

St. Maximilian Kolbe Catholic Church

5720 Hamilton-Mason Rd. Liberty Township, OH 45011 | saint-max.org
Tel 513-777-4322 | Fax 513-777-7264



ST. MAX COMMUNICATIONS GUIDELINES

Revised April 2024

These guidelines refer to, but are not limited to, the following parish-wide communications at St. Maximilian Kolbe Church:

- Bulletin
- E-Bulletin
- Email Communications
- Flyers/Handouts
- Livestreaming
- Mailings
- Mass Announcements
- Ministry Witnesses at Mass
- The Modern Saint (quarterly publication)
- Monitors in the Gathering Space
- Signage
- Social Media
- Website

If you have any questions regarding the above or other parish communications, contact the Director of Communications at communications@saint-max.org.

GENERAL COMMUNICATIONS GUIDELINES

- All communications to St. Maximilian Kolbe parishioners, staff, ministry leaders, councils and commissions must be approved by the Pastoral Team.
- All communication requests are subject to editing, prioritization, and rescheduling by the Pastoral Team.
- Ministry leaders, councils and commissions must present requests to the designated Director who oversees that particular ministry, council or commission. Once approved by designated Director, a Scheduling Request Form must be submitted for review. Upon approval, a Communications Request Form must then be submitted. A Scheduling Request Form must be approved before any parish-wide communications can be requested.

BULLETIN

- Deadline for bulletin: submit articles in writing or via email before noon Monday to communications@saint-max.org.
- Non-parish information will be included as space allows and at the discretion of the Director of Communications.
- Due to the number of requests, articles will be included a maximum of two consecutive weeks in the bulletin, unless otherwise approved by the Pastor or Director of Communications.
- Full page and half page articles must be reserved ahead of time and in most cases are on a first-come, first-serve basis.



"Never be afraid of loving Mary too much. You can never love her more than Jesus did."

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E-BULLETIN

The e-bulletin is meant to highlight content from the print bulletin that is most timely and/or has immediate deadlines.

- Due to limited space, each article may only be included in the e-bulletin for one week, unless otherwise approved by the Pastor or his appointed representative.

OTHER EMAIL COMMUNICATIONS

- Emails to the whole parish will be sent at the discretion of the Pastor. These will be handled through the Director of Communications.

FLYERS/HANDOUTS

- All flyers/handouts must be approved by the Communications Office. Requests must be emailed to communications@saint-max.org.
- To hand-out flyers after Mass, handouts must be submitted for approval ASAP, but no later than two weeks prior to the scheduled weekend.

LIVESTREAMING

- All livestreams of St. Max events (or affiliated events) is scheduled at the discretion of the pastor and staff.
- Livestreams are solely published through an official St. Maximilian Kolbe Church page. This includes, but is not limited to: StreamSpot, Facebook, Instagram, and YouTube.

MAILINGS

- Parish mailings are initiated by the pastor, parish staff or a parish ministry. All mailings to St. Maximilian Kolbe parishioners must be authorized by the pastor or his appointed representative. No individual or organization may identify itself as an agent of St. Maximilian Kolbe without proper authorization.

MASS ANNOUNCEMENTS

Mass announcements are read by a lector and only occur at weekend Masses.

- Mass announcement requests must be submitted to the Communications Office.
- Deadline: Wednesday at noon
- Word limit: 25 words

MINISTRY WITNESSES AT MASS

Ministry witnesses are read by a ministry member, prior to Mass, after lector announcements. Please note that a witness is shared at all three weekend Masses.

- Ministry witnesses are scheduled on a first-come, first-serve basis.
- Deadline: Availability is limited. Make requests ASAP but no later than three weeks prior.
- Word limit: 300 words or 2 minutes
- Limited to one per ministry per year.
- Submit the actual text and name(s) of speaker(s) to the Pastoral Team member who oversees your ministry, two weeks prior for review. It is recommended that the speaker practice in the church the week before.



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THE MODERN SAINT – QUARTERLY PUBLICATION

- The Modern Saint is the official quarterly newsletter of St. Maximilian Kolbe. It is published in February, May, July and November and mailed to every parishioner's home. All articles must be approved by the Pastor.
- If interested in publishing an article, please email communications@saint-max.org.

MONITORS IN THE GATHERING SPACE

- These monitors are used as an alternative to a bulletin board. Contact the Director of Communications to post.

SIGNAGE

INTERIOR

- All interior signage must be approved by the Communications Office.
- Interior signage is limited to digital signs, banners, and posters.

EXTERIOR

- All exterior signage, large or small, are to be submitted to the Communications Office. Requests are brought to the Pastoral Team for approval.
- Exterior signs should be general in nature to be used repeatedly for ongoing programs/events.

SOCIAL MEDIA

- St. Maximilian Kolbe has a Facebook, Instagram, and YouTube pages. Requests to post information about your ministry or event should be directed to the Director of Communications.
- Ministries are not permitted to have their own public social media accounts. Private social media "groups" used for internal communication should be approved by the Director of your ministry and the Director of Communications. Administrative access should be given to someone on staff and the necessary disclaimer needs to be present on the page.

WEBSITE

- Every ministry is encouraged to have its own page on our website that is monitored by the ministry leader or member. Ministries that would like access to do their own updates may do so after being trained by the Director of Communications.



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