

# Catholic Review

*Inspire, Connect, Evangelize*

## CRMedia Communication Guide





# Communications Strategy



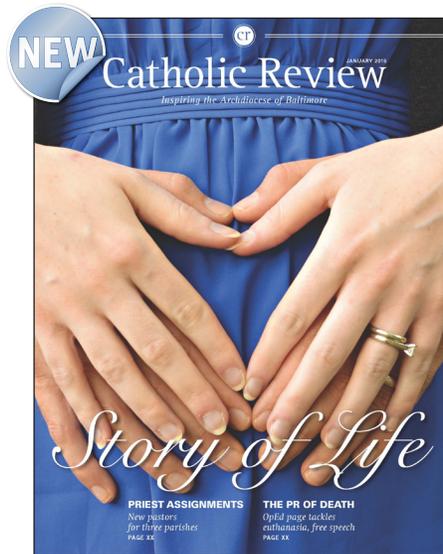
Portals of evangelization  
to connect and inspire the Archdiocese of Baltimore

## ENHANCED WEBSITE



Fresh Content Daily  
Mobile-Friendly (Coming 2016)

## MONTHLY MAGAZINE



## SOCIAL MEDIA



## DIGITAL EDITION



CURRENT: Subscribers Only  
ADVENT 2015: Open to All

## E-NEWSLETTER



More Frequent  
More Reach

## EMAIL & TEXT TOOL



WEB-BASED EMAIL & TEXT TOOL  
Parish and Archdiocesan Communications

## MOBILE & TABLET TOOL



APP FOR SMARTPHONES & TABLETS  
Parishioner Engagement and CR News



Visit [www.AoBMoreConnected.org](http://www.AoBMoreConnected.org) to learn more today!

# Benefits & Values

## A NEW APPROACH

We believe in the real need for **CATHOLIC MEDIA** and its place as a key tool for effective evangelization and faith formation – disciple making. A huge proponent of reading the daily Gospel, Pope Francis tells us:

**“THE WORD OF GOD IS THE LIGHT FOR OUR JOURNEY. IT WILL DO YOU GOOD.”**

Thanks to a new endeavor of the Archdiocese of Baltimore and Catholic Review Media, you will be able to receive your daily dose of the Gospel and then some. A **NEW COMMUNICATIONS PACKAGE** will play a powerful role in knitting together our faith community, offering:

- A new **MONTHLY MAGAZINE** format for the Catholic Review, providing in-depth analysis, inspirational stories and practical tips for living a vibrant Catholic faith
- The **FLOCKNOTE** communications tool, providing your parish the ability to send out communications via text messages and email that are targeted to the entire parish or select groups. E-Newsletters will offer news updates from the Catholic Review
- The **MYPARISH APP** that gives your parishioners easy-to-access parish information, prayers, news feeds from the Catholic Review, daily Mass readings and more

Catholic writers, editors, videographers and social media creators bring news and information about our faith to our parishes, dioceses and nations. By doing so, Catholic Review Media helps **INFORM, TEACH, INSPIRE AND ENGAGE** the people who live in our parishes and the Archdiocese of Baltimore. We don't live in a virtual world but in a very real one.



## WHAT DOES THE STRATEGY DO?

1. It supports the work of the archdiocese and the mission of evangelization through a comprehensive integrated communications approach.
2. It aligns communication content, technology and social media to grow the engagement of Catholics and others who want to be fed and move to the next level of discipleship and engagement.
3. It gives parish communities and pastoral leaders access to dynamic tools to reach parishioners that can result in an expanded reach of the Church at all levels.

## WHY THIS APPROACH?

1. The Church is called to evangelize and form people in the faith. “There is no evangelization without communication” (Archbishop Claudio M. Celli, president of the Pontifical Council for Social Communications).
2. Using multiple platforms to inspire people helps keep the faithful informed and engaged about their faith and the Church community, and provide a valid source of information.
3. Parishioners are listening to a range of channels and are at various levels of engagement.
4. Ordinary and easy-to-use communication tools, such as email and apps, respond to the consumption habits of people with minimum training requirements.
5. Cross-promoting is strengthened through the use of FlockNote and myParish App that pairs and links social media tools to provide a blend of push and pull communication tools.

## VALUE AND BENEFITS

1. Consistent archdiocesan-wide tools that are easier-to-use create more frequent and informed communication.
2. The most effective way to tell our story is to have an easy-to-use, yet comprehensive way to speak where people are listening with language that is relevant, timely and engaging.
3. Recipients determine what, when and how they want to be engaged and can be more easily engaged in conversation through dynamic tools and platforms.

Visit [www.AoBMoreConnected.org](http://www.AoBMoreConnected.org) to learn more today!



# Get Started

## AN INVITATION

**CATHOLIC REVIEW MEDIA** of the Archdiocese of Baltimore invites **ALL** parishes to take advantage of the excellent communication platforms and resources that are now available. These platforms include printed and digital monthly CR Magazine, weekly e-newsletters, a parish communications system (Flocknote) and a parish app (myParish App). This in addition to expanded social media and websites.

## IMPLEMENTATION PHASES

### PHASE I: OUTREACH

Notify parishes and share information with pastors and key staff. Tasks include regional meetings with pastors during September and early October. During this time early adopters are also being engaged.

### PHASE II: ENGAGE LEADERS

Parishes register and identify parish communication coordinators. Tasks include pastor, PLD or designee registering the parish online, parish leadership verifying databases, training of parish communication coordinators and team members and planning their parish promotional strategies.

### PHASE III: GET STARTED

Two primary tasks comprise this phase. First, it is the time to provide training and resources to the communication coordinators and their team so the communications team can be ready for phase 4 (Get Connected) in the parish. Second, it is the time to begin promoting, inspiring and engaging parishioners in the various tools through bulletin and pulpit announcements, meetings, etc.

### PHASE IV: GET CONNECTED

This phase is focused on the Get Connected Weekend and weeks following. It is the time for parishioners, at Mass and other times, to send the “text” message to Flocknote that will initiate enrollment in the parish Flocknote group(s) and link to download the myParish App.

### PHASE V: POST LAUNCH

## TIMELINE OF IMPORTANT DATES

### SEPTEMBER

#### OUTREACH

Regional meetings will take place to present the new communication strategy.

#### GET ENGAGED

Pastor or Parish Communications Coordinator registers parish and begins training using online resources.

#### myParish APP

By mid-September all parishes will have a generic app set up.

### OCTOBER

#### GET ENGAGED

Parish registration continues and online training begins.

#### GET STARTED

Parish communication coordinator/team complete training. Each parish plans a promotional strategy.

### NOVEMBER

#### NOVEMBER 14-15

“Get Connected” weekend!

#### NOVEMBER 20

Home delivery of the first issue of Catholic Review Magazine.



Visit [www.AoBMoreConnected.org](http://www.AoBMoreConnected.org) to learn more today!



# CR Magazine

## THE CATHOLIC REVIEW MAGAZINE

The Catholic Review is one of America's most enduring Catholic news outlets. Our loyal readers have come to trust the Catholic Review for insightful coverage of news and issues pertinent to family and community. Most importantly, the Catholic Review provides information readers cannot find elsewhere, and they continue to place the Catholic Review first among publications for advertising they can trust.

## EDITORIAL LINEUP

### LOCAL NEWS

What is happening in the Archdiocese of Baltimore? Here you will find the teachings of Archbishop William E. Lori; updates on the Maryland General Assembly; evangelization; vocations and the ongoing parish planning process; developments in Catholic education, from pre-k to colleges; news briefs from "Around the Arch"; and longer human interest features.

### WORLD NEWS

This section is stocked with content from Catholic News Service, an independent division of the U.S. Conference of Catholic Bishops. CNS provides news and analysis from around the world, whether it's Capitol Hill in Washington, D.C., the Vatican in Rome or the Church in Africa, Latin America and South America.

### COMMENTARY

Here you will find editorials from Editor/Associate Publisher Christopher Gunty; opinion from voices as varied as Bishop-designate Robert Barron and Thirty-Something columnist Christina Capecchi; the familiar words of Father Joseph Breighner; Question Corner from Father Kenneth Doyle; reader feedback; and the best from our bloggers and Twitter feeds.

### COMMUNITY

Stay updated on the comings and goings of life in the archdiocese with the community calendar; the benevolent gossip of Names and Numbers; a nugget from the past in Our Back Pages; Scripture readings for the coming month; sports and parish life; Saint and Recipe of the month, and new features, Such as "What's Your Prayer Routine?"

### AMEN

The "final word" in the Review is an essay on a topical subject that strives to reflect simultaneously the scope of the universal Church.



FEATURE STORIES



COMMENTARY



COMMUNITY

Visit [www.AoBMoreConnected.org](http://www.AoBMoreConnected.org) to learn more today!





# CatholicReview.org

## CATHOLICREVIEW.ORG

**CATHOLICREVIEW.ORG** attracts an average of 72,000 unique visitors each month. Users find news and information as well as features, videos, events, commentary, age-specific content and much more. The site is consistently updated with fresh, daily content that builds faith in our community and helps to integrate it with our work and personal likes.

**A LIFE, WORK, PLAY, FAITH, GENERATIONS**

Find events, features, news, food and entertainment, answers and more

**B FEATURE STORIES**

Featured content, including breaking news, blogs, videos and more

**C EVENTS**

Looking for something fun to do with the family? Check here.

**D COMMENTARY**

Archbishop Lori, editors and columnists share their thoughts.

**E BLOGS**

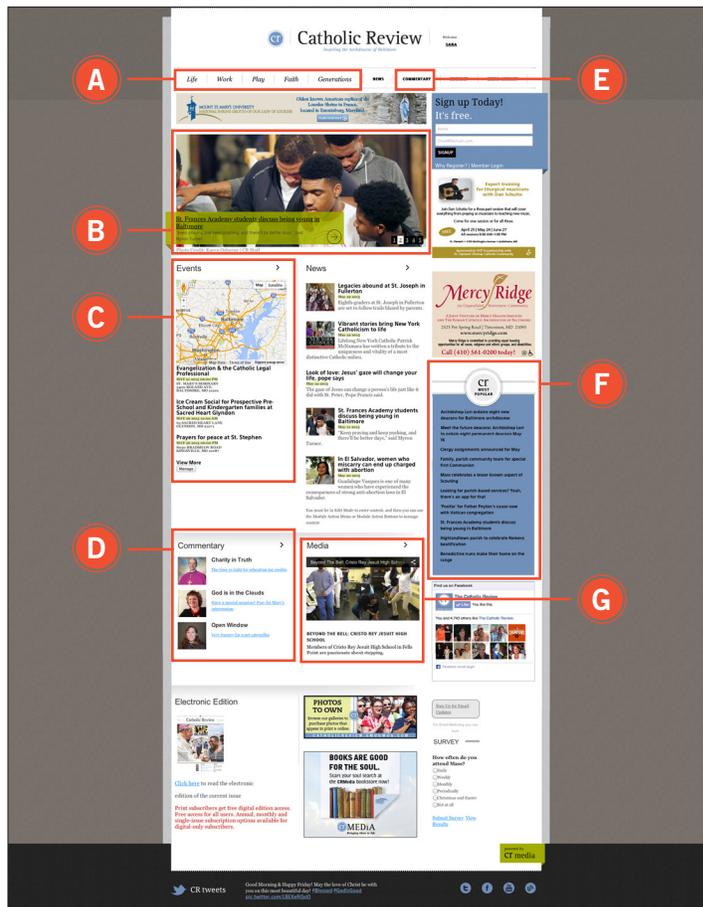
From health to parenthood to young adults to faith, you'll find a diverse collection of personal perspectives

**F CR COMMUNITY**

What are people reading? Check here to see the most popular articles within our site

**G MEDIA**

See and hear about news and events via audio clips, video and slideshows



## BANNER ADS

Engage *CatholicReview.org* readers with your brand from a variety of banner ad sizes. Choose to run your banner on our homepage or on one of our subpages. Banner ads are available on a weekly, monthly or on annual schedule.

## CR NEW E-NEWSLETTER

**CR NEWS** allows online readers to stay connected to news and events using a variety of devices and often from a variety of locations. Our sought-after audience of readers welcomes our E-Newsletters because we provide content that is unique and always fresh.

## EMAIL BANNER ADS

CR E-Newsletters not only offers you precise targeting but they also deliver a higher quality of consumer. Your advertising message speaks directly to our niche audience who closely align themselves with our content. Choose from a variety of ad sizes in exclusive placements to run in one of our e-newsletters.



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**WE HELP VIBRANT CHURCHES  
LIKE YOURS CONNECT WITH THEIR MEMBERS**  
Text messaging and email are still the best way to do it.

**4 REASONS TO USE FLOCKNOTE**

**1. THE ONE-TWO PUNCH OF  
TEXT MESSAGING AND EMAIL**

With so many social networks, mobile apps and communication tools out there, it's easy to forget that text messaging and email (Flocknote's specialty) are still the most important and effective! How would you like to reach **triple** (email) or **5-10 times** (text messaging) the number of people who read the bulletin, your website or any other channel?

**2. GATHER MEMBERS' MOST IMPORTANT  
CONTACT INFORMATION**

Import the contacts you already have, then let your members connect with you (or update their info) via a link or their mobile phone using our text-to-join feature. Many churches actually double their number of contacts in just a few minutes on a single Sunday using Flocknote.

**3. CAPTURE REPLIES, RSVPs, VOTES  
AND ANALYTICS IN ONE PLACE**

Anytime you send an email or text message, Flocknote captures open rates, bounces and everyone's direct replies, RSVPs and votes all in one place for you.

**4. WE LIKE SIMPLE (SIMPLE WORKS!)**

Simple concept. Simple interface. No software to load. Training takes less than an hour. Time is precious for parish staff and volunteers, and we recognize that. So, Flocknote helps you communicate more effectively in less time.

**HOW FLOCKNOTE IS DIFFERENT FROM ...**

**EMAIL MARKETING AND OTHER GROUP TEXTING TOOLS**

Flocknote is made for ministry! First it's much simpler and quicker to use than other tools (so your staff and team can use it, too!). Second, it includes BOTH email and text messaging whereas most other tools only do one or the other.. Third, Flocknote has a host of additional benefits, such as a simple interface, text-to-join for easy registration, direct replies, the ability to capture all your members' replies in one place, polls, RSVPs, and more.

**10 WAYS TO TRANSFORM YOUR PARISH**

**1. SPECIAL EVENT OR HOLY DAY  
REMINDERS**

Send a reminder text the day before with Mass times (and see how many more people show up.)

**2. LAST-MINUTE CHANGES**

When bad weather hits at the last minute and you have to change plans, send a text.

**3. SEND YOUR BULLETIN IN A  
DIGITAL FORMAT**

You probably have the bulletin in PDF format, so send out an email with it attached, or even create a digital version.

**4. GET QUICK FEEDBACK**

Poll your members with a short text, then watch the direct replies (captured all in one place) roll in.

**5. LETTER FROM THE PASTOR**

A weekly email from the pastor can go a long way in engaging the parish loners and making them feel welcome.

**6. PRAYER REQUESTS**

Whether it's an individual text or a weekly email of prayer requests, keep parishioners in the loop and praying.

**7. REMIND VOLUNTEERS**

Volunteers are busy people. Use Flocknote to remind them of dates and times for your next event.

**8. GET TIMELY RESULTS**

Use a text as a quick way to remind folks to turn in permission slips, commitment cards or other paperwork.

**9. SAY THANKS**

Send a text that simply says 'thank you' in a kind way. Don't ask for anything and be creative.

**10. PRAYER REQUESTS**

Whether it's an individual text or a weekly email of prayer requests, keep parishioners in the loop and praying.

Visit [www.AoBMoreConnected.org](http://www.AoBMoreConnected.org) to learn more today!



# myParish

CONNECT WITH YOUR PARISHIONERS LIKE NEVER BEFORE.

Keep in touch with parishioners all week and offer them a great faith-building resource at the same time.

## A PREMIUM APP FOR YOUR PARISH

**WHAT IS MYPARISH?** Quite simply, it's a premium Catholic Church app to stay connected with parishioners.

A first-of-its-kind app for iOS and Android devices, myParish helps build stronger Catholic communities and better engage the New Evangelization.

myParish puts parish news, information and contacts – as well as faith-building resources and features, such as daily Mass readings, confession and prayer time reminders, the ability to submit prayer requests and much more – all in the palm of parishioners' hands.

### KEEP UP-TO-DATE

Baptism or funeral announcements, special Mass times for holy days, other news – let them know as soon as you know.

### DAILY RESOURCE

Today's Mass readings, daily Catholic news, easy prayer reminders, this week's homily and bulletin – all quickly accessible.

### MASSMODE™

Cell phone interruptions will become a thing of the past with convenient phone silencing reminders.

### MARKETING MATERIALS

We will provide your parish with a full suite of marketing materials to help promote your app in print, email, web and social.

### EASY TO USE

myParish is easy to use and takes very little time to post info to your app. Simple and secure administration with our staff always ready to help if you need it.

### IPHONE & ANDROID

Your app is available for both iPhone and Android smart phones. This means just about every parishioner with a smart phone can use it.



## FEATURE LIST



MESSAGES



CALENDAR



READINGS



PARISH INFO



MASSMODE™



GIVING



HOMILIES



MASS TIMES



PRAYERS



CONFESSIONS



BULLETINS



NEWS



Visit [www.AoBMoreConnected.org](http://www.AoBMoreConnected.org) to learn more today!



# 2014 Accolades

MARYLAND | DELAWARE | DC PRESS ASSOCIATION (MDDC)  
ASSOCIATED CHURCH PRESS AWARDS (ACP)  
CATHOLIC PRESS ASSOCIATION AWARDS (CPA)

## MDDC PRESS ASSOCIATION

### BEST OF SHOW

*“Archdiocese of Baltimore 225th Anniversary”* by CR Staff

### FIRST PLACE EDITORIAL

*“It’s time to be courageous”* by Christopher Guntz

### FIRST PLACE FEATURE STORY

*“Creativity and caring defined NDP senior, not the cancer that took her life”* by Maria Wiering

### FIRST PLACE PHOTO SERIES

*“Two Days in the Archdiocese of Baltimore”* by Tom McCarthy Jr.

### FIRST PLACE RELIGION REPORTING

*“Secret Service: All in the name of Jesus”* by Paul McMullen, Tom McCarthy Jr. and April Hornbeck

### FIRST PLACE SPECIAL SECTION

*“Archdiocese of Baltimore 225th Anniversary”* by CR Staff

### FIRST PLACE MULTIMEDIA STORYTELLING (SPORTS)

*“Team Effort”* by Paul McMullen and Tom McCarthy Jr.

### SECOND PLACE LOCAL COLUMN

*“Reach out and touch a real someone”* by Paul McMullen

### SECOND PLACE CONTINUING COVERAGE

*“Drugs & Crime”* by Elizabeth Lowe, Tom McCarthy Jr., and Maria Wiering

### SECOND PLACE FEATURE STORY (NON-PROFILE)

*“Out of the depths”* by George Matysek Jr. and Olivia Obineme

### SECOND PLACE MEDICAL/SCIENCE REPORTING

*“Reclaiming perspective”* by Maria Wiering and Tom McCarthy Jr.

### SECOND PLACE SPECIAL SECTION

*“Serve with Gladness”* by CR Staff

### SECOND PLACE PAGE 1 DESIGN

*“Toot your own horn”* by Tom McCarthy Jr.

### SECOND PLACE FEATURE PAGE DESIGN

*“Running Start”* by Elizabeth Lowe, Maria Wiering and April Hornbeck

### SECOND PLACE ONLINE COMMENTARY OR BLOG

*“Open Window”* by Rita Buettner & *“God is in the Clouds”* by Patti Murphy Dohn

### SECOND PLACE BEST PHOTO GALLERY

*“A photo foray into Baltimore’s Star-Spangled Spectacular”* by Tom McCarthy Jr.

### SECOND PLACE NEWS PAGE DESIGN

*“Preparing for the Primary”* by Maria Wiering, Tom McCarthy Jr. and April Hornbeck

## ACP AWARDS

### AWARD OF EXCELLENCE FOR BEST IN CLASS/PRINT – REGIONAL NEWSPAPER

*“The Catholic Review”* by the CR Staff

### AWARD OF EXCELLENCE FOR REPORTING AND WRITING IN A THEME ISSUE, SECTION OR SERIES

*“The Archdiocese of Baltimore 225th Anniversary”* by CR Staff

### AWARD OF EXCELLENCE FOR ART/DESIGN/GRAPHICS IN AN ENTIRE ISSUE

*“The Archdiocese of Baltimore 225th Anniversary”* by April Hornbeck and Tom McCarthy Jr.

### AWARD OF EXCELLENCE FOR ONLINE VIDEO

*“Two Days in the Archdiocese of Baltimore”* by Tom McCarthy Jr.

### AWARD OF EXCELLENCE FOR E-NEWSLETTER

*“CR News”* by Jennifer Williams

### AWARD OF MERIT FOR ART/DESIGN/GRAPHICS IN A SINGLE PHOTO WITH ARTICLE OR OUTLINE

*“Reclaiming Perspective”* by Tom McCarthy Jr.

### AWARD OF MERIT FOR ART/DESIGN/GRAPHICS IN A PHOTO SPREAD WITH ARTICLE OR OUTLINE

*“Two Days in the Archdiocese of Baltimore”* by Tom McCarthy Jr.

### HONORABLE MENTION FOR BEST IN CLASS/ONLINE- BLOG

*“Open Window”* by Rita Buettner and *“God is in the Clouds”* by Patti Murphy Dohn

### HONORABLE MENTION FOR REPORTING AND WRITING IN A PERSONAL EXPERIENCE

*“Rediscovering yourself when you are single again”* by Christopher Guntz

### HONORABLE MENTION FOR ART/DESIGN/GRAPHICS IN A SPREAD OR STORY

*“Running Start”* by April Hornbeck

## CPA AWARDS

### FIRST PLACE BEST ONE-TIME SPECIAL ISSUE

*“The Archdiocese of Baltimore 225th Anniversary”* by CR Staff

### FIRST PLACE BEST SUPPLEMENT ON LOCAL ORDINARY’S TRANSITION

*“Serve with Gladness”* by CR Staff

### FIRST PLACE BEST SPECIAL ISSUE WITH ADVERTISING EMPHASIS

*“Schools Open House 2014”* by CR Staff

### FIRST PLACE PHOTOGRAPHY – BEST PORTRAIT

*“Reclaiming Perspective”* by Tom McCarthy Jr.

### SECOND PLACE BEST NEWS WRITING ON A LOCAL OR REGIONAL EVENT

*“Part of the Solution”* by Elizabeth Lowe

### SECOND PLACE BEST ONLINE PRESENTATION OF MULTI-MEDIA VISUALS

*“Two Days in the Archdiocese of Baltimore”* by Tom McCarthy Jr.

### SECOND PLACE BEST NEWSPAPER WEBSITE

*The Catholic Review Website* by Jennifer Williams and CR Staff

### THIRD PLACE PHOTOGRAPHY: BEST SCENIC, STILL-LIFE OR WEATHER PHOTO

*“Sign of the Season”* by Tom McCarthy Jr.

### HONORABLE MENTION BEST COVERAGE OF LOCAL POLITICS

Maria Wiering and Tom McCarthy Jr.

Visit [www.AoBMoreConnected.org](http://www.AoBMoreConnected.org) to learn more today!



# Testimonials

## myPARISH APP

“This is great! Fantastic! Our parishioners are really liking it, the interface is so user friendly and looks great, the admin stuff is so easy!”

- Hannah

*St. Robert Bellarmine Parish, Diocese of Lansing*

“This has been a very powerful tool for engaging our parish and deepening faith. Parishioners love the access to homilies and reminders.”

- Knittingupnorth

*via Apple App Store*

“The myParish app has been a very powerful tool for New Evangelization at Cathedral of Christ the King.”

- Jessica

*Cathedral of Christ the King, Diocese of Superior*

“Our parishioners have really embraced this product and when we hear from them it’s always good things and how thankful they are for this tool. The staff at the app is very attentive to any issues and want to quickly address any bugs that we have found. They are dedicated to their product, their ministry. I highly recommend this app and working with their team.”

- rop1972

*via Apple App Store*

“Love the app. This is an ingenious idea for getting the Gospel to our parishioners using the technology of the day. And you guys are always on to of the current needs of the parish. Thank you for your ministry.”

- Steve

*Our Lady of Perpetual Help, Diocese of Corpus Christi*

## FLOCKNOTE

“Flocknote is a fabulous and easy to use communication tool for parish-based organizations. Solves the challenge of sending bulk emails and texts easily with well-formatted messages.”

- Fr. Jarlath Quinn

*Church of St. John the Evangelist; Mahopac, N.Y.”*

“Our parish just started using Flocknote and I’m impressed with how easy it is. Yesterday I remembered while on a Pilgrimage that I needed to send a Flocknote about a cancelled event. Fortunately, I was able to do this from my phone. As other parish members on the trip saw their texts they smiled and said, ‘So that’s what you’re doing from the back on the bus.’”

- Diane Squiers

*St. Elizabeth Ann Seton Parish; Crystal Lake, Illinois*

“With this new, easy way of keeping connected, our parish is on board and finding it useful, especially during difficult winters with cancellations. Notices go out fast and the ‘flock’ appreciate the timely information with their hectic schedules.”

- Florence Zuvich

*Our Lady of the Sacred Heart; Tappan, N.Y.*

“Flocknote works well with the young people in the parish. I love it! We use it to send information and reminders all the time. Flocknote has saved me lots of time and allowed me to bring Jesus to our youth through their favorite method of communication (texting).”

- Fr. Adaly Rosado

*Church of the Incarnation; New York, N.Y.*



# Catholic Review

*Inspiring the Archdiocese of Baltimore*