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

![Graph showing the percentage of Americans who trust mass media](image-url)
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

newstips@desalesmedia.org

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ADRIANA RODRIGUEZ

Director of Communications and Press Secretary
DeSales Media Group | Diocese of Brooklyn
Pitching a Story
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 catechumens — during an Easter Vigil Mass at the Cathedral Basilica of the Sacred Heart last Saturday.

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

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LEN CAMPOREALE

Director of Marketing and Digital
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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?
Who’s listening to your story?

Page Fans By Gender And Age

DIOCESE OF BROOKLYN

Female: 5,413 (60.4%)
Male: 3,496 (39.0%)
Are more people engaging?
How do they feel about your stories?

Total number of reactions: **10.32K**

- Like: **8713**
- Love: **1294**
- Haha: **40**
- Wow: **26**
- Sad: **194**
- Angry: **57**
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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
- **Understands** what you said, because it was **clear**
- **Is compelled** by what you said, because it **made sense**
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
Monsignor

SEAN G. OGLE, V.F.

Pastor of Our Lady of Mt. Carmel, Astoria
Thank You