Online Workshop

November 17-18, 2022

from 2pm to 4pm (Rome time)

Telling the Story

Communicating about Mission and Religious Life

Lessons from **Global Sisters Report (GSR)** for writing effective:

- Press Releases
- Columns
- Interviews for your Congregation's website and other Media.

Speakers:

- **Gail De George**, editor GSR
- **Sr. Joyce Meyer**, Sister Liaisons GSR
- **Sr. Michele Morek**, Sister Liaisons GSR
- **Sr. Helga Leija**, Sister Liaisons GSR

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Goals:

- how to write an effective press release and press information backgrounder:
** for an event*
** about a ministry or project*

- how to prepare for an interview
** anticipate questions and have responses*
** be ready for the unexpected*

- how to tell your own story

- how to write a personal column (without making it just about you)

- how to identify ministries and projects as "good news" stories

Outcomes:

Communicators will be able:

- to feed their website with good content and good story
- to communicate an anniversary date and a ministry
- to manage a good interview
- to use the basic tools of journalism: 5 W

Gail De George

Sr. Joyce Mayer

Sr. Michele Morek

Sr. Helga Leija

The workshop will be in English, Spanish, French and Italian.
Participation is required on both days and the Workshop is free of charge.

The participants whose application is approved will receive a confirmation email.
We will give priority to Communicators and accept a maximum of 2 members from the same congregation.

Send your application here

Info: comunicazione@uisg.org - whatsapp: + 39 349 935 8744

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