



# Cebu Metropolitan CATHOLIC MASS MEDIA CONGRESS

October 3-4, 2026, Cebu City

**TO WORK AND TO TAKE CARE** (*Gen. 2:15*)  
Human Dignity at the Heart of AI Innovation in Media Ministry

The Cebu Metropolitan Catholic Mass Media Congress (CM-CMMC) is a biennial gathering of Church media ministers from various dioceses and institutions, offering an avenue for formation, reflection, and shared insights as they continue their mission of evangelizing in the digital world.

## CONGRESS BASIC INFORMATION

# 1000

participants across the Archdiocese  
and neighboring provinces



Parish Social Communication members,  
religious men and women, students,  
communications professionals



### Recoletos Coliseum

University of San Jose-Recoletos  
Basak Pardo, Cebu City



**3-4 October 2026**  
(Saturday and Sunday)



Scan QR to watch the highlights of the 1<sup>st</sup> CM-CMMC held last  
September 28, 2024 at the Treasures Hall of the IC3 Center.

## ABOUT THE CONGRESS THEME

***“To Work and to Take Care (Gen. 2:15): Human Dignity at the Heart of AI Innovation in Media Ministry”***

In the age of Artificial Intelligence (AI), we are called to actively guide and use technology in ways that serve our mission—enhancing communication while ensuring it remains rooted in human discernment and authentic relationships. This year’s Congress theme, “To Work and to Take Care” (*Gen. 2:15*), reminds us that we are entrusted with the responsibility to shape media with creativity, integrity, and a deep respect for human dignity.

## KEYNOTE ADDRESS, PLENARY TALKS AND BREAKOUT SESSIONS

### Keynote Address



**To Work and to Take Care** (*Gen. 2:15*):  
**Human Dignity at the Heart of AI Innovation in Media Ministry**

Most Rev. Rex Andrew Alarcon  
*Chair, Episcopal Commission on Social Communications (ECSC)*

### Plenary Talks



Talk 1:  
**On “To Work:” Human Creativity in AI-Assisted Communication**

**Howie Severino**  
*GMA Broadcast Journalist*



Talk 2:  
**On “To Take Care:” Truth in the Age of Deepfakes**

**Gretchen Ho**  
*Broadcaster, journalist, athlete*



Talk 3:  
**Income Generating Projects in the Church**

**Alex Rich**  
*Senior Manager of Corporate Partnership and Development  
Make-A-Wish America*

### Breakout Sessions

*Participants shall join one breakout session per day.*

#### Day 1 – October 3



**The Power of Voice:**  
Crafting Meaningful Audio Content

**Rev. Fr. Albert Garong, SSP**  
*Host of “The PadsCast”*



**The Storyteller’s Toolkit:**  
Writing & Interviewing

**Annie Perez-Gallardo**  
*UP Cebu Professor,  
ABS-CBN Regional Correspondent*



**Stories That Move:**  
The Art of Video Storytelling

**Aubry Lerio**  
*Founder, aFilm PH*

#### Day 2 – October 4



**BTS: The Production Process**

**Miko Mel C. Peñaloza**  
*Actor, ABS-CBN Segment Assistant Director  
Diocese of San Pablo*



**Visualizing Ideas:**  
The Art of Graphics and Layouting

**April Frances Ortigas**  
*Web / UX Designer, Figma Specialist,  
Layout Artist, Digital Media Manager*



**Think Before You Create:**  
Cognitive Strategies for Engaging Content

**Kia Abrera**  
*Founder of Brave Creators Lab  
Co-founder of Braveworks Inc.*

## FOOD AND CONCESSIONAIRES

CADComM Office, IEC Tower, Archbishop’s Residence Compound  
D. Jakosalem St., Cebu City, 6000, Philippines

Participants may avail of varied meals, snacks, and refreshments from the designated Concessionaires Area located outside the main venue during the breaks. Congress merchandise, including shirts, souvenirs, and other event items, may also be purchased in the same area.

### ACCOMMODATION FOR CONGRESS PARTICIPANTS

1. The organizers have arranged free accommodation for participants, especially those coming from areas outside the main venue, on a first-come, first-served basis.
2. Accommodation includes shared billeting areas, shared toilet, and bathroom.
3. Participants are advised to bring their own sleeping materials and personal necessities, such as pillows, mats or mattresses, blankets, towels, and toiletries.
4. Meals will not be provided at the accommodation venues and should be arranged individually by participants.
5. Free shuttle services for Congress participants will pass by the accommodation venues; hence, participants are encouraged to take note of the designated pickup and drop-off schedules.
6. A valid ID (school ID or any government-issued ID) must also be presented upon check-in.

### TRANSPORTATION FOR CONGRESS PARTICIPANTS

The organizers have arranged complimentary point-to-point shuttle services for Congress participants. If you wish to avail of this service, please stay tuned to the official social media accounts of the Roman Catholic Archdiocese of Cebu, where the shuttle schedules and pick-up details will be posted soon.

### CONGRESS REGISTRATION AND FEES



To register for the Congress, scan the QR code or visit [www.cmcmmc.thearchdioceseofcebu.com](http://www.cmcmmc.thearchdioceseofcebu.com).

We will send a confirmation email within 2 weeks after receiving your registration. If our email does not appear in your Inbox, kindly check your Spam folder.

Before accomplishing the registration form, please be reminded of the following:

1. One person per registration.
2. Please ensure that the information provided in the form is accurate and complete. The organizers will communicate important updates through the contact information provided in the form.
3. The form will require you to upload the proof of payment (e.g. screenshot of the successful online transfer or a scanned copy of the bank deposit slip). Kindly settle the registration fee before filling out this form. The fee is inclusive of the Congress kit and Congress shirt.
  - **Early Bird rate: Php 1000 - from June 1 until June 30**
  - **Regular rate: Php 1200 - from July 1 until August 31**
4. Please take note of your transaction reference number, as this will be required in the form.
5. Payment for the registration fee are accepted through the following channels:



**0976 090 1489**  
(Ch\*\*\*\*\*n C.)

#### Other Banks

*For online transfers and over-the-counter check payments*

Bank Name: **BDO**  
Account Name: **RCAC**  
Account Number: **006108017442**

6. For concerns regarding the Congress, please send an email to: [cm.catholicmassmediacongress@gmail.com](mailto:cm.catholicmassmediacongress@gmail.com).
7. By submitting the Congress Participant Registration Form, you consent to the collection, use, and processing of your personal information solely for purposes related to the Cebu Metropolitan Catholic Mass Media Congress, in accordance with the Data Privacy Act of 2012. All information provided will be treated with confidentiality and will only be accessed by the Cebu Archdiocesan

Digital Communications Ministry (CADComM) volunteers involved in the administration and organization of the event.

## TALK TO US



For Congress-related concerns, please send an email [cm.catholicmassmediacongress@gmail.com](mailto:cm.catholicmassmediacongress@gmail.com).

## ABOUT THE ORGANIZERS



### *Cebu Archdiocesan Digital Communications Ministry (CADComM)*

Recognizing the immense potential of media, the Cebu Archdiocesan Digital Communications Ministry (CADComM) has committed itself to expanding its ministry. By harnessing the power of modern communication tools, CADComM bridges the gap between tradition and innovation, making the Church's teachings accessible and relevant to people from all walks of life.

Through creative and meaningful media productions, CADComM aims to transform digital platforms into spaces of encounter, where the message of hope and truth found in Jesus Christ can resonate deeply with audiences. Whether through videos, social media posts, livestreamed liturgical celebrations, the Archdiocese of Cebu strives to engage hearts and minds, fostering a sense of community and spiritual renewal.



/sugboanongsimbahan  
thearchdioceseofcebu.com

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*Updated as of June 1, 2026*