

How can we **help you**
spread the
Good News?

**Communications Guide for
Parishes, Schools and Ministries**

- Ads, stories and brief announcements in the *Texas Catholic Herald*
- Submitting events to Around the Archdiocese
- Announcements in the Chancery Advisory
- Collaboration in managing secular broadcast, print and online media
- Support with social media



► Office of Communications Overview

The Secretariat for Communications is divided into these branches:

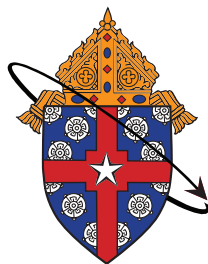
- **Texas Catholic Herald**
 - Local stories in print/digital on archgh.org/tch and social media; Catholic News Service contributor
 - The Digest, Digital Editions
- **Website and Social Media**
 - www.archgh.org
 - Archdiocesan Social Media accounts: Facebook, Instagram, YouTube, Twitter; AGH Social Media policy
 - Archdiocesan event streams (Co-Cathedral of the Sacred Heart)
- **Internal Communications**
 - Chancery Advisory; Archdiocesan and Official Catholic Directory
 - Downtown Chancery reception, mail room, copy center
 - Archdiocesan digital file management
- **Media Relations**
 - Major news outlets/community news
 - News Media policy
- **Radio Ministry**
 - FM/AM, Podcast development, Radio Collaborations: GRN/ KSHJ (1430AM), Radio Maria, KSBJ, USTMAX, Relevant



► Event promotion

Around the Archdiocese

Want a brief listing about your event in the “Around the Archdiocese” calendar? In print and online, this reaches thousands of readers. Email the editor at tch@archgh.org with this info:



Around the
Archdiocese

- ☐ **Write “ATA” in the email subject line**
- ☐ **The name of your event (for example: “Chili Cook-off Scholarship Fundraiser”)**
- ☐ **Date, time, location (with full address) of the event**
- ☐ **A brief description of the event, including cost, etc.**
- ☐ **Name of the school, department, office, parish or ministry hosting the event**
- ☐ **Name, phone and/or e-mail address of the contact person readers can contact with questions. (This will be seen by thousands of people, so don’t include personal contact info that you do not want released to the public.)**
- ☐ **Website for your department/school/parish/ministry**
- ☐ **Name, phone and e-mail address of the media contact person, to verify info (For editorial contact only)**

DEADLINES: The editorial deadline is Tuesday at noon, 21 days prior to the issue date. The paid advertising deadline is Tuesday at noon, 14 days prior to the issue date. For example, for the Jan. 29 issue, the editorial deadline is Jan. 8 and the paid advertising deadline is Jan. 15. **For more info, visit www.archgh.org/ata.**

Example entry:

MARCH 3

TALK BY SISTER HELEN PREJEAN, 6 p.m., Co-Cathedral of the Sacred Heart Cathedral Centre Cameron Hall (1701 San Jacinto St., Houston). Nationally-recognized opponent of the death penalty and author of "Dead Man Walking: An Eyewitness Account of the Death Penalty in the United States," Sister Helen Prejean will speak to the community. Free, open to the public. 713-000-0000; www.eventwebsite.com.

► Event promotion

TCH event coverage

- ❑ If you are interested in having the *TCH* cover your event or ministry, contact the editor at tch@archgh.org to pitch a story.
 - Send all details (time, place, people) to tch@archgh.org.
 - Our small staff cannot cover every event. We might ask you to submit photos and text if we are unable to send a reporter. We'd love to include all of the wonderful submissions and requests, but there just isn't enough space on a page and we can't bi-locate (yet).

TCH paid advertising opportunities

- ❑ To purchase an ad in the *Texas Catholic Herald*, contact Catherine Viola, TCH advertising manager, at ads@archgh.org. For deadline dates and info on how to buy an ad, visit www.archgh.org/mediakit or email ads@archgh.org.
 - Potential and final artwork must be submitted by the official deadline date for the edition in which you would like your ad published.

Outside/Secular media opportunities

- ❑ Considering having outside media at your event? Want to get an event published in media outlets' community calendar? Contact Media Relations Manager Jo Ann Zuñiga at jzuniga@archgh.org regarding coverage opportunities. Keep in mind:
 - While the Archdiocese does not issue news releases on behalf of parishes or schools, the Office of Communications can offer assistance and guidance on parish/school protocol for issuing news releases or handling questions from the media.
 - View protocol for coordinating any outside media coverage in the Archdiocesan News Media Policy at www.archgh.org/commpolicies.
 - Remember that media stories require a "face" – we need to tell a story, not just announce an event. For every pitch you propose, please be sure you have people who are willing to speak publicly with the media.

► Event promotion

Chancery Advisory

Want to promote your event in the weekly Chancery Advisory email? Send a 150-word summary to Catherine Viola at cadvisor@archgh.org with this info:

- Attachments of flyers or images you would like linked to the entry
- Contact information for the event (i.e. phone number, email address, website address)
- *Note:* Because the Advisory is intended for events which are open to the entire Catholic community, some items which will **not** be published include annual parish events such as festivals, bazaars or galas and other fundraising events. These events should be sent to “Around the Archdiocese” (See Page 3). Also, parish pilgrimage tours or items of a similar nature will not be included.

While we cannot publish every parish and school submission to the Advisory, we can include submissions in the ‘Bulletin Announcement’ section of the Advisory. This section links to a document which bulletin coordinators may review for content for the parish bulletin each week.

Photo submissions - After the event

- ☐ Be sure to take photos during the event and submit them, along with a short summary and caption information, for possible publication on our Archdiocesan website, social media or in the *Herald*.
- Submit online at archgh.org/tchsubmit.



► Events Promotion Checklist

- ☐ Reserve space for an ad in the *Texas Catholic Herald* to promote your event. The graduation (Val-Sal) issue in June always fills up!
- ☐ Contact *TCH* to cover your event: tch@archgh.org
- ☐ Submit event information to Around the Archdiocese
- ☐ Contact Media Relations Manager Jo Ann Zuñiga at jzuniga@archgh.org to review outside secular media opportunities
- ☐ Submit event information to Chancery Advisory; include attachments or live links for the event
- ☐ Post-event: Take photos during the event and submit them, along with a short summary and caption information, for possible publication in the *Texas Catholic Herald* or on web and social media.
 - Submit online at archgh.org/tchsubmit.

► Communications policies

☐ Social Media Policy

If your parish, school or ministry has official social media pages or is considering starting one, review the Archdiocese's official policy at www.archgh.org/commppolicies.

For guidance on the policy or social media, contact Sean O'Driscoll, web content manager, at web@archgh.org.

☐ News Media Policy

Review the Archdiocesan News Media Policy for the official protocol for dealing with all media inquiries. View the policy online at www.archgh.org/commppolicies.

For more information, contact Media Relations Manager Jo Ann Zuñiga at jzuniga@archgh.org.

BY THE TEXAS CATHOLIC HERALD

The Digest

► The Digest Newsletter

Do you receive The Digest, the free email newsletter of the *Texas Catholic Herald*? Sign up and receive a curated lineup of headlines, news and updates about the Archdiocese of Galveston-Houston every other Tuesday.

Stay up-to-date with local Catholic news of the Catholic Church you care about and the communities that you love, with as coverage of the Vatican, culture and more. The Digest is sent twice a month during the school year, and once a month during the summer. We also publish breaking or other important announcements from the Archdiocese.

Consider links from The Digest for...

- Local Catholic content for parish/ministry social media
- Items for bulletins, newsletters and other communications

For more information about The Digest:
James Ramos, jramos@archgh.org

Sign up for The Digest at
www.archgh.org/tchdigest

SECRETARIAT OF COMMUNICATIONS

Downtown Chancery

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Director - Jonah Dycus: jdycus@archgh.org**► Helpful contacts and links*****Texas Catholic Herald*** • 713-652-8215**Editorial** - Rebecca Torrellas: rtorrellas@archgh.org- James Ramos: jramos@archgh.org**Around the Archdiocese:** tch@archgh.org; www.archgh.org/ATA**Advertising** - Catherine Viola: ads@archgh.org**Subscriptions** - Trivia Dieli: tdieli@archgh.orgTCH Deadlines & Media Kit: www.archgh.org/mediakitPhoto submissions: www.archgh.org/tchsubmissions*Texas Catholic Herald*: www.archgh.org/tchTCH Digest Newsletter: www.archgh.org/tchdigest***Internal Communications/Chancery Advisory*** • 713-652-4407Catherine Viola: cadvisor@archgh.org***Coverage in the Outside Media*** • 713-652-8213Jo Ann Zuñiga; jzuniga@archgh.orgMedia Relations: www.archgh.org/mediarelationsLatest News: www.archgh.org/latestnews***Website and Social Media***Website & Social Media - Sean O'Driscoll: web@archgh.org***Archdiocesan Social Media***www.twitter.com/archghwww.facebook.com/archghwww.instagram.com/archgalhouwww.youtube.com/archgh