

a quick and practical guide to
DIOCESAN COMMUNICATIONS

OUR VISION

Effective communication takes time and energy, and can sometimes feel like the return on the investment isn't worth it. But in the Diocesan Communications Office, we are here to support your unique efforts to reach out to parishioners and community members. We strive to honor others by making excellence and accuracy a top priority, and we desire to help make every interaction, whether spoken, printed or digital, a moment of encounter with Jesus Christ.

We are excited to highlight the good work that you do, so keep us in the loop! We look forward to serving you!

COMMUNICATION QUICK FACTS

- If you are contacted by a representative of the media for any reason, call the Communications Office for assistance before responding.
- If you would like to use any graphics created by the Diocesan Communications Department, please email us so we can send you the best quality version of the graphic for you to use.
- If you would like to see photos of your event printed in *The Catholic Compass*, please be sure to use a camera rather than a phone, and do not edit or compress the photo before sending.

CHANGES AT YOUR PARISH

Please let us know ASAP if any of the **following things change** at your parish:

- Mass, confession or adoration times
- parish website address
- office phone number or email
- priest name, email, mailing address or phone number
- office physical address
- office mailing address
- school mailing or physical address
- new staff member or position
- staff email or phone number
- parish social media

The Communications Office updates the following places with parish information:

- internal pastoral center contact lists
- diocesan parish finder and school finder
- diocesan priest page (ptdiocese.org/priests)
- masstimes.org

It is vital that you tell us when changes occur at your parish. If we don't know about the changes at your parish, the information in the above places will be inaccurate.

To submit a change, go to ptdiocese.org/submitchange or email us at communications@ptdiocese.org.

UPDATING MAGAZINE SUBSCRIPTIONS

SUBSCRIBE A PARISHIONER IF:

- you are below your subscription quota
- they are a registered member at your parish

UNSUBSCRIBE A PARISHIONER IF:

- they have been archived
- they do not live in the diocese year-round
- they are deceased
- they are listed as "do not mail"

Archiving a parishioner **DOES NOT** unsubscribe them from the magazine.

To **SUBSCRIBE** a parishioner in Church DB, change "Subscr. Type" to **"M"**

To **UNSUBSCRIBE** a parishioner in Church DB, change "Subscr. Type" to **BLANK**

JOB POSTINGS

To list an employment opportunity on the diocesan website (ptdiocese.org/jobs), email us with the following information:

- a brief job description
- an email address where candidates should send a resume and cover letter
- a PDF of the full job description (optional)

Let us know when the position has been filled so that it can be pulled from the site.

PROMOTING EVENTS

The best way to promote your event is to submit it on the diocesan website so we can help you to advertise it.

Events submitted on the website are placed on the diocesan events calendar. We pull events from the diocesan calendar for each of the following:

- NewsNotes
- diocesan social media
- Things to Do section of *The Catholic Compass*
- feature articles for *The Catholic Compass*

DEADLINES

<i>Catholic Compass</i> Article	4 mo before
<i>Catholic Compass</i> Things to Do	2 mo before
NewsNotes	3-5 wk before
Diocesan Events Calendar	5 days before

If you have an event flyer or brochure that you would like to see posted on the website, email it to communications@ptdiocese.org with the event name in the subject line.

Submit your event details at ptdiocese.org/submitevent.

Email flyers and brochures, as well as any updates or changes, to communications@ptdiocese.org.