

Advertisements of Speakers

Policy Statement: Speakers invited under Catholic auspices, including those whose presentations will be conducted and/or advertised on Church property or through Catholic institutions, including schools or hospitals, through announcements, posters, bulletin notices, etc., require the prior written approval of the Bishop.

The “Speaker Preliminary Invitation Form” is submitted for review and written approval.

Media Relations

Policy Statement: The Bishop (or in exceptional cases, his delegate) is responsible for formal public relations in all media including daily and weekly newspapers, news departments of radio and television stations, wire services, internet services and national media. Although in certain cases he may delegate a spokesperson, the Bishop is the official spokesperson for the Office of the Bishop and the Diocese in general.

Intent of Policy:

- To maintain and promote the public image of the Diocese, its parishes, communities and institutions
- To ensure that this image is presented in a consistent, professional manner
- To reflect accurately the position of the Church in public discourse
- To ensure that sensitive issues are communicated directly and honestly
- To ensure that media coverage of Church activities is carried out in a respectful manner
- This policy also relates to all *social communication*

Procedure: The Bishop’s Office is to be contacted:

- a) Whenever a pastor, deacon, religious or employee of the Diocese or its parishes or institutions is approached by the media for an interview regarding ecclesial matters
- b) To arrange a news conference or news release. These should be limited to important issues and topics
- c) For assistance in arranging coverage of local news and features in the Catholic papers as well in the other news media. Pastors, deacons, religious, directors and staff are

encouraged to anticipate upcoming newsworthy events well in advance

- d) Whenever an unanticipated event is likely to interest the news media, or when members of the media arrive at church property without prior notice
- e) Whenever there is a potential for either negative or positive news reaching the media. The Bishop's Office will treat such information confidentially as required
- f) Whenever media outlets ask to record all or part of a liturgy (e.g. daily Mass, Christmas midnight Mass, funerals of prominent citizens) or other Church event(s)
- g) Whenever a production company approaches a parish or other Diocesan institution about using church property to film a movie, television program or other commercial venture
 - Before permission can be granted, the script must be submitted to the Bishop's Office for review and approval
 - The production company must also submit a location release form detailing the work that is proposed for the church property
 - The Bishop or Vicar General are to sign the location release form in order to grant permission

Website Content

Policy Statement:

The Bishop or his delegate is responsible for the content of the Diocesan website. Where relevant, the pastor or his delegate is responsible for the content of the parish website.

Intent of Policy:

The Church encourages communications about its good works. Celebrations, rallies and social events all present opportunities for such communications through websites, parish bulletins and the news media. The intent of this policy is to ensure that personal information of parishioners is protected while at the same time ensuring that the work of the Church is not hampered by lack of communication.

Communications

Intent of Policy:

The Diocesan website is a major outlet for the distribution of information on current events and programs as well as a significant tool for formation. The website is to be a source of thoughtful, responsible conversation that respects persons and opinions and supports the teachings of the Catholic Church.

Procedure:

- a) Any inaccuracies in content are to be corrected promptly.
- b) Careful consideration must be given to including links to external sites that may contain worthwhile information but are not specifically Catholic and so may also include information or references not in accord with Catholic teaching. If such outside links are listed, the site must also include the following wording:

“The Catholic Diocese of Saskatoon/Parish of _____ does not necessarily endorse, and is not responsible for, the content of any external sites listed on this website.”

Speaker Preliminary Invitation Form

About the Event

Event Title _____ Date _____

Description _____

Topic _____

Location _____

Target Audience _____ No. People _____

Event Planner _____

Contact Info _____

Immediate authority → Pastor School Board Catholic Health
Other

Authorized by _____

Name: _____

Contact Info: _____

About the Speaker/Group

Speaker/Group Name _____

Resume/CV/Bio Attached

Contact Info _____

Website _____

Diocese of Speaker _____

Contact Info of Diocese _____

For Office Use Only – Suitability Form

<input type="checkbox"/> Yes <input type="checkbox"/> No	_____	_____
<i>Nihil Obstat</i>	<input type="checkbox"/> Bishop <input type="checkbox"/> Vicar General <input type="checkbox"/> Chancery	Date