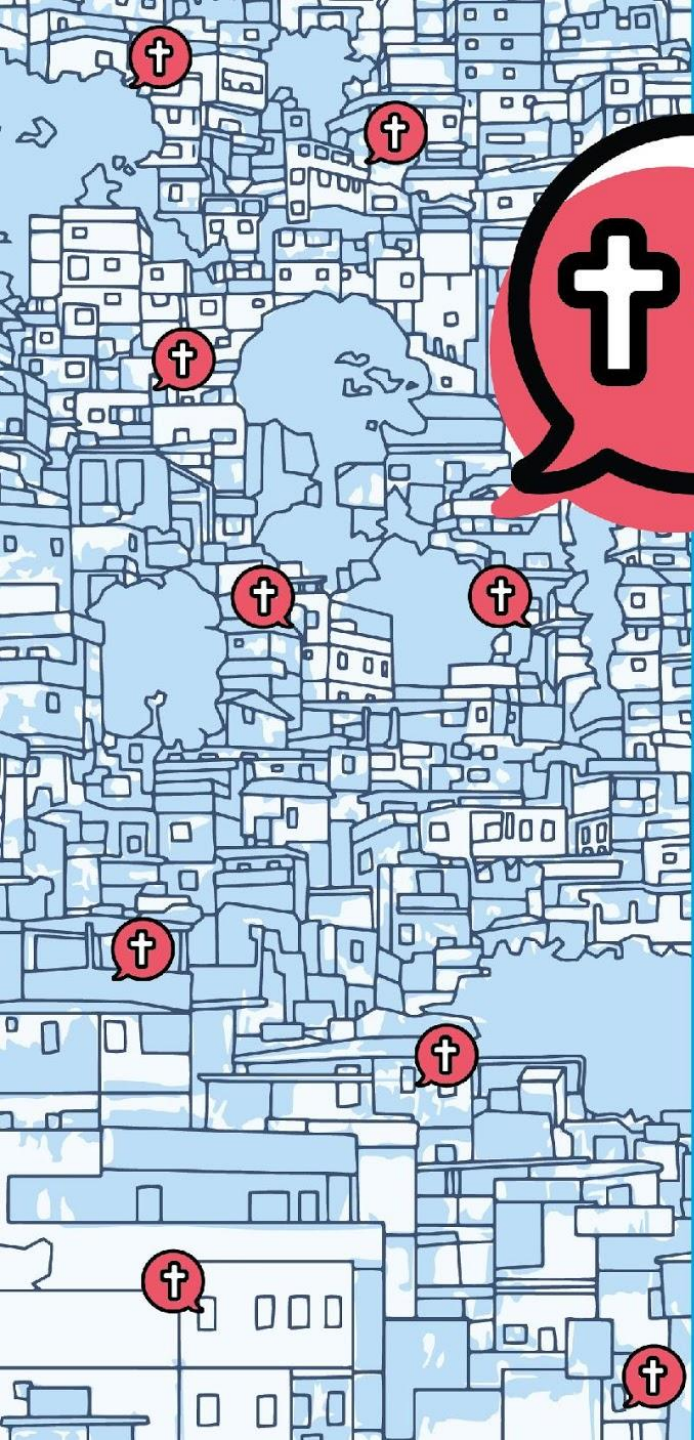
WILLIAM MAIER

Chief Executive Officer
DeSales Media Group



Reverend Monsignor
KIERAN E. HARRINGTON, V.E.

Vicar for Communications, Diocese of Brooklyn
President and Chairman, DeSales Media Group

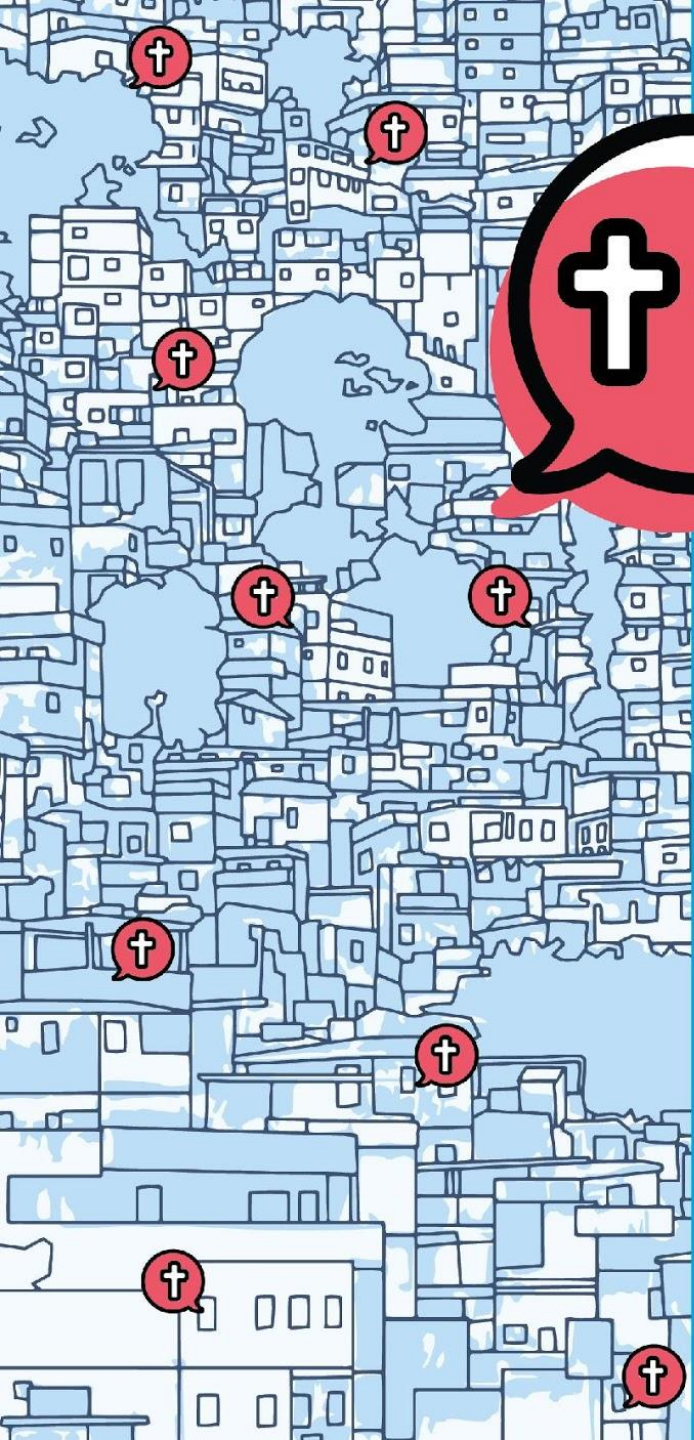


Growing the Catholic Church Through the Power of the Story



VITO FORMICA

Executive Director of News and Content Development
DeSales Media Group | Diocese of Brooklyn



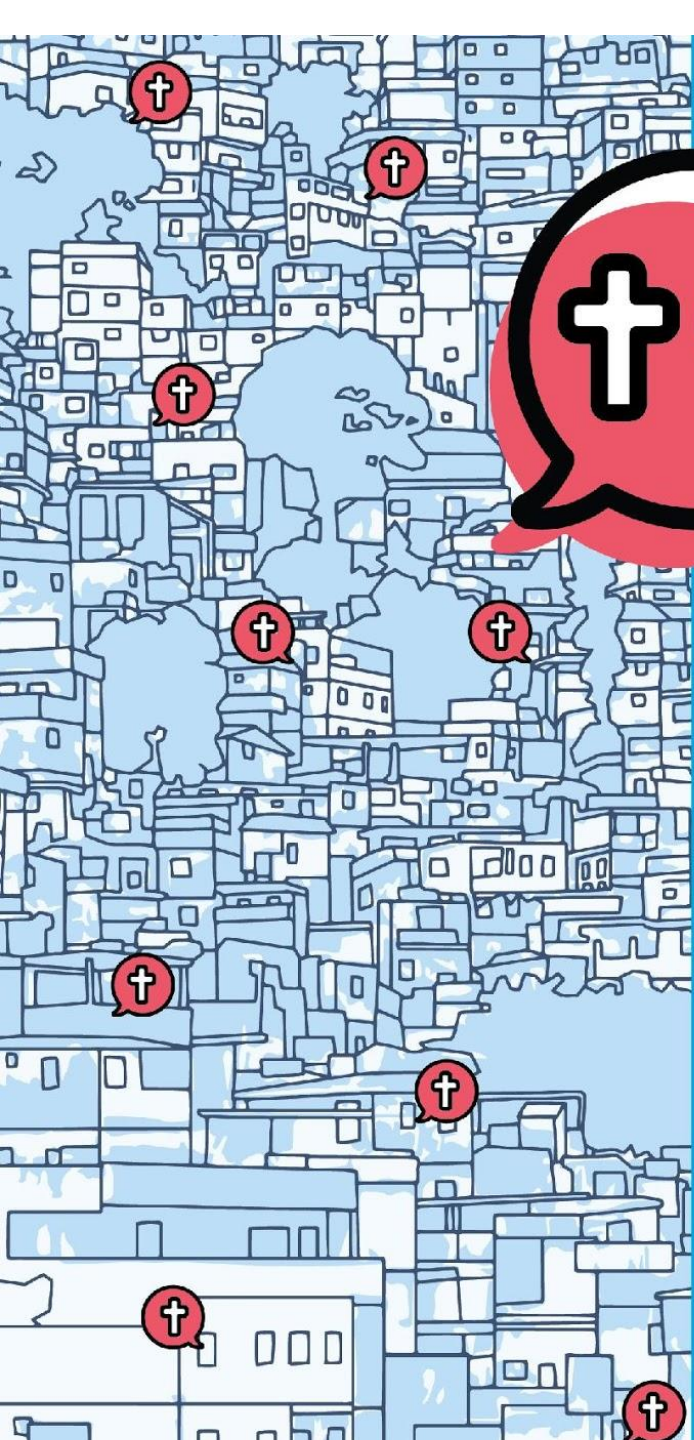
What Makes
a Good Story?

Americans' Trust in Mass Media

■ % Great deal/Fair amount



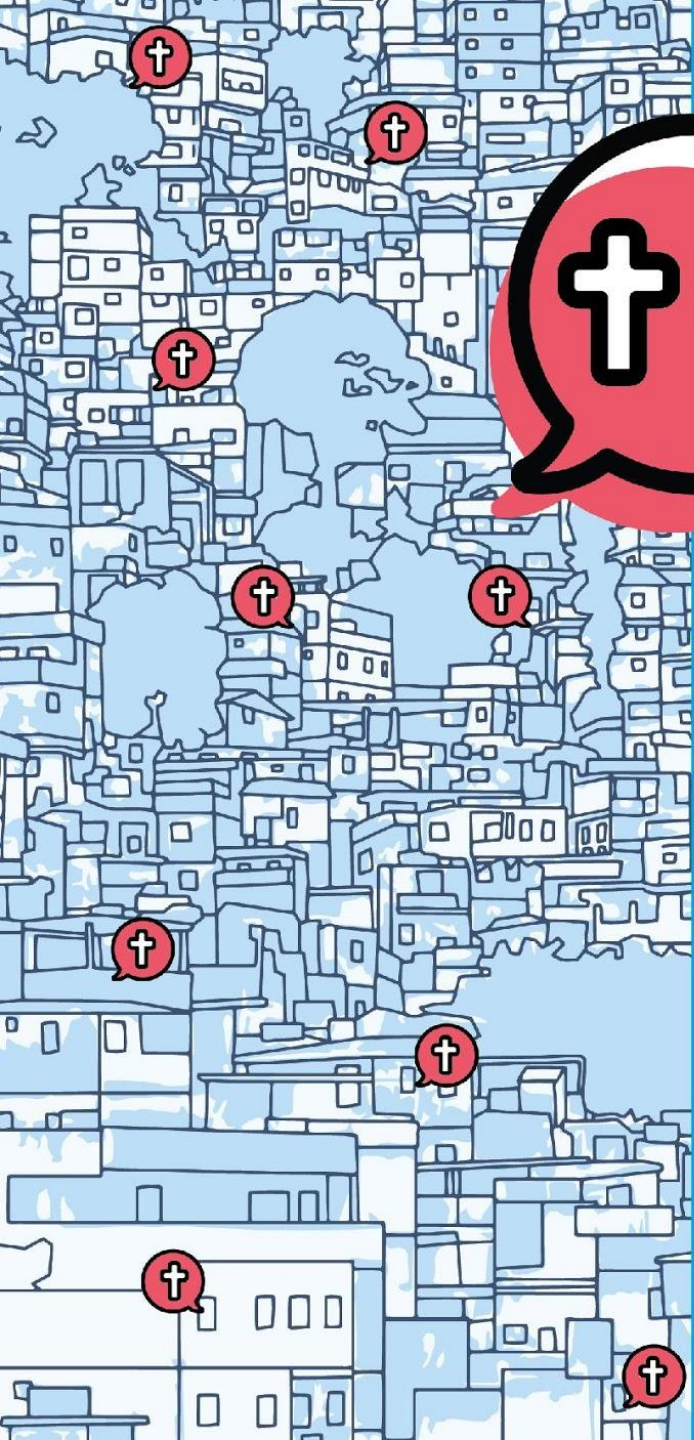
GALLUP



What Makes
a Good Story?

What Makes a Good Story?

- It's extraordinary, unusual, compelling
- Informs, inspires, initiates action
- Has strong elements
- Easy access for reporters



What Makes a Good Story?

Contact Us

THE *TABLET*



NUESTRA·VOZ



newstips@desalesmedia.org

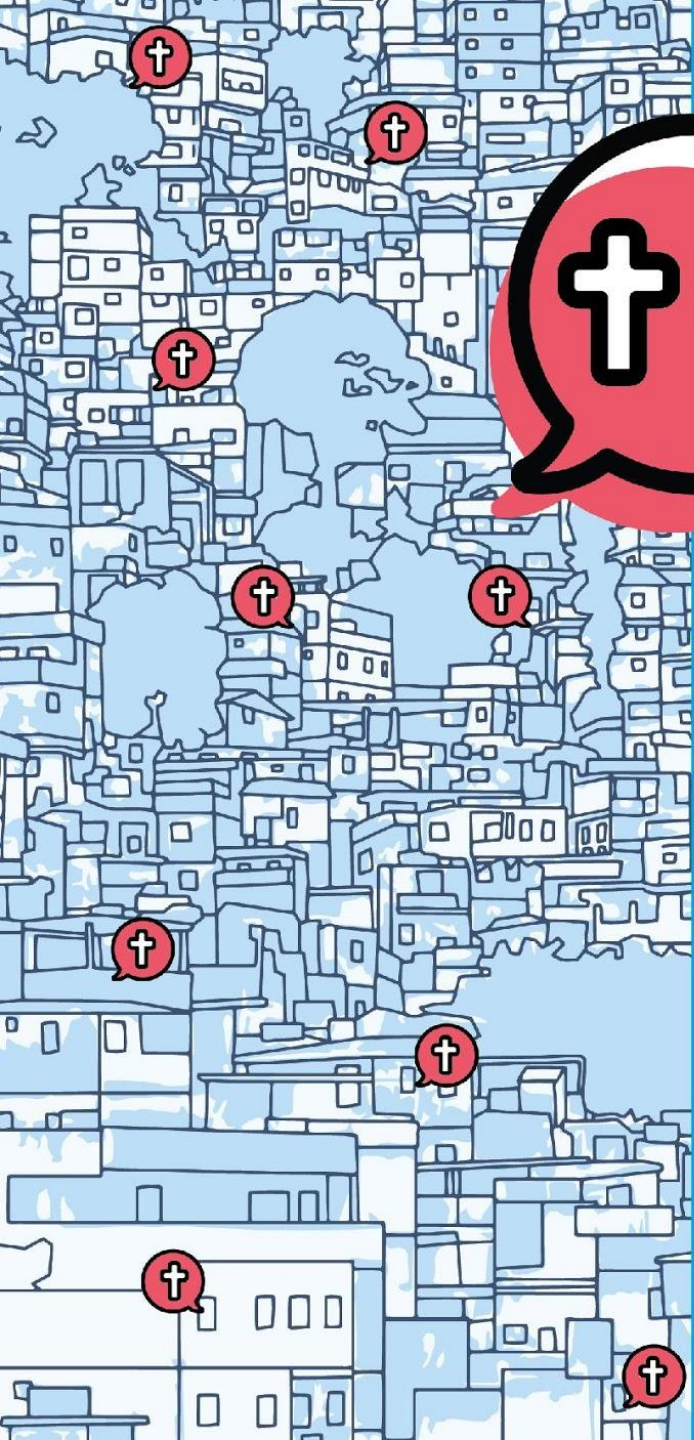


718-517-3122



ADRIANA RODRIGUEZ

Director of Communications and Press Secretary
DeSales Media Group | Diocese of Brooklyn



Pitching a Story

New York

The New York Times

Becoming Catholic as the Church Grapples With Scandal

'You'll Always Have a Home Here With Us'

By RICK ROJAS

On the night before Easter, a group of soon-to-be Catholics stood in flowing white robes holding candles, waiting to be summoned by the cardinal. One by one, under the cathedral's soaring ceiling and stained glass windows, he dabbed oil onto their foreheads, praying, "Be sealed with the gift of the Holy Spirit."

The Roman Catholic Church is an institution roiled by scandal. Its handling of an epidemic of child sex abuse has brought scrutiny from law enforcement and undermined the moral authority of bishops, who have struggled to assuage followers whose confidence in the church, and in them, has eroded.

But those lined up weren't thinking about that.

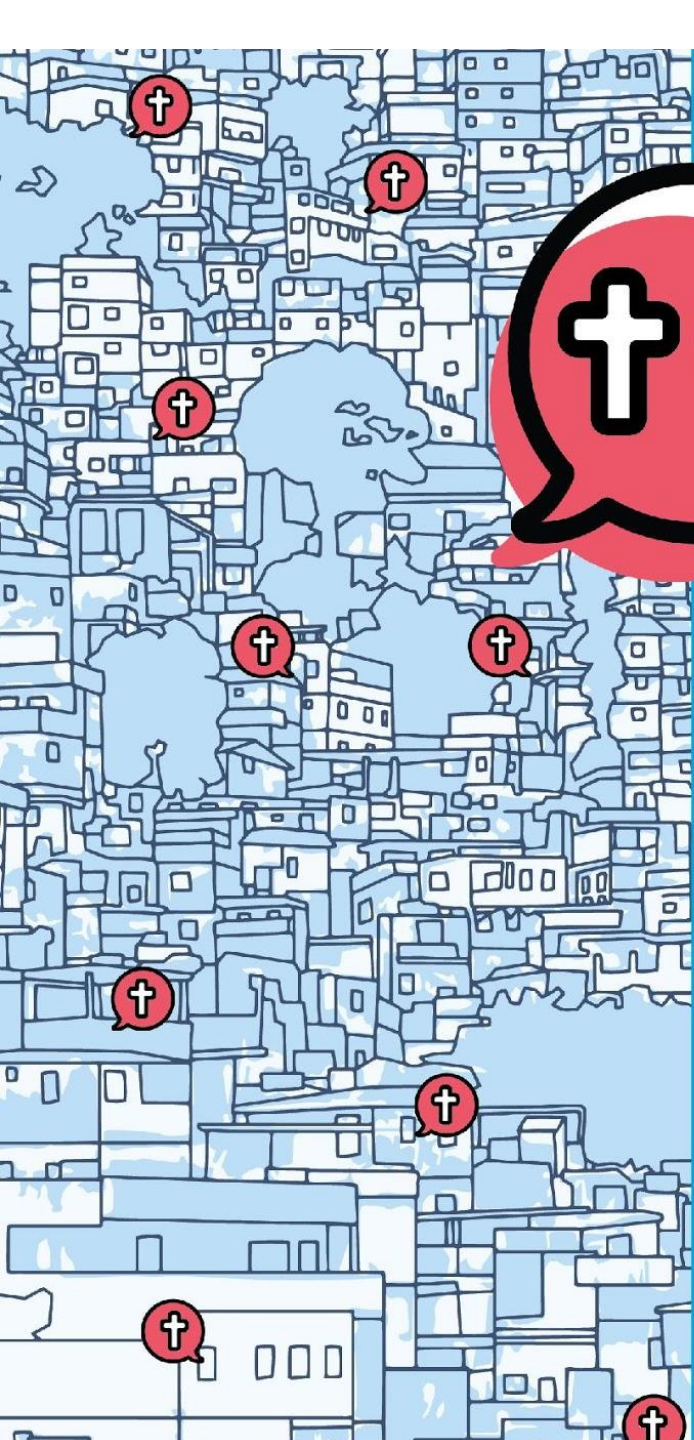
"Welcome to fullness in the church," Cardinal Joseph W. Tobin, the archbishop of Newark, told the 15 people converting to Catholicism — known as cate-



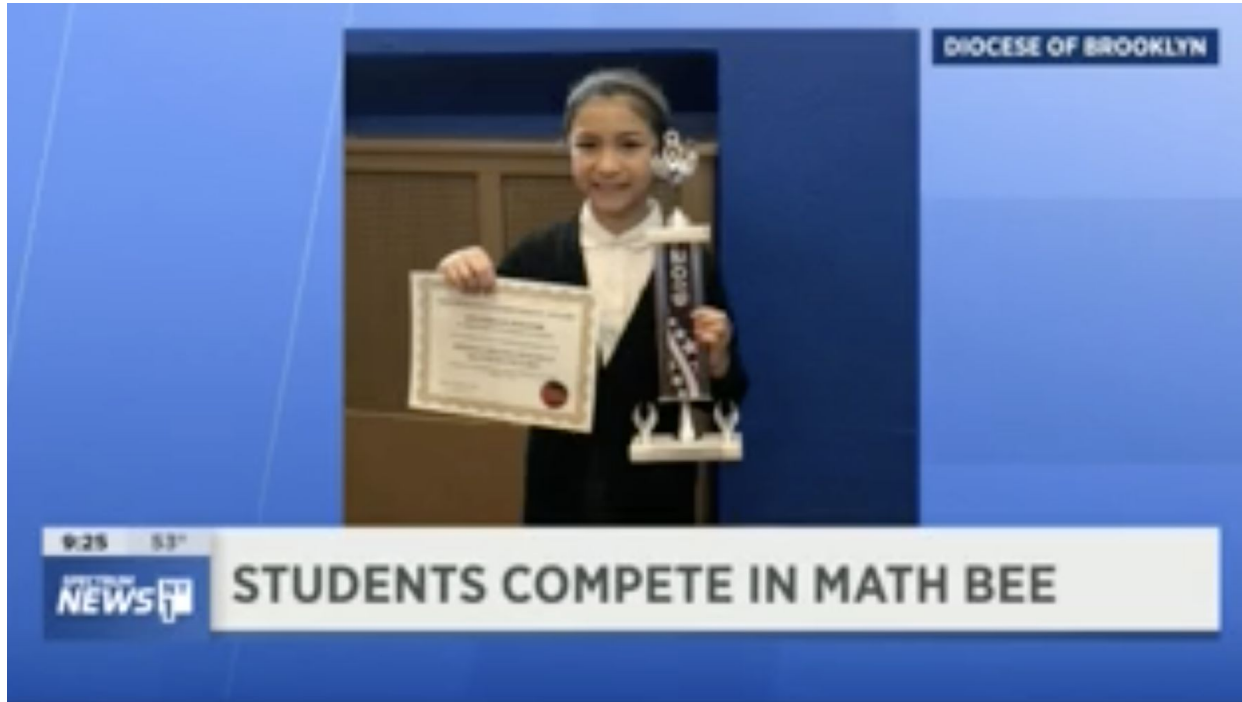
Reach: 48 Million People

How to Pitch a Story

- Reach out a few weeks in advance
- Look out for what's unique
- Find a memorable story



Pitching a Story

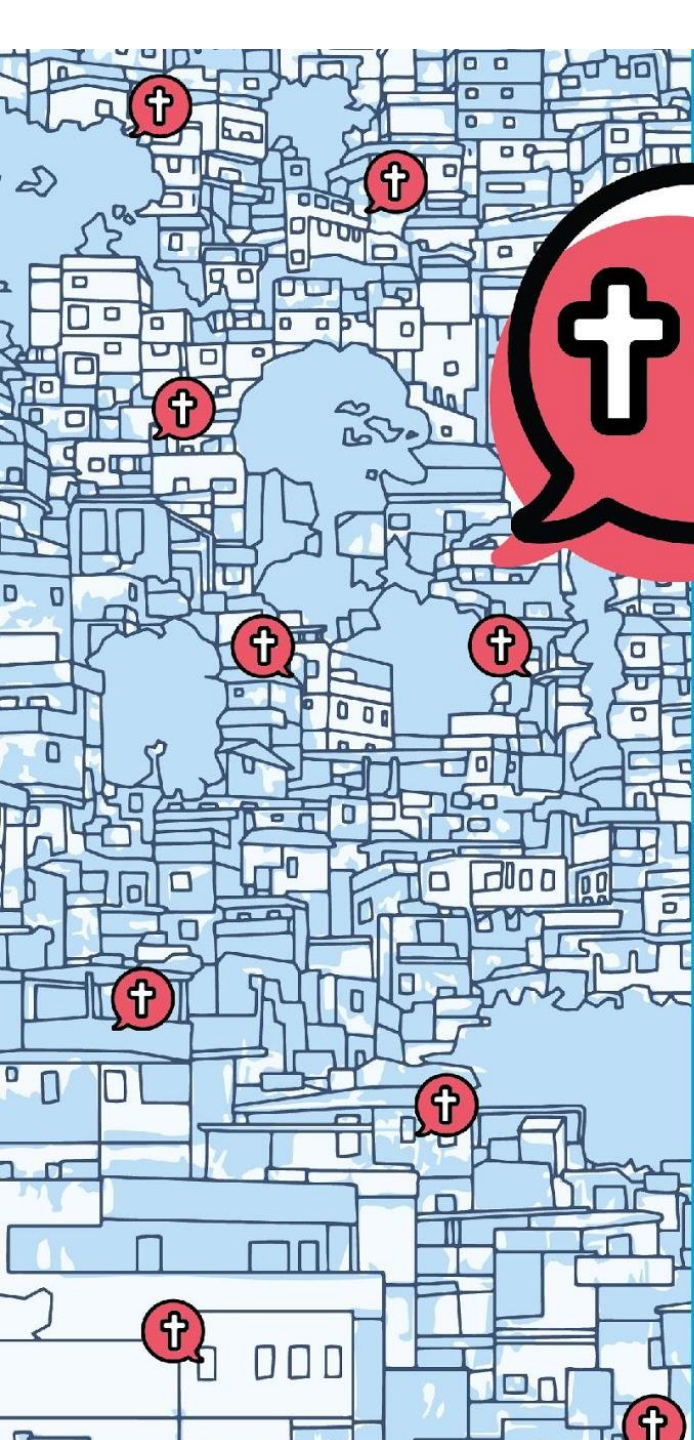


Diocese of Brooklyn **MATH BEE** **WINNER**

On New York 1

How to Get Coverage

- Take pictures
- Shoot video horizontally
- Make mental notes



Pitching a Story

Press Office

DIOCESE OF BROOKLYN

Adriana Rodriguez

arodriguez@desalesmedia.org

John Quaglione

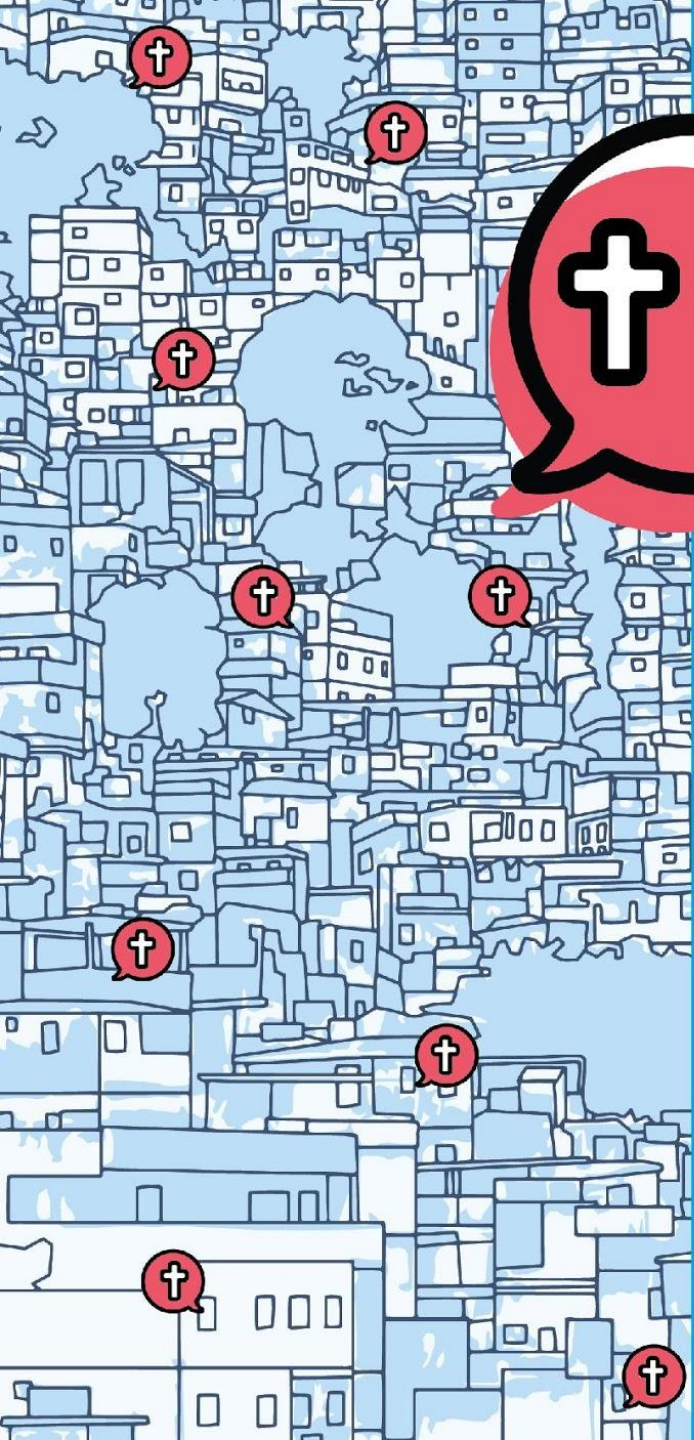
jquaglione@desalesmedia.org

718-499-9705



LEN CAMPOREALE

Director of Marketing and Digital
DeSales Media Group



How to Share Your Story



“No one who lights a lamp
hides it away or place it
[under a bushel basket],
but on a lampstand...”

- Luke 11:33

How Do I Choose Where to Tell My Story?



Create Shareable Video

- Commit 2 hours every 3 months
- Film at 1 central location
- We'll email you to schedule time

Are more people listening to your stories?

Total Page Likes



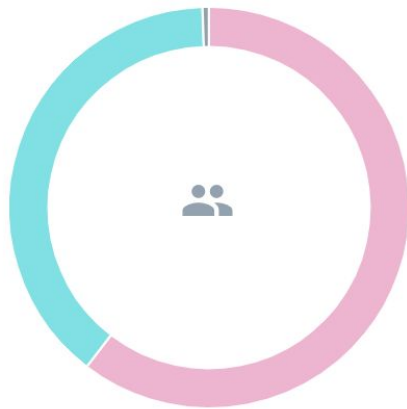
● Total Page Likes - Diocese Of Brooklyn

Who's listening to your story?

Page Fans By Gender And Age



DIOCESE OF BROOKLYN

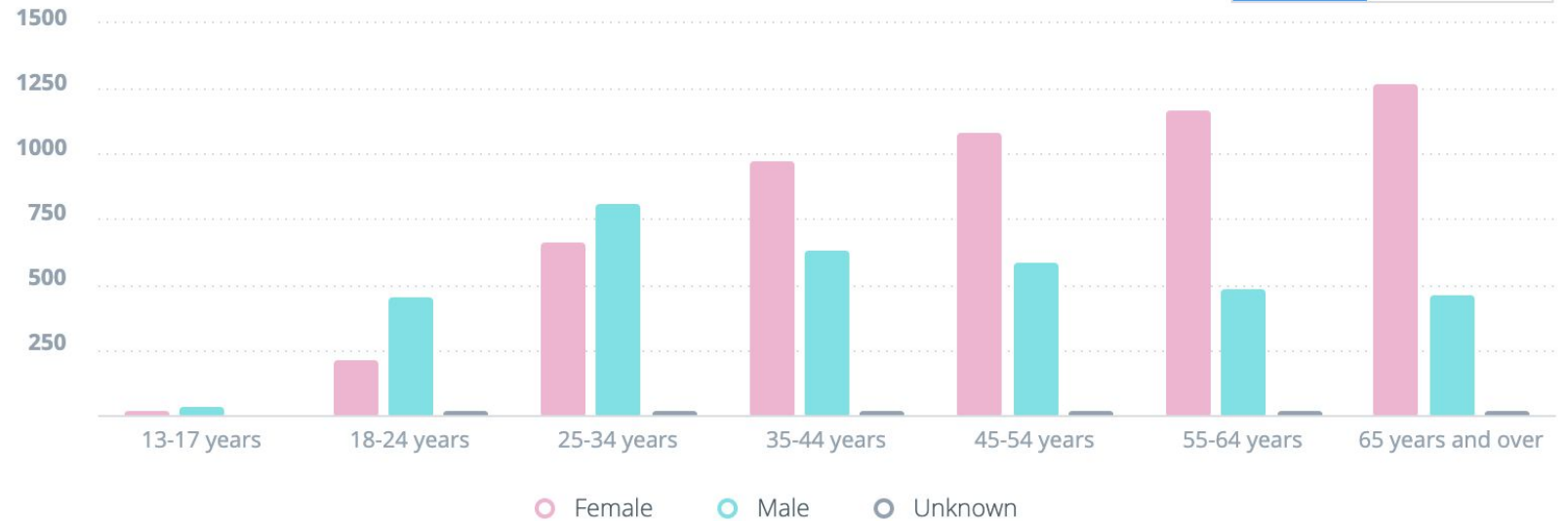


5,413
60.4%



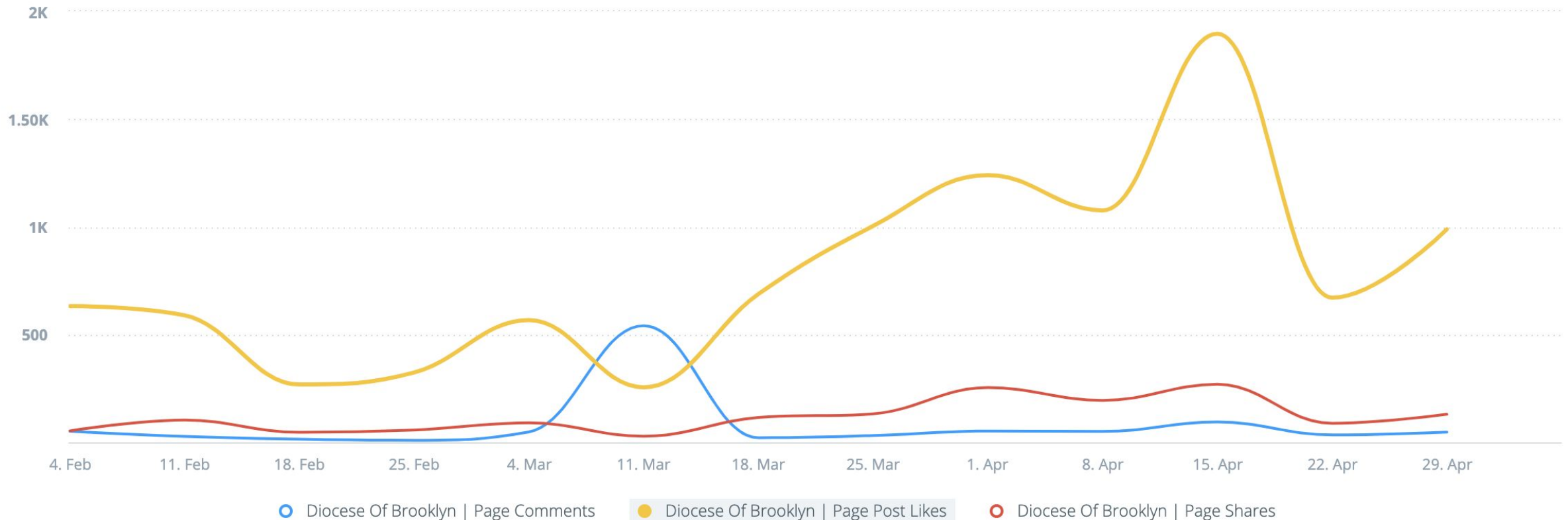
3,496
39.0%

Show as **VOLUME** PERCENTAGE



Are more people engaging?

Page Engagement



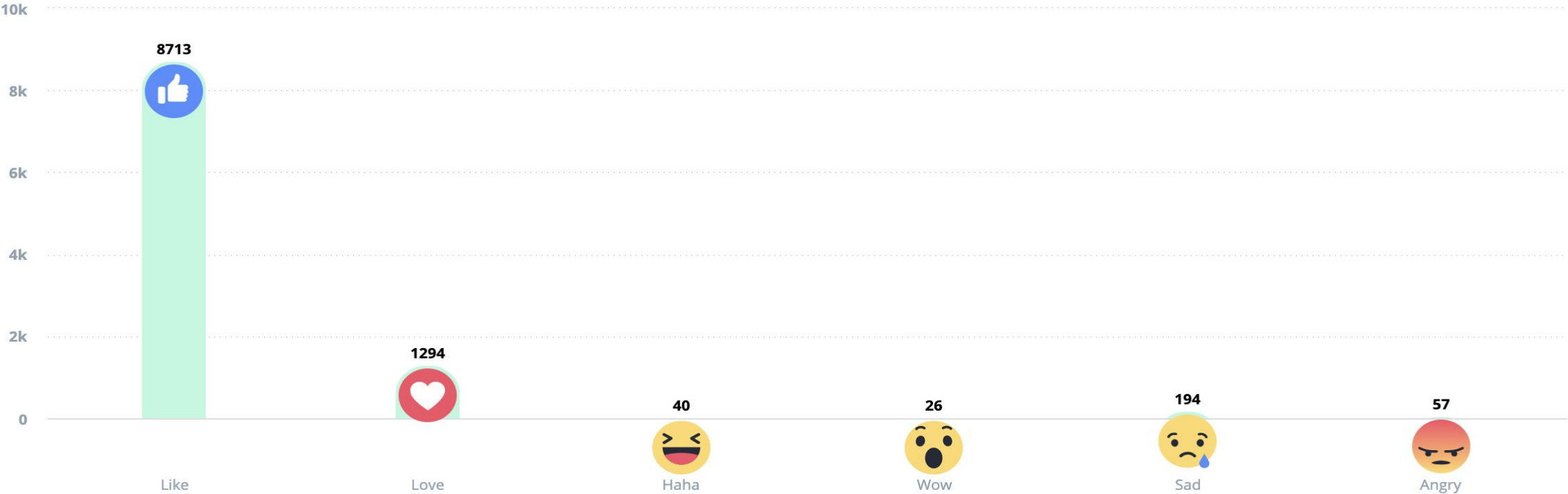
How do they feel about your stories?

Page Reactions



DIOCESE OF BROOKLYN Page Reactions **Summary** Breakdown

Total number of reactions: **10.32K** ▲ 12%



Which stories were shared?









Content Performance



Filter by

SELECT



CREATED	POST	TYPE	REACH	REACH	PAID REACH	ENGAGED USERS	SHARES	
10 Apr 2019 3:17 PM	 f Diocese of Brooklyn All are invited to come togethe...		63K	<div><div></div></div>	63,176	63,050	109	8
27 Mar 2019 2:54 PM	 f Diocese of Brooklyn Join us on Reconciliation Mond...		25K	<div><div></div></div>	24,684	21,526	711	91
24 Mar 2019 10:41 AM	 f Diocese of Brooklyn During this Lenten season, we ...		23K	<div><div></div></div>	23,225	22,334	453	11
27 Mar 2019 2:54 PM	 f Diocese of Brooklyn Join us on Reconciliation Mond...		22K	<div><div></div></div>	22,468	20,869	595	70



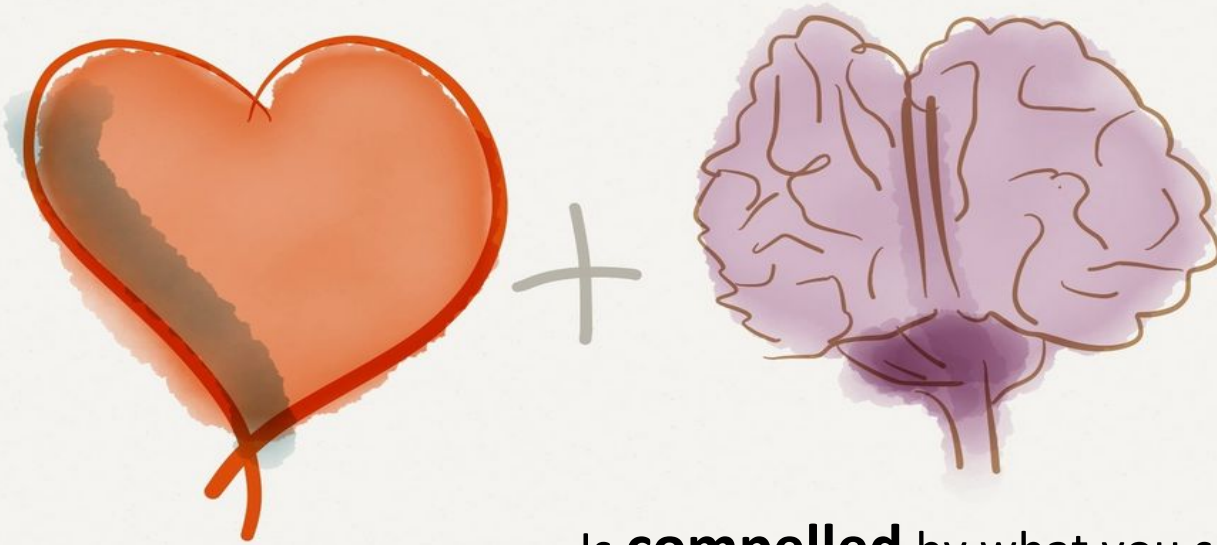
FATHER JOHN GRIBOWICH

MBA Candidate, UC Berkeley
DeSales Media Group

To be a
GOOD STORYTELLER
is to be a
GOOD LISTENER

You Win When Your Audience:

Remembers what you said,
because you **touched** them

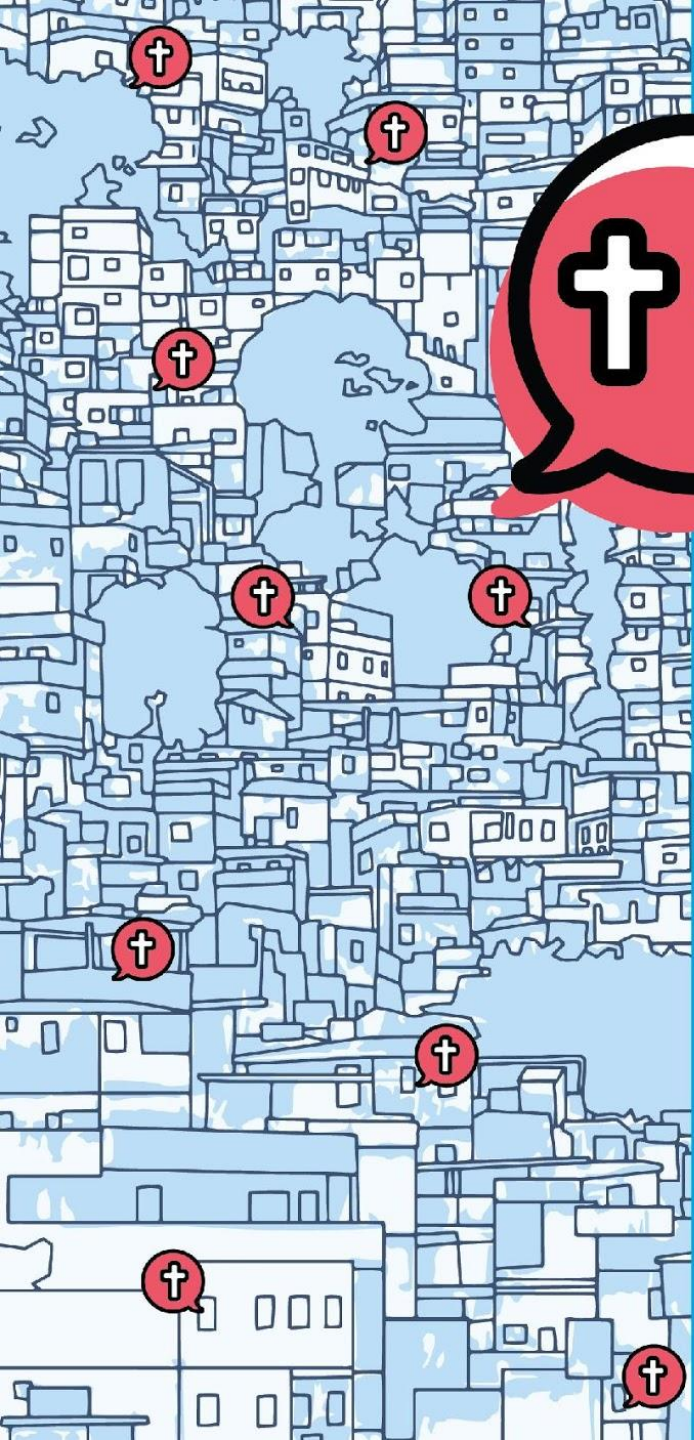


Is **compelled** by what you said,
because it **made sense**

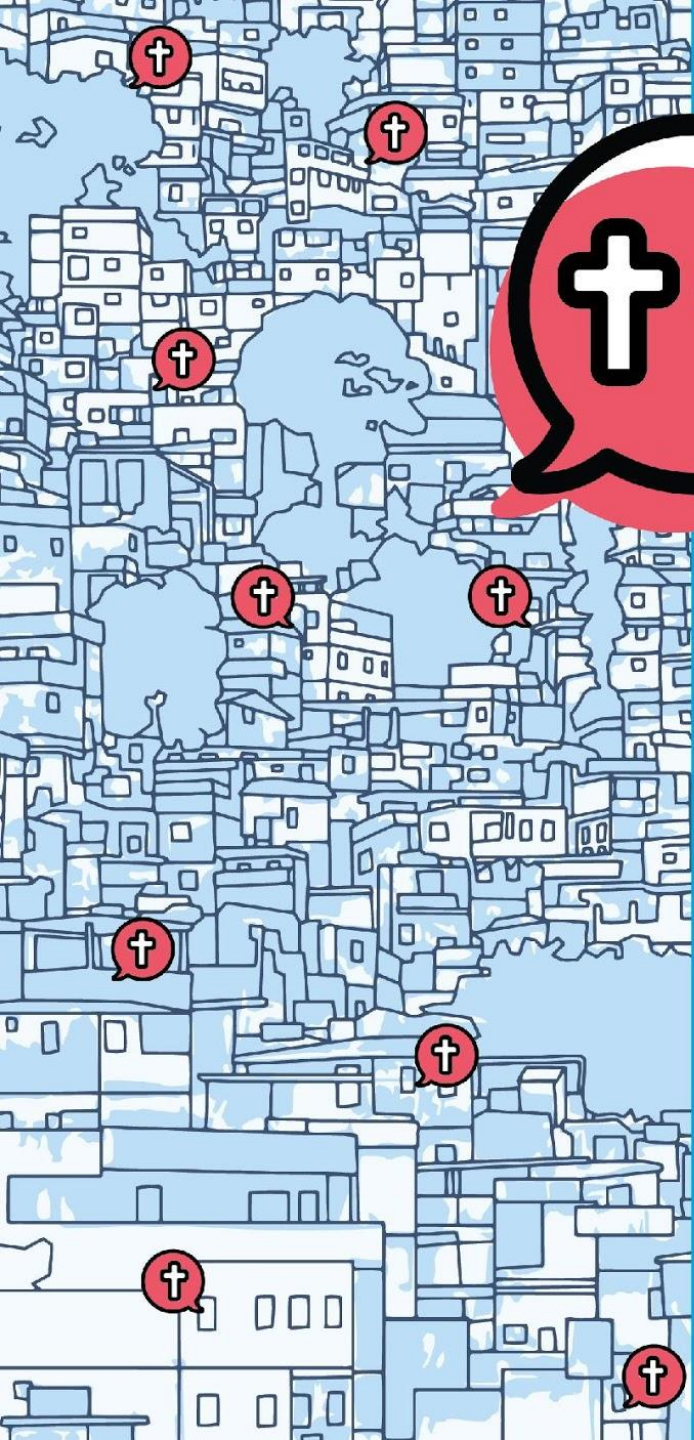
Understands what you said,
because it was **clear**



To be a
GOOD STORYTELLER
is to be a
GOOD LISTENER



Growing the Catholic Church Through the Power of the Story



How to Build Communities



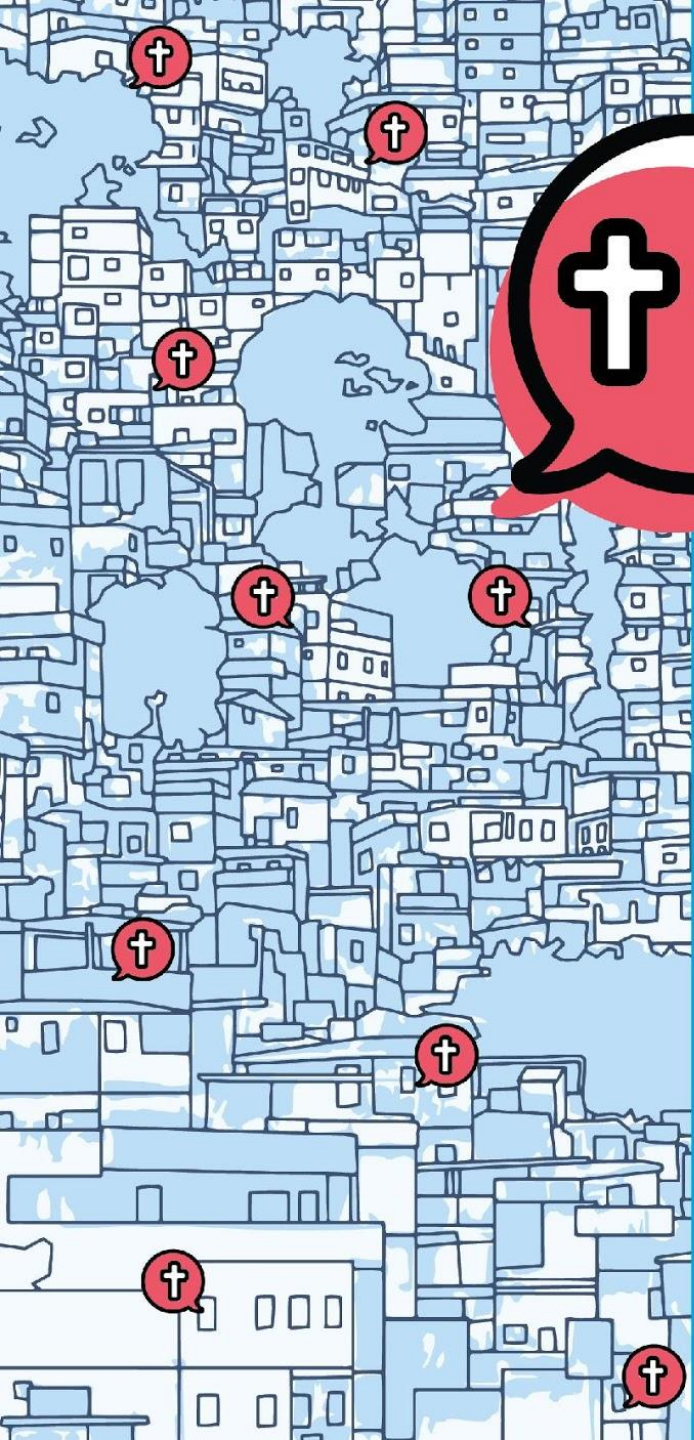
WILLIAM MAIER

Chief Executive Officer
DeSales Media Group



The Most Reverend
NICHOLAS DIMARZIO
PH.D., D.D.

Bishop of Brooklyn

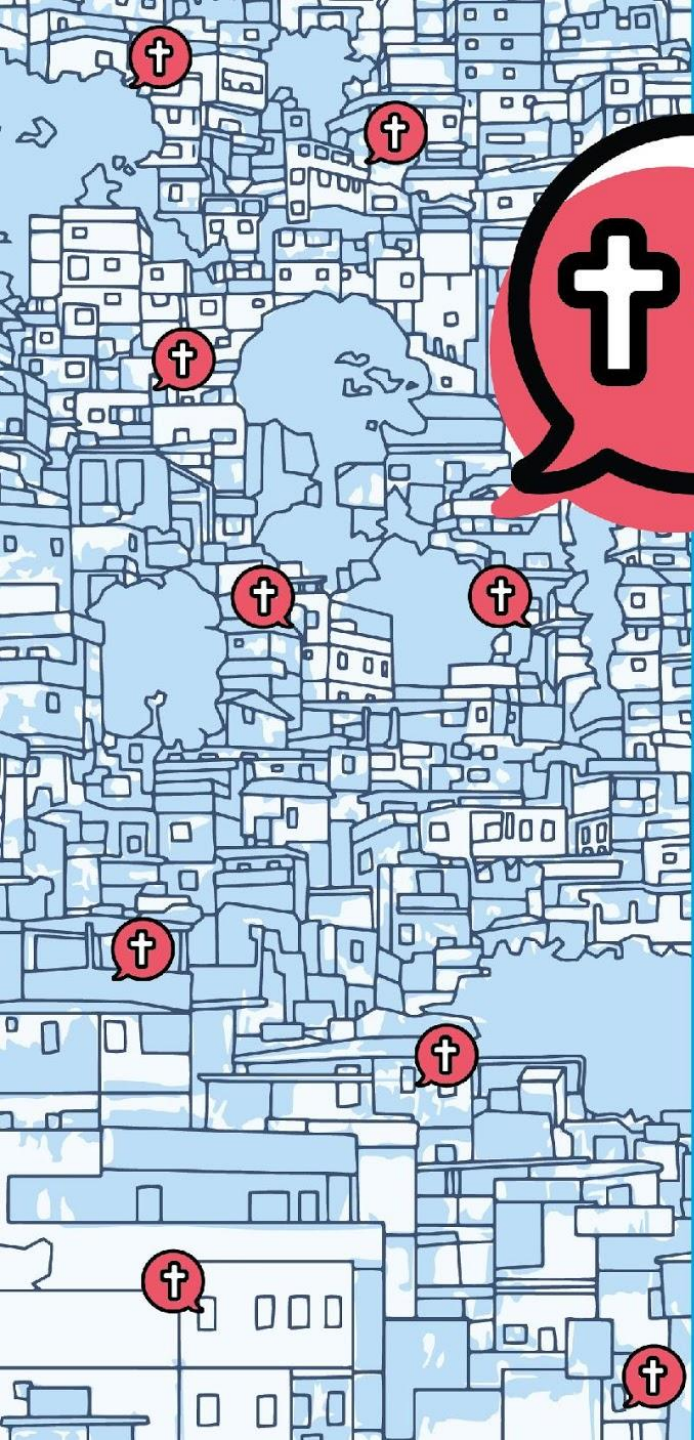


St. Francis de Sales Distinguished Communicator of the Year 2019



Monsignor
SEAN G. OGLE, V.F.

St. Francis de Sales Distinguished Communicator 2019

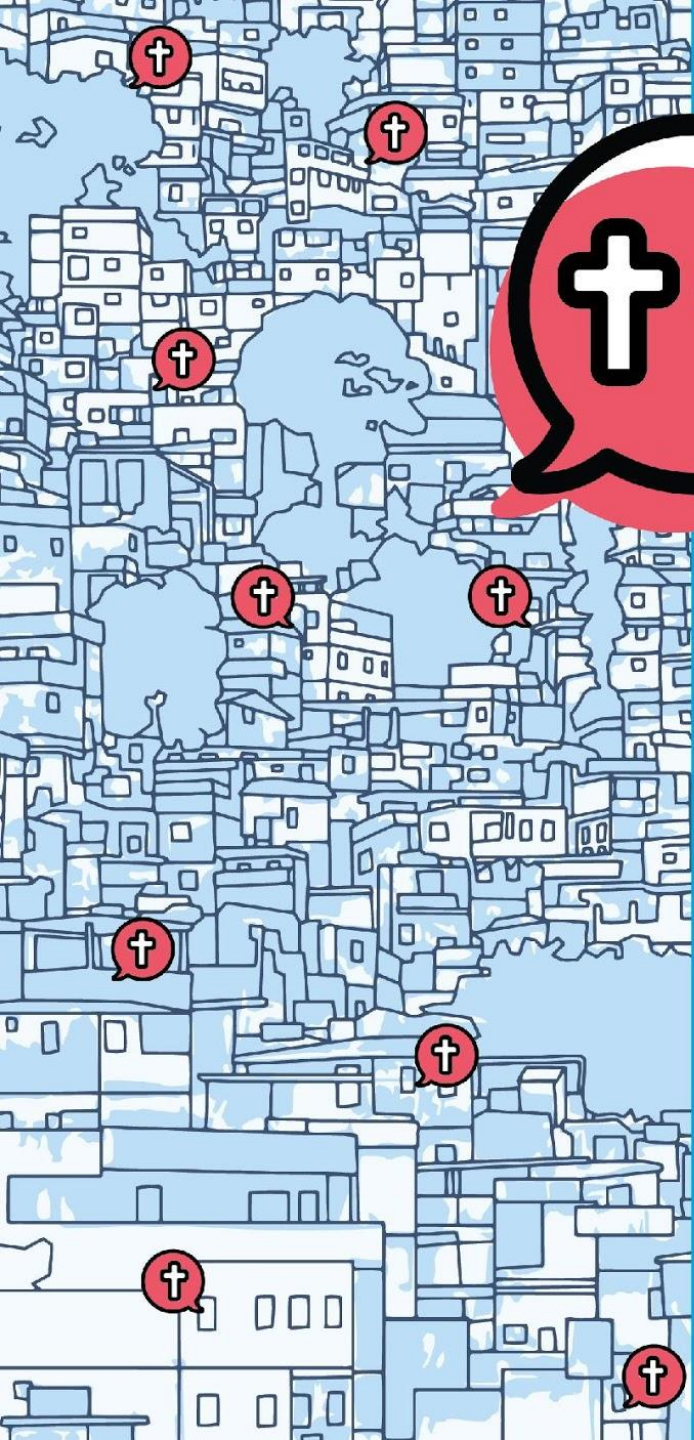


Keynote Address



Monsignor
SEAN G. OGLE, V.F.

Pastor of Our Lady of Mt. Carmel, Astoria



Thank You