



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

SCHEDULE OF ACTIVITIES


October 3 | Saturday

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| 6:00 AM | Registration |
| 8:00 AM | Opening Mass |
| 9:10 AM | Opening Program |
| 9:30 AM | Keynote Speaker: Most Rev. Rex Alarcon, <i>ECSC Chair</i> |
| 10:30 AM | Break |
| 11:00 AM | Plenary: Mr. Howie Severino
<i>On "To Work: Human Creativity in AI-Assisted Communication"</i> |
| 12:00 NN | Lunch Break |
| 1:00 PM | Plenary: Ms. Alex Rich (via Zoom)
<i>On "Sustainable Media for Mission and Ministry"</i> |
| 2:00 PM | Video Submissions: Best Practices |
| 3:00 PM | Snacks |
| 3:30 PM | 1 st Breakout Sessions <ul style="list-style-type: none">▪ Rev. Fr. Albert Garong, SSP,
<i>"The Power of Voice: Crafting Meaningful Audio Content"</i>▪ Ms. Annie Perez
<i>"The Storyteller's Toolkit: Writing & Interviewing"</i>▪ Mr. Aubry Lerio
<i>"Stories That Move: The Art of Video Storytelling"</i> |



5:00 PM Organized Activities
6:00 PM Dinner
7:00 PM Cultural Presentation
9:30 PM End of First Day

October 4 | Sunday



6:00 AM Day 2 Registration
8:00 AM Morning Praises
Recap
8:30 AM 2nd Breakout Sessions

- Miko Mel Penalzo
“BTS: The Production Process”
- Ms. April Frances Ortigas
“Visualizing Ideas: The Art of Graphics and Layouting”
- Ms. Kia Abrera
“Think Before You Create: Cognitive Strategies for Engaging Content”

10:00 AM Snacks
10:30 AM Plenary: Ms. Gretchen Ho
On *“To Take Care: Truth in the Age of Deepfakes”*
11:30 AM Closing Activities
12:30 PM Lunch
4:00 PM Closing Eucharistic Celebration
at San Pedro Calungsod Seaside
5:00 PM Cebu Metropolitan Catholic Mass Media Awards
6:00 PM Home Sweet Home

