Communication Guidelines

Thank you for volunteering for a ministry in our parish. We want to support you in your efforts as much as we can.

The purpose of the STME (St. Eugene and St. Monica) Communications Policy is to:

- Ensure consistent, high quality, and appropriate communications to all parishioners, prospective members, and the community outside of the St. Eugene walls.
- Ensure all communications are accurate and appropriate within the context of STME faith community
- Effectively utilize the limited budgeted resources for approved communications
- Protect the privacy of all church members

Scope of the Policy:

- Promotion of non-STME events
- Bulletin
- Church web site
- Weekly parish email
- Flyers
- Posters
- Bulletin board
- Announcements/presentations during Mass
- On-site and off-site printing
- Emergency communications
- Press release communications
- Privacy of church member and staff information/photos/videos

General Overview

Communications requests must be submitted no later than three weeks prior to date of event - you certainly may do so earlier. Many ministries know of the dates, agendas, and topics months ahead of the event. It is preferable that as many future events, dates, and details as possible are submitted. This allows placement of them on the calendar. Details, if unavailable can be added closer to the date.
With exception of placing an event on the website calendar, an event will not necessarily be promoted earlier than two weeks before the event date. All promotion requests will be considered for announcement (please refer to the STME announcement policy) based on timeline, scope, space, and availability.

Non-parish Event: An event that is neither a liturgical celebration nor in service of the exercise or promotion of worship, piety, religion, faith formation or directly administered by the parish office. This includes but is not limited to outside Catholic organizations (e.g. St. Vincent dePaul, Knights of Columbus), Catholic educational institutions, non-profits, or community events.

Promotion of non-parish Events

All promotion of non-parish events and organizations will receive consideration, understanding that parish activities will receive priority. Promotions about community events or focuses of other organizations will be considered based on content, timeline, scope, space, and availability.

Bulletin

The bulletin is one of the most visible forms of communication in the parish and is designed to keep parishioners informed of events and provide formational information.

Bulletin announcements must be submitted 10 days prior to the weekend’s distribution by 11:00am [two Wednesdays before the publishing weekend]. The bulletin deadline may change with various holidays, depending on the publisher’s and/or the editor’s schedules. Every effort will be made to send out a timely email to ministry heads to allow for earlier submission of announcements. Please anticipate an abbreviated schedule around major holidays and make adjustments accordingly.

In order to keep the bulletin fresh and appealing with new and up-to-date information, all non-parish event bulletin requests will run for a maximum of two (2) consecutive weeks. All items should be updated substantially in order to run longer than the prescribed time. This determination will be made at the discretion of the bulletin editor. Ministries may be highlighted on a monthly basis as space allows.

All parish/ministry programs must have an approved facility request before an event will be published in the bulletin. Ministry must fill out room request form through the parish office, and it must be entered in the master calendar prior to publicizing the event.

Preference is given to all parish programs and ministries. Archdiocesan news will be published as space allows.

- Inserts - we do not stuff or insert flyers into our bulletins
- Full page ads - limited to parish wide events

All non-parish bulletin requests must be less than 100 words, and may include one photo.

To submit a request for consideration, visit stme.church/communication

Church Website

The church has two authorized web sites, steugenecongregation.org and stme.church, to represent its ministries, events, activities, staff members, and membership. This is our primary center of communication. It is important that all ministries see this as the beginning place of communicating about their ministry and events. All
requests for changes, corrections or additions to the church’s web site must be directed to and must be approved by the Director of Stewardship.

Weekly Parish emails

The church provides a weekly email to anyone who has submitted a functioning email address. This weekly e-mail is not available for submissions at this time.

Flyers/posters/bulletin board

Flyers in compliance with church branding standards must be designed for STME ministries in cooperation with the Director of Stewardship. It is important to note, however, that fliers are becoming less effective, whereas electronic communication is increasingly the best way to have events publicized. Uploading a flyer to the particular ministry’s announcement on the website, or the weekly email is preferential, allowing interested individuals to download and print flyers at home. All requests for flyers and pertinent details of event must be submitted at least three weeks before the scheduled event.

Entrance Bulletin boards

The entrance bulletin boards are a physical central display for announcements and upcoming events. Submit request to post your ministry event to the office at communication@stme.church. All submissions must be turned in to the parish office and approved by the Communication Coordinator.

Use of Narthex/Entrances for Promotion

We recognize first and foremost that the Narthex at St. Eugene is a part of our worship space and is routinely used by parishioners as another seating option for Mass. Therefore, it is imperative that we respect the sanctity of the space. All groups must contact the parish office to request usage of the Narthex at St. Eugene or Entrances at St. Monica for after Mass sales or events. Events will be limited to no more than three on a weekend and may not run for more than two consecutive weekends. Any setup should be completed before the beginning of Mass and no sales may be conducted before Mass or until after the closing song of the Mass. All promotion materials must be cleared and may not be kept in the Narthex until the next weekend.

Posters

We do not permit the use of posters in the Narthex at St. Eugene or Entrances at St. Monica. Posters no larger than 11 x 17 may be placed on the entrance bulletin boards.

Facebook Listings

Facebook listings of events must be consistent with the other information distributed by church for the given event. Event name, time, location, description of event, and contact person information must be included.

Announcements/presentations during Mass

Announcements at Mass are made by the Presider or someone he delegates. Announcements at Mass are brief, few in number, and pertain to events in the immediate future. Please refer to the Announcement Policy which can be found on the parish website under the Connect Tab. Announcement must be sent to the Director of Music & Liturgy no later than noon on the Wednesday prior to the weekend desired.
On-site and off-site printing

Printing of flyers/materials for ministries’ needs can be coordinated through the Parish offices. Due to cost, all copies are normally done in black and white. All off-site printing must be coordinated through Parish offices.

Emergency communications

Emergency communications are sent by the Director of Stewardship in conjunction with the Pastoral Staff.

Press release communications

All press releases on behalf of STME are to be designed and sent by the Director of Stewardship.

Privacy Policy Regarding Church Member and Staff Information/Photos/Videos

The purpose of this policy is to govern the use of photographs, videos and other personal information that may be used in print or web publications.

Personal Information Policy

We have several basic groups of people that might be listed or referred to in our communications: clergy & staff, pastoral council & ministry leaders, adult members & guests, and youth & children.

1. For clergy and staff, we list names, office email addresses, and office phone numbers. No home phone numbers, home addresses, or mobile phone numbers are publicly available unless so chosen by that clergy/staff member.
2. For pastoral council and ministry leaders, we list names and email addresses as permissioned by the council member/ministry leader.
3. For adult members and regular guests, we sometimes list names when a person is a contact for some group or activity. We will not list personal email addresses unless having been given permission. We will not list phone number unless having been given permission. We will not put adult members and regular guests names in a caption to a photo or video without permission.
4. For youth and children, we will not list any personal information. Any photos of children (which are posted only with parental permission; see below) will never have the children’s names in the caption.

Image Use Policy

It is a privilege for us to include images of church members and guests at events at STME in our print and web publications. We want to respect and honor that privilege when we share what’s happening in our Parish. Masses, meetings and other church-related activities may be photographed or videotaped and used in print or web publications. STME uses photos and videos taken at church events so that members and guests can celebrate God’s grace at work and visitors can know what to expect. However, because the dissemination of photographs and videos online cannot be tightly controlled, it is our policy to protect the privacy of church members and guests, their minor children, and other individuals whose images we publish. When using photos or video of STME events, we follow these guidelines:

1. If you are an adult, your image may be used for any print or web publication of STME unless you fill out a Media/Image Use Opt-Out Form. (Please contact the Director of Stewardship if you have trouble accessing this online form.)
2. We will not put names as captions with photos, except for clergy, staff, or other adult members who have given expressed written consent.

3. We will not use images of any child outside of a group shot unless and until their parent or guardian fills out the Media/Image Use Permission Form. The child’s name will not be included with the child’s image.

4. We will not knowingly use an image that would be embarrassing, objectionable or hurtful to anyone in the image.

5. We will gladly remove any image immediately upon request. If you see an image that includes you or your child and would like it removed, please contact the church office with the details, and it will be removed as soon as possible. (Please note that we cannot control images posted to sites that are not under the control of the STME staff.) You will be sent the opt-out form to keep your request on record so it won’t happen again.

6. If you have opted-out and change your mind, you’ll need to fill out the Image Permissions and Use form to opt back in.

7. If you submit images to be used by STME, you are giving the church the right to use the photos in any kind of promotion for the church. These images must also not contain any copyrighted material for which permission has not been received.

8. We will gladly provide credit, if desired, to the person who took a particular photo, and we will gladly honor any copyright wishes or restrictions.

9. We will return any submitted physical photos when requested to do so.