



ST. MICHAEL THE ARCHANGEL CATHOLIC PARISH

750 Bright Road, Findlay, Ohio 45840 • 419.422.2646 • findlaystmichael.org

Communication and Promotion Policy

This policy regulates communication and promotional requests within the Parish Church (The Parish School has their own policy). Requests must be made by means of our Communication Request Form (CRF). A Parish Staff member will review, approve or decline, edit, and coordinate your request. All communication and promotion must be in line with Church teaching.

Bulletin

The Parish Bulletin is the primary way the parish communicates general information to parishioners.

Here are the bulletin guidelines:

- Information is due on Mondays at 9:00 AM for the following weekend. Please use the CRF or email parish@findlaystmichael.org with your info. Due dates around holidays are typically earlier. Contact the Parish Office about holiday due dates.
- If you'd like to submit a flyer, please review our style guide first.
- Most ads should be short articles or half/quarter page ads. Full Page ads are reserved for parish-wide events or at the discretion of the Parish Staff.
- Ad frequency is at the discretion of the Parish Staff.
- Try to use minimal wording and stick to the essential message/purpose of your ad.
- The Parish Office has access to a flyer-creating tool called Canva. Please give us extra notice if you would like our help creating an ad for your event.
- Priority for space will be granted to parish ministries/groups and events that are happening the soonest. Parish-wide events are also given higher priority.
- Ads announcing meetings are not permitted within our bulletin.
- We will not promote job postings, job seekers or entrepreneurs. Ads can be placed at the back of our bulletin by contacting our bulletin publisher. Contact the Parish Office for more info.
- All final decisions remain with the Parish Staff.

Bulletin Inserts

Bulletin inserts are to be used sparingly and require the pastor's approval at least two weeks prior to the desired weekend bulletin. A sample of the exact bulletin insert must be submitted along with the CRF to the Parish Office. Inserts are to be used rarely, especially when a bulletin announcement would suffice.

Parish Bulletin Boards

Please request permission for all ads on the bulletin boards from the Parish Office. Unapproved ads will be removed. No materials are to be posted on church doors, walls, or windows.

Parish Points

Requests for ads to be included in our twice-weekly email update should be made using the CRF. Please note that the info in this email is on a rotation and space is limited. Ads should not run in both emails in the same week. Parish Staff may make exceptions in rare cases.

Mass Announcements

Brief announcements may be made at the end of Mass, but should be kept to a minimum. Announcements are limited to events occurring in the Parish Narthex, Activity Center, auditorium, or Knights of Columbus Hall the weekend of the announcement.

Requests for Mass announcements must be submitted no later than 9:00 AM the Friday prior to the weekend desired. Circumstances may occur that prohibit making the announcement.

Host Table Requests for the Narthex

A request to use a table in the Narthex by a parish group must be made at least two weeks before the desired weekend. This additional lead time is needed to determine if space and tables will be available on the weekend requested.

“Infomercial” Style Announcements at Mass

These rare announcements are of a longer nature, when a more personal appeal or explanation is necessary. They consist of a representative from the group coming forward to make the announcement.

- Infomercials are to be rarely employed and require additional coordination.
- The pastor must give final approval.
- The talk must be prepared in writing and submitted to the Parish Staff. It shall be no more than two minutes in length. An infomercial request must be submitted at least two weeks prior to the desired weekend.
- A list of people making the announcement for each of the weekend Masses must be submitted to the staff representative by the Wednesday before the announcement date.
- Infomercials will be done after the Prayer after Communion and after all other announcements. Occasionally, they may occur before Mass starts.