



# ST. ANNE

ROMAN CATHOLIC PARISH

## **St. Anne Communications Guidelines**

**Revised 11-14-2018**



## St. Anne Roman Catholic Parish Communications Guidelines

These guidelines provide an efficient and effective process for submission of information to communicate and engage with our parish community. 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.

### St. Anne Roman Catholic Parish Mission Statement

*St. Anne Roman Catholic Parish in Gilbert, Arizona is a multicultural community of disciples, formed by the word, nourished by the Eucharist, and committed to stewardship through prayer, respect, and service.*

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Precedence and priority will always be evaluated for what kind of communication message is put out through the various forms of media formats here at St. Anne guided by our Pastor.

### Communication Formats

Bulletin - Weekly	Bulletin Inserts
Digital Media Boards	The City
Email Blasts	Pulpit Announcements
ProPresenter (Projection)	Speaking Before or After Mass
Web Site	Web Site Events Page
Facebook	Twitter
YouTube	Vimeo
Parish Front Office	Parish Information Center
Parish Mobile App	Courtyard Displays, Banners and Tables
Press Page	Cork Boards

### General Guidelines:

These critical questions are provided to help guide a ministry that plans to share information for communication in the various medias at St. Anne.

- Is it conducive to the life and mission of our parish?
- Does the message uphold the moral teachings of the Catholic Church?
- Does it meet the mission and purpose of St. Anne Roman Catholic Parish?
- Does it offer opportunities to grow in our faith within our community of St. Anne?
- Is it in line with the mission and vision of the Diocese of Phoenix?

**General Guidelines (Continued):**

Selecting the appropriate format for communicating your message as well as following the proper submission procedures will facilitate the efficient communication of your message to our parish community.

- 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 must include contact information (name, ministry, phone number, email).
- Submissions must be made electronically through email, the City or the St. Anne web site.

**Below you will find the requirements for each type of communication format.**

<p>Bulletin Inserts</p>	<p>Events that warrant an insert are those that appeal to a large portion of the parish.</p> <p>Inserts for a specific event will be included in the bulletin only once per calendar year.</p> <p>The submitter will be required to assist in making copies and to arrange volunteers to “stuff” the inserts into the bulletins the week of publication. (Usually on Saturday morning.)</p> <p>Inserts can be displayed when viewing the bulletin online as long as an electronic copy is provided when submitting a request. <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p> <p>It is also recommended that an event with high visibility be submitted for inclusion on the St. Anne web site carousel banners and that it is posted on the City for parishioners to see.</p>
<p>Bulletin - Weekly</p>	<p>Submissions must be received <u>10 days</u> 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.</p> <p>Electronic submissions <u>only</u>... no hardcopy or verbal submissions. Submissions must be sent electronically on the St Anne web site; <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p> <p>Approved submissions will be placed in the bulletin as space allows. 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.</p>

Cork Boards	<p>Only approved postings are permitted. Space is limited so approved postings will be removed after an appropriate time to make room for new information as needed.</p> <p>Non-approved or randomly pinned fliers will be removed. No business ads or solicitation cards are permitted.</p>
Courtyard Displays, Banners, Tables	<p>Please visit the St. Anne website to submit a request to set up tables or banners in our courtyard. <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p> <p>Once your request for a live event or banner display in the courtyard is approved and scheduled by the Director of Parish Administration under the guidance of our Pastor, your approved event will be added to our Facility Scheduler program and Parish Calendar. Your banner may then be displayed in one of the designated areas.</p> <p>All Parish Ministry displays must be designed with St. Anne marketing in mind. Please visit the St. Anne Communications page to download the “St. Anne Style Guide” or to contact the Communications Group for assistance and approval. <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p> <p>Banners must fit the designated size and hanging requirements.</p>
Digital Media Boards	<p>The Digital Media Boards are located in the narthex of the church and are designed to offer a quick glimpse of select information. This information is typically a focused effort in keeping with a theme, season or activity that is during that month.</p> <p>The timing and duration of the displayed media is run on a schedule and calculated to take advantage of each opportunity for viewing when parishioners and guests are visiting the parish.</p> <p>Nothing should prevent the media board from being seen by the viewers, since multiple ministries/events will always be on display.</p> <p>Requests to use the digital media boards are submitted on the St. Anne web site. Complete the online information form and include all pertinent information along with any preferred graphics and photos. <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p> <p>The Communications Group will assist in creating the graphics for the Digital Media Boards. Visit the communications page on the St Anne web site to download the specifications, requirements and templates if you would like to submit a finished graphic for approval. <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p>

<p>Email Blasts</p>	<p>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.</p> <p>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. Communication within The City is highly preferred and highly encouraged.</p>
<p>Facebook</p>	<p>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.</p> <p>On occasion hand created posts are made by the Communications Group to help encourage interest in specific topics, events or ministry information.</p> <p>The Communications Group may also share live streaming of events.</p>
<p>Parish Front Office</p>	<p>The Parish front office wall and counter provides limited space for:</p> <ul style="list-style-type: none"> <li>• Weekly Sunday Bulletin</li> <li>• Monthly Parish Calendar and Ministry Schedules.</li> <li>• Parish Directory and Parish History.</li> <li>• Diocesan Posters and event promotional materials.</li> <li>• Miscellaneous items such as holy cards, prayers, etc. as approved by the Communications Group or Pastor.</li> <li>• If space permits, pamphlets providing information regarding the various ministries offered by our parish, including contact information.</li> </ul>
<p>Parish Information Center</p>	<p>The Parish Information Center is located in the Northeast 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:</p> <ul style="list-style-type: none"> <li>• Weekly Sunday Bulletin</li> <li>• Monthly Parish Calendar and Ministry Schedules.</li> <li>• Parish Directory and Parish History.</li> <li>• Diocesan posters and event promotional materials.</li> <li>• Provide pamphlets with information regarding the various ministries offered by our parish, including contact information.</li> <li>• Miscellaneous items such as holy cards, prayers, etc. as approved by the Communications Group or Pastor.</li> </ul>
<p>Parish Mobile App</p>	<p>The purpose of the parish mobile App provides:</p> <ul style="list-style-type: none"> <li>• General information for visitors and the community at large.</li> <li>• Catechesis</li> <li>• Mass schedule</li> <li>• Parish calendar</li> </ul>

	<ul style="list-style-type: none"> <li>• Announcements</li> <li>• Event Schedule</li> <li>• Evangelization and outreach efforts to the greater Church.</li> <li>• Live Web Stream, Podcasts and other forms of media</li> <li>• Push Notifications</li> </ul> <p>This tool is managed through the Communications Group and reflects what is provided on the Web Site. No submissions are necessary.</p> <p>Push notifications are at the request of the Pastor and or the Communications Group.</p> <p>Please use the St. Anne web site Communications page, <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p>
Press Page	<p>The Press Page is a place for the official information about the history and mission of St. Anne Roman Catholic Parish. This is also where we share with media outlets and ministries the official St. Anne logo, colors and fonts used to create the St. Anne designs within our style guidelines.</p>
ProPresenter	<p>ProPresenter announcements are projected on the wall in the Sanctuary prior to the Liturgy. This method is also used when there are special guest speakers or holy days, which require public announcements for parishioners and guests.</p> <p>ProPresenter announcements must be submitted by Thursday morning to be considered for use in the following weekend’s announcements.</p> <p>Submissions should be sent electronically on the St. Anne web site using the designated form. <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p> <p>Hardcopy or verbal submissions will not be accepted.</p> <p>There is a limited word count for ProPresenter announcements, approximately 140 characters.</p> <p>Announcements will not contain images. A small logo may occasionally be allowed.</p> <p>Only one slide per ministry.</p> <p>On a normal rotation only five ministries will be represented per weekend and priority will be given to events with closest proximity or deemed of higher need by the Communications Group and the Pastor.</p>

	<p>Announcements are NOT allowed to be added by ProPresenter volunteers right before Masses. (Generally, 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. Or to accommodate a request by the Pastor.)</p>
<p>Pulpit Announcements</p>	<p>Announcements at Mass should be minimal.</p> <p>Pulpit announcements must be submitted by Thursday morning to be considered for use in the following weekend's announcements.</p> <p>Submissions should be sent electronically on the St. Anne web site. <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p> <p>No hardcopy or verbal submissions will be accepted.</p> <p>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.</p> <p>The Pastor and or the presider at the Mass have the right to change if and when announcements will be read or presented as he deems fitting for a particular Liturgy.</p>
<p>Speaker Before/After Mass</p>	<p>Presenters and speakers before or after 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 parishioners, community and guests.</p> <p>Speaking requests must be submitted at least one month, preferably more, before the event in order to be added to our speaking engagements calendar.</p> <p>Submissions should be sent electronically on the St. Anne web site. <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a></p> <p>No hardcopy or verbal submissions will be accepted.</p> <p>Speaking before or after Mass is limited to a four-minute presentation, including any video and or slide show presentations. Videos and Slideshow presentations must be approved before being shown. If you use video, PowerPoint or another form of media in your presentation, please share the presentation requirements for size, formatting, timing, images, and so forth PRIOR to arriving or it will not be able to be used.</p>

	Pastor and or the presider of the Mass has the right to change when and if speaking before or after Mass will be allowed as he deems fitting for a particular Liturgy.
Twitter	<p>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.</p> <p>On occasion manual posts are made by the Communications Group to help encourage interest in specific topics, events or ministry information.</p>
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 platforms. We will also post and share reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.
Web Site	<p>The parish website provides:</p> <ul style="list-style-type: none"> <li>• General information for visitors and the community at large</li> <li>• Church History and Catechesis</li> <li>• Information on parish ministries and to attract volunteers</li> <li>• Information on the sacraments and preparation for sacraments</li> <li>• Mass schedule</li> <li>• Parish calendar</li> <li>• Evangelization and outreach efforts to the greater Church</li> <li>• Live web stream, podcasts and other forms of media</li> </ul> <p>Please use the St. Anne web site Communications page, <a href="http://www.stanneaz.org/communications">www.stanneaz.org/communications</a> to contact us if you notice a mistake or inaccurate information on our website or need for changes to leadership or ministry contact information, ministry descriptions, etc.</p>
Web Site Events Page	<p>In order to submit your event to our Web Site Events Page, create an event on The City that is shared to The City Plaza. Then, share your event to the "Communications - Events and Activities" group.</p> <p>Events promoted on the home page of the St Anne web site are typically high visibility and inclusive events or activities. These will most often be given priority by the Communications Group under the guidance of our Pastor and mission.</p>
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. The Communication Group will also post and share reposts from the Diocese of Phoenix, the Vatican and other reputable Catholic sources.