

Using Catholic Digital Media to Step Up Evangelization and Adult Faith Formation in Your Parish

“We already know that Catholics are no less or more likely than Americans in general to use new technology to access digital or online media. The Church’s biggest challenge is to encourage U.S. Catholics to use these devices to connect with their faith more frequently.”

*Catholic New Media Use in the United States, 2012
Center for Applied Research in the Apostolate (CARA)*



Whether you’re a pastor, deacon or parish catechetical leader—you’re invited to attend this FREE workshop featuring representatives from two of today’s industry leaders in the production and distribution of Catholic digital programming!

Thursday, June 8, 2017

**Diocese of Austin Pastoral Center, St. John Paul II Meeting Room
9 a.m.-3:30 p.m. (lunch provided)**

Co-sponsored by:

**Augustine Institute/Lighthouse Catholic Media
Ascension Press**

Office of Evangelization & Catechesis, Diocese of Austin

**RSVP at www.austindiocese.org/catholic-digital-media
(for schedule and details see flier reverse)**

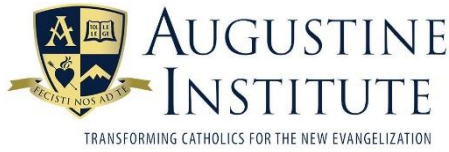
**ASCENSION
PRESS**



Diocese of Austin

**AUGUSTINE
INSTITUTE**
TRANSFORMING CATHOLICS FOR THE NEW EVANGELIZATION

Morning Workshop – 9:30 a.m. - noon



9:00 a.m. Doors open, time for registration, coffee, and browsing publications from **Lighthouse Catholic Media** with Dianne Barbosa.

9:30 a.m. **Program by Jim Knowles, Augustine Institute**

- Overview of the FORMED platform, content areas, and Leader's materials
- How to use digital content in a parish, especially in small groups
- Use of analytics – who in the parish is accessing what and for how long?
- Spanish language content on FORMED and “what’s to come”
- Questions, answers and sharing of best practices



Jim Knowles is the Manager for Diocesan Partnerships for FORMED of the Augustine Institute in Denver. With over 25 years of experience working with Catholic and Christian Publishers from Ascension Press, St. Mary's Press, RCL Benziger and Group, Jim also brings his vast experience in parish, Archdiocesan and National Youth Ministry. He's been married for 35 years with two married children and one grandson.

Lunch at noon

Provided courtesy of diocesan Office of Evangelization, Catechesis and Family Life

Afternoon Workshop – 1-3:30 p.m.

EVANGELIZATION.COM

A Parish-Focused Digital Platform



ASCENSION
PRESENTS

1:00 p.m. **Program by Tom McCabe, Ascension Press**

- Overview of Ascension Press DVD-based and digital platform programming
- Getting started: the nuts and bolts of planning and implementing a parish program for adults and teens, using digital media
- Enhancing the small group experience without replacing it
- Creative uses of free online resources for Catholic evangelization
- Questions, answers, and sharing of best practices



Tom McCabe is an educator, writer, consultant and frequent conference speaker with 20 years of experience serving diocesan and parish organizations in the areas of evangelization, catechesis and strategic planning. Tom has worked extensively within the Catholic Church at many levels, including parishes, Catholic schools and dioceses. Tom is a diocesan representative with Ascension Press and co-author of *Living a Joy-Filled Marriage*.