



Clergy Leadership Program

of Central Pennsylvania

SEMINAR 6: Media

Monday, December 3, 2018

- 8:30 Breakfast Available ***Climenhaga Homestead***
- 8:45 Reconnecting
- 9:00 Scriptural Reflection and Morning Prayer
- 9:15 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*
 - *Ed Mahon, reporter for PA Post*
- 2:00 Depart for WHTM (3235 Hoffman Road, Harrisburg)
- 2:30 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 Dinner, Questions/Comments & Theological Discussion ***Private Dining Room***
- Reading: *Gracious Christianity*, Chapter 6: "Being Church"