

Communication Procedures Good Shepherd Catholic Community

Purpose:

The following communication procedures are intended for publicizing through media and promoting, marketing, and advertising to a variety of target audiences GSCC parish activities and events. Communication extends to the media (print, radio, television, and the internet), the Chambers of Commerce, various community bulletin boards, other houses of worship, and GSCC communication vehicles, including its website, weekly bulletin announcements, flyers, posters, and mailings.

Information You Should Include in Your Communication:

- **Who** – Tell who the event is intended to reach (youth, seniors, young children, the entire parish community, etc.).
- **What and Why** – Tell about the event. What will happen at the event, and why is it important? What are some of the goals of the event? Are there special requirements to attend the event and what do attendees need to bring?
- **When** – Tell when the event will take place (date, times).
- **Where** – Be specific, especially if the event is at GSCC (main church, hall, Room D, etc.). If the location is elsewhere, provide an address and phone number.
- **Contact Information** – Please provide the name, phone number, and email address for the person the GSCC Communications Team member should contact about the event or activity.

General Considerations:

- All communication pieces (flyers, brochures, press releases, mailings, websites, signs etc.) must be reviewed and approved by GSCC Communications staff.
- All communications should have the current Good Shepherd logo to ensure proper branding.

Specific Guidance

Website/Flyers/Event Information

- Weekly bulletin blurbs must be submitted on Thursday, 10 days before the bulletin will be disseminated to the parish.
- It is prudent to request bulletin flyer space as early in advance as possible. We have two full pages in the bulletin each week that can be reserved.
- Allow two weeks for a flyer to be created.
- If you create a flyer, allow one week for it to be reviewed and approved.
- Submit information for website 10 days in advance.
- Social Media, announcement screens at Mass, E-newsletter communication will be determined by the Communications staff.

Press Release

- If you are interested in publicizing your event through the media, please give as much advanced notice regarding an event as possible.
- The GSCC Communications staff will advise on the best way to secure media coverage. In some cases, she will write a press release, while other times she'll contact media directly to secure coverage of the event. Depending on the event and/or circumstances surrounding the event, there also may be instances where media outreach is not recommended.

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