

Guidelines and Recommendations from ET for St. Michael the Archangel Parish's Internal PR and Communication Activities

PR Chair: Launa Wakenhut
lkw77@sbcglobal.net
734-261-5331

I. For purposes of these recommendations, the primary differentiators for types of activities are as follows:

A. Major Projects

1. Involve paid speakers or series;
2. Are open to other parishes, Catholics, or general public;
3. Require outside PR coordination of some significance;
4. Examples: Life Fair, Ralph Martin, Eucharistic Miracles etc.

B. Minor Projects

1. Are limited to parish attendees only;
2. Require outside PR primarily as “informational” rather than “invitational” activity;
3. Require significant communication effort only within the parish;
4. Examples: Parish Picnic

C. On-Going Projects

1. Can be open to public or limited in attendance;
2. Require variations in approach, depending on activity, but characterized by its on-going nature;
3. Tend to require “maintenance” PR once established;
4. Examples: Youth Group, Ushers’ Pancake Breakfasts, Eucharistic Adoration

II. Timeline Recommendations for Major Projects

A. 3 Months Ahead

1. Final determination of event details
 - a.who, where, when, why etc.
 - b. topic/series title
2. Determination of communications plan with PR Chair
 - a. Markets to be targeted
 - b.How to achieve goal targets
 - c. Will parish mailing list be used?
 1. Use bulk rate
 2. Determine cost of print and mail
 - d. Advance pitch to outside media contacts

- e. Is paid advertising a viable option? What are costs?
- 3. Notify Babysitting Chair, if needed
- 4. Notify Hospitality Chair, if needed.

B. 2 Months Ahead

- 1. Begin outside communications and finalize plans
- 2. Introduction article in Bulletin, prominently placed, with explanation of event
 - a. Front page recommended for 1st week;
 - b. Inside bulletin for balance of month
- 3. Introduction on website
- 4. Posters in church vestibule, school lobby if appropriate
- 5. Introduction on EdLine
- 6. Arrange for book selling table & personnel if required.

D. 1 Month Ahead

- 1. Continue outside communications effort
- 2. Bulletin article, front page, new approach with more details, must be eye-catching
 - a. Balance of month, inside bulletin until final week
 - b. Last week, moves to first page again
- 3. Website update
- 4. EdLine update
- 5. New posters if required
- 6. Brief pulpit announcement, reminder to see the bulletin (continue as possible)
- 7. Flyers placed in vestibule if available

E. 1 Week Ahead

- 1. Continue outside communications
- 2. Bulletin article/reminder on page 1
- 3. 2nd pulpit announcement
- 4. Pulpit support from clergy if required

III. Timeline Recommendations for Minor Projects

A. 2 Months Ahead

- 1. Final determination of event details
- 2. Determination of communications plan with PR Chair
- 3. Modify Major Project requirements and timelines to suit the particular activity/project
- 4. Outside communication will be more limited and not “invitational” to the general public or other parishes
- 5. Internal communications should utilize bulletin articles, website, EdLine, flyers, and pulpit announcements, using a telescoped timeline

IV. On-Going Projects

- A. Notify PR Chair of project schedule, purpose etc. **at least** one month prior to first meeting for inclusion on various electronic calendars,

bulletin boards, and on-going media outlets (i.e. BrightHouse Channel 3, Vicariate website, *Observer Newspapers* etc). Include start and end dates if applicable.

- B. Use internal communication vehicles to notify parishioners of start or resumption of on-going activity
- C. Consider use of internal communication vehicles (bulletin, website etc.) as needed as reminders to parishioners of continuing activity.

V. General Guidelines

- A. If event occurs in early September, begin PR earlier to allow for vacations and “spottier” church attendance over the summer months. Same suggestions apply to Lent, Advent, and Christmas seasons and schedule changes.
- B. If event occurs in early part of week, move bulletin, pulpit announcements etc. out two weeks instead of one for reminders.
- C. If event is part of a series, allow extra time for posters, bulletin, and pulpit announcements specific to each session as well as a “general introduction period” to the series if appropriate.
- D. All program and project chairs should contact PR Chair, Launa Wakenhut, according to the above guidelines, especially for assistance in formulating Communication Plan and preparation of same.
- E. If broadcast media coverage is requested, project chair should be prepared to suggest a spokesperson
- F. These guidelines are merely suggestions and are not set in stone; project requirements and overall event schedule are factors which should be strongly considered in formulating a Communications Plan.

VI. Additional Miscellaneous Suggestions

- A. Bulletin should include a monthly series, prominently placed, on various projects and activities at St. Michael’s, with specific information on volunteering and/or attending same.
- B. Evangelization snippets from AOD should be published at least monthly with very prominent placement in the bulletin and on the parish website.