



Clergy Leadership Program

of Central Pennsylvania

SEMINAR SIX: Media

Monday, December 5, 2016

- 8:15 Coffee and Light Refreshments *Climenhaga Homestead*
- 8:30 Reconnecting (Rhonda)
- 8:40 Morning Prayer (Jake)
- 8:45 Scripture and Reflection (Emerson)
- 9:00 Setting the Context for the Day
 - *Ed Arke, Professor of Communication, Messiah College*
 - Reading: "Making the News—What To Do"
- 9:30 Depart for the Harrisburg Patriot-News (2020 Technology Parkway, Mechanicsburg)
- 10:00 Patriot-News
 - *Cate Barron, publisher*
 - *Ivey DeJesus, religion reporter*
- 11:30 Depart for WITF (4801 Lindle Road, Harrisburg)
- 12:00 Lunch with WITF staff
 - *Kathleen Pavelko, president and CEO*
 - *Scott LaMar, executive producer of Smart Talk*
- 1:30 Depart for WHTM (3235 Hoffman Road, Harrisburg)
- 2:00 WHTM: *Keith Blaisdell, director of broadcast operations*
- 3:30 Depart for Messiah College
- 4:00 Debriefing: Church, Media, and Public Relations *Eisenhower Board Room*
 - *Ed Arke, Professor of Communication, Messiah College*
 - *Beth Lorow, former Director of Communications, Messiah College*
- 5:00 Short Break and Seminar Evaluation
- 5:30 Questions, Updates, and Comments *Eisenhower Board Room*
- 5:45 Theological Discussion
 - Reading: *Gracious Christianity*, Chapter 6: "Being Church"
- 6:30 Dinner and Conversation *Private Dining Room*