

## **St. Anne Roman Catholic Parish Communications Guidelines**

The purpose of this policy is to briefly explain our Parish Communications Strategy and to provide guidelines for the various methods that will be utilized to provide communications to our parish community.

### **Parish Communications Strategy**

The intent of our Parish Communications Strategy is to provide a framework for sharing important and timely information that relates to our parish and our Catholic community. This policy will provide clear guidelines and an efficient process for all who submit information for communication. It will also assist the Pastor and staff as they maintain parish publications. All information published by our parish will be in alignment with our Mission and Vision Statements and will promote the further building of God's Kingdom on earth. In keeping with these goals, the following guidelines are provided:

#### **General:**

- Submissions will be reviewed and approved by the Communications Director under the guidance of the Pastor.
- The Parish reserves the right to edit submissions to correct errors or conserve space as needed.
- Submissions should be short and concise.
- Submitters should include contact information (name, phone number, email).
- Submissions need to be made electronically through email, the City or by use of the St. Anne web site online forms.

#### **Weekly Bulletin:**

- Submissions must be received 10 days prior to the weekend that the information is to be included in the bulletin. The bulletin goes to print one week prior to distribution. During holiday seasons, significantly earlier submission deadlines may apply.
- Submissions should be sent electronically on the St Anne web site; <http://bulletin.stanneaz.org>
- Hardcopy submissions are not accepted. Verbal submissions will not be accepted.
- Approved submissions will be placed in the bulletin as space allows.

***Note:*** Information concerning ongoing programs and activities will not be printed every week, but will rotate in and out of the bulletin throughout the year. Highlight activities for regular groups is encouraged. Utilizing the City for regular group activity is highly recommended as a method of keeping your ministry parishioners engaged.

### **Bulletin Inserts:**

- Events that warrant an insert are those that appeal to a large portion of the parish.
- Inserts for a specific event will be included in the bulletin only once per calendar year.
- The submitter will be required to assist making copies and arrange volunteers to “stuff” the inserts into the bulletins the week of publication, usually on Saturday morning.

***Note:** Please remember that inserts will not be shown when viewing the bulletin online. For this reason, it may be preferable to submit the information for inclusion in the bulletin instead of as an insert. It is also highly recommended to submit an event with high visibility for inclusion on the St. Anne web site carousel banners and post the event on the City for parishioners to see.*

### **Bulletin Boards:**

- A limited amount of space is available, and approved postings may be removed to make room for new information as needed.
- No business ads please.
- No placing things on the bulletin boards without approval first. We will regularly remove and trash those, which have not been approved.

### **Digital Media Boards:**

- The Digital Media Boards, located in the Narthex of the church are designed to offer a quick glimpse of select information. This information is typically a focused effort in keeping with a theme or season or activity that is during that month.
- Submissions are made on the St. Anne web site in order to be planned according to scheduling and priority.
- Submitters must fill out the online information form to include all pertinent information along with any preferred graphics and photos.
- The Communications team will assist in creating the graphics for the Digital Media Boards. We can also provide specs and requirements if you would like to submit a finished graphic for approval.

### **Email Blasts:**

- Emails can be sent from the parish to subscribers. These emails provide select information generally at a high level of interest, usually requested by the Pastor or at the request of staff members.
- It is not a practice for blanket emails to be sent for activities that are on going or part of regular ministry needs.
- Email communication can happen within ministry areas however; communication within the City is highly encouraged and preferred.

## **Pulpit Announcements:**

We gather as a parish to celebrate our reconciliation to the Father through the life, death and resurrection of His Son, Jesus. Announcements at Mass should be minimal. The City, Bulletin, ProPresenter, Digital Media Boards, St. Anne web site and other methods of communication are available to provide information to our parish.

- Pulpit announcements must be submitted by Thursday morning to be considered for the following weekend's announcements.
- Submissions should be sent electronically via email to [pulpitannouncement@stanneaz.org](mailto:pulpitannouncement@stanneaz.org).
- Hardcopy submissions are not accepted. Verbal submissions will not be accepted.
- Announcements are NOT allowed to be written in the binder before weekend Masses. Generally, after printing, the only allowed additions would be due to the death of a parishioner or family member of a parishioner who is to be remembered during the Universal Prayer of the Church.
- Pastor and or the presider of the Mass have the right to change when and if announcements will be read or presented as he sees fitting for that Liturgy.

## **ProPresenter:**

ProPresenter announcements are those that are projected on the wall in the main Sanctuary prior to the Liturgy. Also, in some cases when there are special guest speakers or Holy days which require public announcements for parishioners and guests.

- ProPresenter announcements must be submitted by Thursday morning to be considered for the following weekend's announcements.
- Submissions should be sent electronically on the St. Anne web site using the designate form.
- There is a limited word count for ProPresenter announcements.
- Only one slide per ministry
- On a normal rotation only five ministries can will be rotated on any given weekend and priority is given to events happening soonest or that which are deemed of higher need by the Communications Team and the Pastor.
- Hardcopy submissions are not accepted. Verbal submissions will not be accepted.
- Announcements are NOT allowed to be added before weekend Masses. Generally, after ProPresenter announcements have been prepared, the only allowed additions would be due to the death of a parishioner or family member of a parishioner who is to be remembered during the Universal Prayer of the Church.

**Web Site:**

The purpose of the parish website is to:

- Provide general information for visitors and the community at large.
- Provide information on Parish Ministries (to attract volunteers and those in need).
- Provide information on the Sacraments (including sacrament preparation).
- Provide the Mass schedule.
- Provide the parish calendar.
- Provide Outreach
- Provide Evangelization efforts
- Provide Live Web Stream, Podcasts and other forms of media

Please use the St. Anne web site contact form, <https://stanneaz.org/about/contact-us> for changes to leadership/ministry contact information, ministry descriptions, etc.

**Facebook:**

Facebook posts include bulletin items, reminders of upcoming events, general information, photos of events, and reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.

**Twitter:**

Twitter posts include bulletin items, reminders of upcoming events, general information, photos of events, and reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.

**YouTube:**

YouTube channels are used for live Liturgy, events and for archives of past events. It is also a channel for streaming our adoration chapel live 24/7. We will also post and share reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.

**Vimeo:**

Vimeo channels are used for event Promotional videos, Ministry videos, archives of past events and for any other video content that requires a place to host for inclusion on the St. Anne web site or other social media platform. We will also post and share reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.

**Parish Information Center:**

The Parish Information Center is located in the North East entrance of the narthex of the church. This space with counters and wall receptacles provide ministries with the means to interact with our visitors and parishioners in the following ways:

- Provide pamphlets with information regarding the various ministries offered by our parish, including contact information.
- Monthly Parish Calendar and Ministry Schedules.
- Parish Directory and Parish History.
- Misc. items such as holy cards, prayers, etc. as approved by the Pastor or designate.
- Diocesan Posters and event promotional materials.

**Parish Front Office:**

The Parish front office wall and counter. This space with counters and wall receptacles provide ministries with the means to interact with our visitors and parishioners in the following ways:

- Provide pamphlets with information regarding the various ministries offered by our parish, including contact information.
- Monthly Parish Calendar and Ministry Schedules.
- Parish Directory and Parish History.
- Misc. items such as holy cards, prayers, etc. as approved by the Pastor or designate.
- Diocesan Posters and event promotional materials.