

Communication Profile:

What Can we DO?

COMUNICACION / PROFILE

**“We need to have a sense of where we are going. A media desk could help us to be relevant to our sharing with the public our beliefs and standpoints on certain issues”
and “so shape the public feeling”**

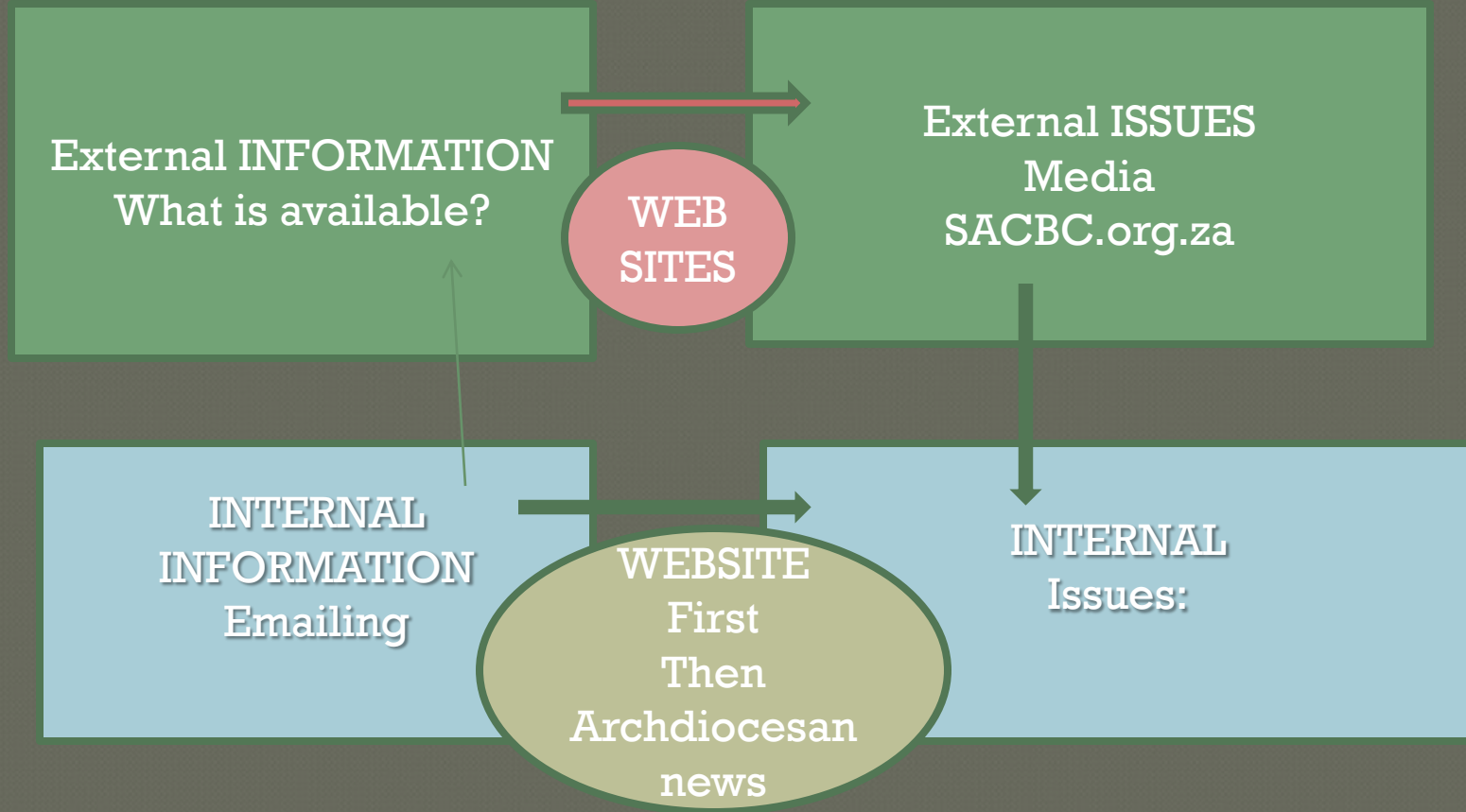
WHAT ARE WE TO DO?

1. How do we align communication activities between all the stakeholders?
2. Can we develop specific communication networks and channels to support and improve communication?
 - a) Network between parishes and the archdiocese
 - b) Cost effect infrastructure of communication
 - c) Appoint parish media liaison officers
 - d) Archdiocesan media – website and news
 - e) Improve use of email

SOME SUGGESTIONS

- Generate case studies of successful communication by parishes – Competition!
- Establish a system of credible spokespersons
- Follow through on action steps taken to implement the Synod – SMS and???

The Cycle:



Information and Issues:

○ Issues:

- Politics/ Society
- Abortion
- Poverty
- Sharing

MEDIA &
The Catholic
Community

○ Information:

- Teaching/ Homilies
- Documents
- Functional Communication

Enquirers
Community

Internal and External

◉ Media Liaison: EXTERNAL

- SACBC Office for Social Communication
 - Catholic Media – What of our support? SC/ RV/ EWTN
 - External Media – VERY DIFFICULT in SA

◉ Community Liaison: INTERNAL

- Website & Archdiocesan News - Cycle
- Email/ SMS/ letters
- Parish Communication Person – push the cycle

Catholic Media

- ◉ Radio Veritas
- ◉ Southern Cross
- ◉ Websites
- ◉ Trefoil and Journals
- ◉ Archdiocesan News
- ◉ Parish Newsletters
- ◉ EWTN/ Catholic Studio

- ◉ **WHAT ARE YOU SUPPORTING?**