



Philadelphia April 12-14
RCC National Convention **2012**

Register Now

April 12-14, 2012 | National Convention

Religion Communicators Council

"In[ter]dependence: Religion Communication Today"

Philadelphia Airport Marriott

Thursday | April 12

- 9:00am Registration opens
12:00pm Networking with RCC Board Members
1:30pm Welcome/faith expression
Plenary – “The In[ter]dependence of Faith and Government Working for the Common Good” with FBNP directors Rev. Brenda Girton-Mitchell, Zeenat Rahman, and Eugene Schneeberg
3:15pm Break
3:45–5:15pm **Workshops – choose one of four ****
6:30pm **DeRose-Hinkhouse Awards Banquet**



The National Constitution Center is the most interactive history museum in the United States (two blocks from the Liberty Bell and Independence Hall). Visit <http://constitutioncenter.org/>

Friday | April 13

- 8:00am Continental breakfast
RCC All-Member Annual Meeting
9:30am **Plenary** – with Dr. Debra Mason
11:30am Travel into downtown; lunch on your own
National Constitution Center
Plenary – “William Penn’s Holy Experiment” at **Arch Street Friends Meeting House** with Dr. Emma Lapsansky-Werner
5:30pm Free evening; dinner on your own

Saturday | April 14

- 8:00am Registration opens; continental breakfast
8:45am Welcome/faith expression
9:00am **Plenary** – Alexander Kronemer
10:15am Break
10:45am–12:15pm **Plenary – Panel on Graphic Design for Nonprofits** with Kelly Holohan, Ed Gold, and Neil Kleinman
12:30–2:00pm Lunch on your own
2:00–3:30pm **Workshops – choose one of four ****
6:00pm Wilbur Awards Reception
6:30pm **Wilbur Awards Dinner**

** Workshops

“Crisis Management: No Time for Sissies” with Philip Poole

When a crisis hits, you don’t have time to consult a manual. In this session, hear real life examples of how one organization has managed a variety of crises and learn tips for being prepared.

“In the Spotlight” Media Training Workshop with Anuttama Dasa

This hands-on, interactive workshop will focus on effective preparation for media interviews, how to deliver key messages, being cool and effective under pressure (and hot lights!), maximizing your impact in TV, radio, and print interviews, and more.

“Social Media Mania” with Mary Beth Coudal and Beth Buchanan

Find out how to use the internet as a creative, democratic and social force to bring people of faith together. Perfect for the beginning, occasional and experienced social media communicator

EARLY BIRD deadline = **March 13**

“Video for Communicating Ministry in Today’s Media World” with John Kahler

The definition of “video” changes quickly in this connected yet disconnected world. With YouTube and UStream, anyone can be a broadcaster. This session will look at current and coming ways that video can help you communicate your messages.

“Getting Out of the Writing Rut: How to WOW the Crowd” with Mary Jacobs

Come for tips and techniques to create more vivid, creative and readable copy; find more focus in your writing (writing for publications, writing for web, writing a blog, etc.).

“Civil Disobedience” with Rev. Dr. J. Herbert Nelson II and Jordan Blevins.

Meet Some of our Speakers



Plenary Dr. Debra L. Mason, executive director of Religion Newswriters and director of the Center on Religion & the Professions at the University of Missouri School of Journalism has more than 25 years experience as an entrepreneur, as manager for a national journalism organization and as an award-winning journalist. Mason covered a U.S. visit of Pope John Paul II, walked down the Las Vegas strip with Southern Baptists, and hundreds of other stories. She created the largest collection of sources, story ideas and other tools to help journalists cover religion with balance and accuracy.

Opening Plenary Rev. Brenda Girton-Mitchell, director of the Faith-based and Neighborhood Partnerships Center at the Department of Education, will moderate a panel of Directors of FBNP Centers. Panelists will describe ways that faith-based organizations can partner with the U.S. government. Girton-Mitchell brings more than 30 years' experience to the Department of Education from her work as a teacher, legal counsel and minister. She was the Director of the Washington Office for the National Council of Churches of Christ in the U.S.A. from 2000 to 2008. She also started a consulting firm to assist churches and nonprofits in advocacy, leadership development and conflict resolution. **Zeenat Rahman**, acting director, Center for Faith Based and Community Initiatives, US AID is a regular contributor to the *Chicago Tribune*, and has appeared in *The Washington Post*, National Public Radio, and CNN speaking on issues related to Muslim identity, civic engagement, and international affairs. She is a term member of the Council on Foreign Relations and a Fellow with the American Muslim Civic Leaders Institute at the University of Southern California. **Eugene Schneeberg** is director, Center for Faith-Based and Neighborhood Partnerships at Department of Justice. A graduate of Gordon Conwell Theological Seminary and Boston University, his interests include urban ministry, gang violence prevention, and juvenile and youth adult prisoner re-entry.

Plenary Alex Kronemer is the co-founder of Unity Productions Foundation (UPF) and Executive Producer of several PBS Documentaries including *Mohammed: Legacy of a Prophet*, *Prince Among Slaves*, *Inside Islam: What A Billion Muslims Really Think*, and the upcoming *Islamic Art: Mirror of the Invisible World*. UPF runs the 20,000 Dialogues program, which has brought over 80,000 people of different faiths together for dialogue. With his partner Michael Wolfe, he was given the Rumi Forum Award for "Extraordinary Commitment to Peace through Media Award" at the National Press Club in 2010.

Beth Buchanan is web content coordinator at the General Board of Global Ministries, United Methodist Church. She is passionate about connecting people and ideas to and through technology and the latest in social media.

Mary Beth Coudal, staff writer for the mission team of the United Methodist Church, is a journalist and a performer. She has four blogs. As a stand-up comic, Coudal has performed at Caroline's and Stand Up New York. She's been published in *Salon.com*, *The New York Times*, *Self*, and elsewhere.

Philip Poole, APR, is executive director of Samford University's office of marketing and communication. He is a contributor to professional journals, to the *RCC Professional Handbook*, and *Check Your Image: A Public Relations Manual for Church growth*. Poole has received numerous awards from the Council for Advancement and Support of Education, the Baptist Communicators Association and RCC.

Jordan Blevins is the advocacy officer and ecumenical peace coordinator for the Church of the Brethren and National Council of Churches, U.S.A. (NCC). Previously, he served as assistant director of land and water programs, as well as coordinator of the poverty initiative for the NCC. Blevins is pursuing a DMin in Ecumenism and Interreligious Dialogue at Wesley Theological Seminary.

Rev. Dr. J. Herbert Nelson II is director of the Presbyterian Church USA's Office of Public Witness, Compassion, Peace and Justice Ministry, and pastor of Liberation Community Church (LCC) in Memphis, Tennessee. LCC is located next to the second poorest zip code in the United States, the ministry reflects the communal nature of Africentric Christianity among the urban poor. Nelson is also associate director of the Ben L. Hooks Institute for Social Change at The University of Memphis.

Anuttama Dasa is a governing body commissioner and the director of communications for the International Society for Krishna Consciousness (ISKCON). He has been interviewed on Dateline, Larry King Live, Fox News and BBC Radio. Dasa has taught media interview seminars on six continents.

Mary Jacobs is a staff writer for the *United Methodist Reporter*. Previous positions include associate director of communications for Bain & Company, a Boston-based consulting firm, and news producer for WJW-TV, then the CBS affiliate in Cleveland. In 2004, Jacobs was named "Religion Communicator of the Year" by the Dallas Chapter of RCC for her work for the *Dallas Morning News'* Religion section.

John Kahler has worked in academic media and communications for more than 25 years, 15 at the University of Pennsylvania, followed by two years at WHYY, before joining The Lutheran Theological Seminary at Philadelphia, where he has been manager of the Media Center/Instructional Design, director of communications and media consultant. Also a freelance producer, his clients include the Pennsylvania Attorney General's Office, and the University of Pennsylvania Health System.

Plenary Dr. Emma Jones Lapsansky-Werner is emeritus professor of History and Curator of the Quaker Collection at Haverford College. She regularly consults to museums and to pre-collegiate curriculum developers on enlivening public history and classroom history presentations. Publications include *Quaker Aesthetics*; *Back to Africa: Benjamin Coates and the American Colonization Movement* with Margaret Hope Bacon, and essays in *Benjamin Franklin: In Search of a Better World*.

Design Plenary Ed Gold directs both the M.F.A. in Integrated Design program and the Ampersand Institute for Words & Images in the University of Baltimore's School of Communications Design. For over three decades, Gold was Creative Director at Barton-Gillet, a Baltimore-based design firm specializing in institutional marketing (nonprofit organizations, universities, corporations). He received more than 400 awards for his design work at Barton-Gillet. **Kelly Holohan** is the M.F.A. coordinator and an associate professor in the Graphic & Interactive Design Program (GAID) at Tyler School of Art, Temple University in Philadelphia. Her work has appeared in the *Communication Arts Design Annual*, *The Big Book of Green Design*, *Designing for the Greater Good: The Best in Cause-Related Marketing and Nonprofit Design* and elsewhere. Holohan is a past president of the Philadelphia chapter of AIGA, the professional association for design. **Neil Kleinman** is the senior fellow in the Corzo Center for the Creative Economy and Professor of Multimedia and Communication at the University of the Arts where he previously served as dean of the College of Media & Communication and director of the Philadelphia Applied Research Labs. He has taught and published in the areas of design, the digital economy, law, literature, writing and marketing, and the influence of technologies on society.



Refund Policy: Send a refund request, minus a \$ 10 processing fee, per registrant, through April 2, 2012. Please substitute someone to attend in your place after this date. Call (800) 732-7587.

Registration fees are per person. A full registration fee includes all event material; breakfast on Fri. and Sat., the DeRose-Hinkhouse Awards Banquet; and the Wilbur Awards Dinner. Day-only registrations include the meals listed with them. **On-Site Registration and Check-in:** You may register and pick up event materials on Thurs., April 12 from 9:00-6:00pm. Pay the on-site registration fee with cash, or a check or money order made out to Religion Communicators Council.



The 2012 Wilbur Awards are underwritten by The Presbyterian Church (U.S.A.) and Presbyterian Disaster Relief (PDA).

Philadelphia photos courtesy of Philadelphia Convention and Visitors Bureau

Register by April 3

Name _____

Preferred name for name tag _____

Title _____

Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Country _____

Daytime phone (____) _____ Cell (____) _____

E-mail _____

- Registration** (by April 3) \$ 425
- EARLY BIRD** (by March 13) \$ 395
- Spouse/Senior** (by April 3) \$ 350
- Student** (by April 3; ID required) \$ 175

Full Registrations (above) include two breakfasts and the Wilbur and DeRose-Hinkhouse events

- Thursday Only (incl. DeRose-Hinkhouse Banquet) \$ 145
- Friday Only (incl. breakfast) \$ 100
- Saturday Only (incl. breakfast, Wilbur Awards Dinner) \$ 170
- Additional Guest DeRose-Hinkhouse Banquet \$ 48
- Additional Guest Wilbur Awards Dinner \$ 60

Total enclosed \$ _____

Make checks payable to "AdventSource."

Call (800) 732-7587 (by April 3)
or, mail form to: "AdventSource/PlusLine" (by April 3)
5040 Prescott Avenue, Lincoln, NE 68506
or, register at: www.religioncommunicators.org

Hotel

Philadelphia Airport Marriott
(Terminal B linked walkway)

Call **(800) 682-4087**
through March 19, 2012

Use code "RCC2012"
or "RCM" for \$ 122 rate
per night, +tax (single/
double occupancy)
or follow the link on the
RCC website, or visit
www.marriott.com/

Meals (select one)

- Standard
- Kosher
- Vegetarian
- Vegan
- Other: _____

Religion Communicators Council
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New York, NY 10115



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