

ST. PATRICK PARISH COMMUNICATION POLICY

Updated May 31, 2017

BACKGROUND

Purpose of Policy

1. To provide direction on best practices, procedures, and key contacts
2. To ensure all internal and external parish communications keep with the tone of the St. Patrick Parish mission

Purpose of Communications

Communications should be employed if they meet any of the following criteria

- Provide news relevant to the parish, school, or community
- Raise awareness of upcoming events
- Solicit volunteers
- Contribute to fund raising efforts
- Emergencies

Guiding Principles

- Communications within a ministry do not require approval. This policy is specific to parish and/or wide based distribution
- Placement and the written text of all communications require approval of a designated staff members (see point person for each communication type)
- Request to distribute communications or advertising must be received by the approver within a designated window to provide time for review and approval (see details for each communication type)
- Any communication to the parish on behalf of a ministry or project must have the approval of the ministry/program chair prior to submitting it to a staff member for approval
- All communications will be approved with a start and end date for use
- The requestor is responsible for the placement and removal of any physical advertising
- Any advertising (e.g. banners) that is attached to a physical structure (i.e. requiring adhering to walls or brick) requires approval of the pastor or his designee
- Flyers may not be posted on physical structures, doors, walls, windows, glass, or cars without the approval of the pastor or his designee

- Duplication of communication channels for differing and simultaneous events are generally not permitted unless approved by a staff member (e.g. avoid utilizing lawn signs for multiple purposes during the same time period)
- Communication directly to members of Youth Ministry require the approval of the pastor or Youth Minister
- Use of photographs of children for promotional purposes outside of the parish require permission of the parents (e.g. in a brochure or advertisement). Photographs of children involved in parish events may be used during parish wide events or parish communications. Use of photographs of children associated with the school follow the school policy.
- The pastor, or his designee, have the right to review, edit, and approve all communications beyond other designated approvers identified in this document

Operating Principles

- This policy will act as a source document for the school communications policy. It is identified where the school communication policy takes precedent; otherwise this parish communication policy governs school communications. Any discrepancy in policies will be adjudicated between the Pastor and Principal, or their designees
- This policy will be posted on the parish website
- Staff and ministry chairs will receive a copy of this policy
- Use of the parish logo can be obtained from Peggy Gentile in the parish office and should be used for parish wide communications
- This policy will be updated no later than August 15th of each calendar year

Policy Scope

- Physical signage
- Communications surrounding the mass environment
- Electronic media
- Paid advertising and public statements

PHYSICAL SIGNAGE

Lawn Signs

Lawn signs will be produced within a designated budget and have the approval of the individual managing that budget. Lawn signs should be standard size, e.g. 24 inches x 18 inches, unless approved otherwise by a staff member. Unless otherwise approved, there should not be more than 5-8 lawn signs in use. See attached schematic for recommended placements.

Lawn signs should not have “over signage” applied by tape to existing pre-printed board; this will destroy the original sign. Consult with the designated staff contact about temporarily removing the poster board in the existing frame.

Staff contact: Vonnie Gibbons

Staff email: vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval prior to production: 10 days

Duration of use, unless otherwise approved by staff: 2 weekends

Banners

All weather banners will be produced within a designated budget and have the approval of the individual managing that budget. Use and content of banners requires the approval of the pastor or his designee.

The pastor needs to approve the placement of banners. The general location of banners are as follows, unless approved otherwise by the pastor

- Attached to the Parish Center
- Attached to the school
- The corner of Washington St. and Oliver St. outside of the pre-school
- The corner of Washington St. and Chatham St.

Staff contact: Father Bob and Vonnie Gibbons

Staff email: fr.bob@st-pats.org and vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval prior to production: 10 days

Duration of use, unless otherwise approved by staff: 2 weeks

Parking Lot Easels

Easels will be produced within a designated budget and have the approval of the individual managing that budget. Easels must be weighed down to ensure they are secure. Easels may not be placed on driving pavement. Easels should be returned to the parish center; specifically, to the top of the stairs leading to the cafeteria.

Easels should not have “over signage” applied by tape to existing board; this will destroy the original sign. Consult with the designated staff contact about temporarily removing the poster board in the existing frame.

Staff contact: Vonnie Gibbons

Staff email: vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval prior to production: 10 days

Duration of use, unless otherwise approved by staff: 2 weeks

Bulletin Boards

This policy is specific to bulletin boards outside of the school. Bulletin boards within the church, vestibule, and parish center are inclusive of this policy. Postings should be limited to legal, letter, or 11x17 sizes.

Staff contact: Peggy Gentile or Deb Kuzma

Staff email: pgentile@st-pats.org or dkuzma@st-pats.org

Staff phone: 973-635-0625 ext 25 or ext 23

Timing to submit for approval prior to use: 7 days

Duration of use, unless otherwise approved by staff: 2 weeks

COMMUNICATIONS SURROUNDING THE MASS ENVIRONMENT

Tables Outside of Church

Tables and staffing are generally used to raise awareness, solicit volunteers, or sell tickets. The pastor has the right to cancel scheduled tables based on changing priorities. Tables are not allowed in the vestibule; exceptions to be approved by the pastor.

Staff contact: Vonnie Gibbons

Staff email: vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval prior to use: 3 weeks

Duration of use, unless otherwise approved by staff: Specific Sunday

Easels in the Vestibule

Signs put on easels in the Vestibule should be fitting with the environment, and a maximum size of 2' x 3'.

Staff contact: Vonnie Gibbons

Staff email: vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval prior to use: 3 weeks

Duration of use, unless otherwise approved by staff: Specific Sunday

Parish Bulletin

Flyers are discouraged in that there is a designated page in the bulletin for adds that are often used as flyers. Outside organizations, institutions, etc. may insert flyers with permission of the pastor but are required to print and pay for the cost of the flyer, as well as insert the flyers in each bulletin. A time and date must be scheduled during regular office hours once the bulletins have been delivered.

Staff contact: Vonnie Gibbons

Staff email: vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval: Monday morning preceding Sunday

Duration of use, unless otherwise approved by staff: 1 week

Information in Pews

The proposal to distribute information in pews should be proposed and discussed specifically with the pastor. All material placed in pews are to be removed following the last mass.

Mass Announcements

Announcements for Mass must be submitted by Thursday noon for the upcoming Sunday. Announcements should be limited to information that would not otherwise be known if not announced at Mass. Unless determined otherwise by the pastor, announcements will be made by the presiding priest. Announcements should be limited to a few short sentences and should be expected that they will be edited prior to use.

Request for announcements should be sent via email.

Staff contact: Vonnie Gibbons

Staff email: vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval: Thursday noon preceding Sunday

Duration of use, unless otherwise approved by staff: Specific Sunday

ELECTRONIC MEDIA

Email

Email announcements are generally grouped to include various topics. Specific email announcements can be sent if they are time sensitive or require highlighted information. The requestor should work with Peggy Gentile to determine timing and length of the email.

Staff contact: Peggy Gentile
Staff email: pgentile@st-pats.org
Staff phone: 973-635-0625 ext 25
Timing to submit for approval prior to production: 10 days
Duration of use, unless otherwise approved by staff: 1 email

Email communication to the school community falls under school policies.

Website

The website is utilized to communicate news, updates, upcoming events, and calendar details. Requestors should keep in mind that shorter-in length communications are standard for web communications.

Upcoming events posted online can link to a flyer for the event. If done, a pdf file of the flyer should be sent along with your request.

Staff contact: Vonnie Gibbons
Staff email: vgibbons@st-pats.org
Staff phone: 973-635-0625 ext 24
Timing to submit for approval prior to production: 1 week
Duration of use, unless otherwise approved by staff: two weeks

The school maintains its own website and use policies.

Social Media

Facebook is the only social media channel utilized by the parish. The parish does not make use of other social media, e.g. Text, Twitter, Instagram,. No individual or group may represent themselves as a St. Patrick spokesperson on social media.

Staff contact: Vonnie Gibbons
Staff email: vgibbons@st-pats.org
Staff phone: 973-635-0625 ext 24
Timing to submit for approval: 1 week
Duration of use, unless otherwise approved by staff: two weeks

The school maintains its own social media policy

PAID ADVERTISING AND PUBLIC STATEMENTS

Paid Advertising

Paid advertising (e.g. ads in Chatham Courier, websites) will be produced within a designated budget and have the approval of the individual managing that budget. Content of the advertising, placement, and cost requires the approval of the pastor or his designee.

Staff contact: Vonnie Gibbons

Staff email: vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval: 1 week

Duration of use, unless otherwise approved by staff: two weeks

Paid advertising for the school follows its own policy.

Local News Sites

Unpaid news, publicity, or information provided to local news sites (e.g. Chatham TAP, Chatham Patch) require approval if represented as St. Patrick Church.

The school maintains its own procedures regarding local news sites.

Staff contact: Vonnie Gibbons

Staff email: vgibbons@st-pats.org

Staff phone: 973-635-0625 ext 24

Timing to submit for approval: 2 days

Duration of use, unless otherwise approved by staff: N/A

Public Statements

All public statements (e.g. to the news media) representing the parish or community are made by the pastor or his designee.