



# Going Barefoot II

## Reaching the Facebook Generation

May 15, 2009

Canadian Mennonite University, 500 Shaftesbury Blvd.  
Winnipeg, Manitoba. 9 AM to 5 PM.

A one-day conference for communicators from non-profit Groups and religious organizations. Held in conjunction with the May 14-16 Annual Convention of the Canadian Church Press.

A university journalism professor recently lamented that few of his students read newspapers or news magazines or listen to radio news. What media do most of them access? Facebook, and other social media sites.

If that's the case, how can communicators reach youth today? How do we get their attention? What things interest them? What media channels are they using? These questions and more will be addressed at Going Barefoot II, May 15, 2009 at Canadian Mennonite University (CMU) in Winnipeg.

### Speakers

**Mike Tennant** is the co-creator and co-producer of the popular CBC Radio show *The Age of Persuasion*, which explores the countless ways advertising and marketing have permeated every aspect of 21st century culture. A veteran writer and broadcaster, he has a wealth of experience in advertising and communications; his ad work has won Clio Awards and Gold Medals at the New York Advertising Festivals.

**Gayle Goosen** is founder and Creative Director at Barefoot Creative. She is passionate about helping non-profit and for-profit clients build brand identity and consistency, marketing materials and marketing strategies; her background in creative writing, literature and management fuels the organization. At Going Barefoot II she will share the results of a survey of the media habits of Christian youth.

In addition to the speakers, Going Barefoot II will also feature workshops and a networking lunch.

### Cost

\$84 (includes GST). Students: \$42 (includes GST).  
Late registration fee: After April 24 add \$10.

Go to [www.mennonitechurch.ca/events/GBII/](http://www.mennonitechurch.ca/events/GBII/) for a printable registration form (PDF). Mail it with your payment to MCC Canada, 134 Plaza Dr., Winnipeg, Man. R3T 5K9. Mark your cheque: Going Barefoot. Credit card payment also accepted.

### About Going Barefoot

Going Barefoot is a bi-annual conference for church communicators who work for denominations, church-related organizations and other non-profit groups. The 2009 conference is sponsored by Canadian Mennonite University; Mennonite Central Committee (MCC) Canada; Mennonite Church Canada; Mennonite Church Manitoba; and the Canadian Conference of Mennonite Brethren Churches.

### Directions

Going Barefoot II will be held on the north side of the Canadian Mennonite University Shaftesbury campus at 500 Shaftesbury Blvd. The plenary sessions will be held in the Laudamus Auditorium, with lunch on the south side in the chapel. Directions and a campus map can be found on the Going Barefoot II website.

### Contact & More Information

For more information, go to:  
[www.mennonitechurch.ca/events/GBII/](http://www.mennonitechurch.ca/events/GBII/)

or contact:  
John Longhurst at [jd1562009@gmail.com](mailto:jd1562009@gmail.com)