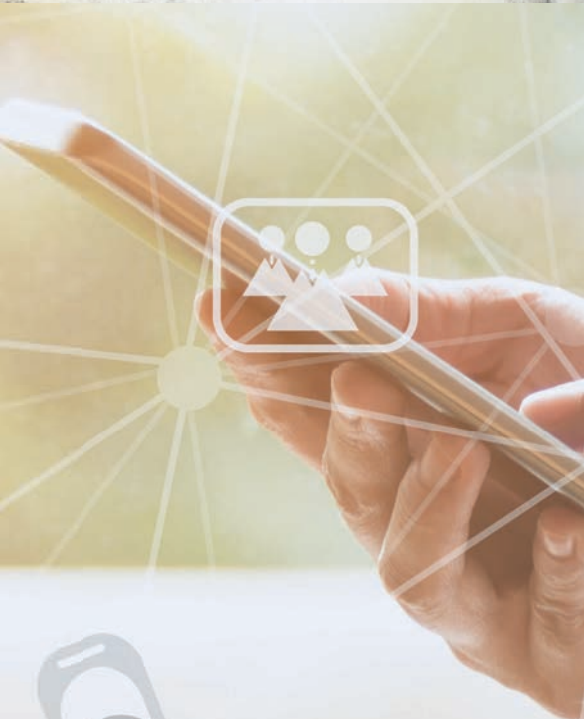




OFFICE OF COMMUNICATIONS 2019 REPORT

*"Encourage one another
and build one another up"*

- 1 Thessalonians 5:11



COURAGEOUSLY
Living the Gospel



Our Mission:

Through various tools of communication, we **guide** and **support** God's people in their faith and **inspire** them to Courageously Live the Gospel.

DEAR FAMILY IN FAITH:

I am happy to share with you the good news of how God has enabled us to grow our efforts to evangelize in West Central Florida during 2019. The past year has been such a joyful time for me personally as I have been able to visit many parishes and meet so many people who are in love with the Lord and who give so generously to build His kingdom!



We had an exciting year as we introduced new initiatives and continued to build on our efforts! I hope you enjoy reading about our work in the vineyard of the Lord! May God bless you and your ministry and may you have a blessed Christmas and a beautiful 2020!

Gratefully Yours in Christ,
Teresa Peterson
Executive Director of Communications
(@TeresaDOSP on Twitter)



EVANGELIZATION

Social Media: Renewing the Mind & Spirit

10,000

Diocesan Facebook fans, a 20% increase over 2018. Also increased fans, followers and engagement on Twitter and Instagram. #CourageouslyLiving

Seek and You Shall Find Us Online

208,000

Visitors to the diocesan website in 2019, a 21% increase over 2018. Plus, we unveiled a beautifully redesigned website with enhanced Find a Parish and Find a School locators.

Broadcasting the Faith

87,500

People listen to Spirit FM 90.5 each week, a 14% increase over 2018. Also, we hosted the 2019 Catholic Women's Conference with 1,500 participants and aired local programs such as *How We See It*, profiling diocesan and community programs, *A View From the Top with Bishop Gregory Parkes* and *Invitation to Worship with Bishop Gregory Parkes*.

All Are Welcome

750,000

Views of the 2019 Easter Cable TV ad inviting people to Mass. Plus, we had 69,000 YouTube views of the video.

PARTNERING WITH PARISHES

3 Professional Development Workshops

58 Parishes & Schools Attended

- Parish communication strategies
- Social media best practices
- Bulletin best practices



"The information was really relevant and useful with practical tips that can be applied easily."

Christine DiLieto, St. Vincent de Paul Parish, Holiday

20,000 Subscribers to Flocknote

- Launched Flocknote, an integrated communications platform for email and text messaging that helps to engage and inform parishioners.
- Twenty-six parishes have launched Flocknote.
- 15 Flocknote info and training sessions held.



"We used Flocknote to send a text reminder about Mass on All Saints Day and we saw increased Mass attendance."

Sister Kathleen Luger, OSC, St. Patrick Catholic Church, Largo

7 Communication Regional Roundtables

24 Parishes Attended

"Lots of good ideas and information shared. Nice to spend time with my peers. We seldom get the chance to interact in this way."

- Laura Clark, St. Cecelia Parish, Clearwater



LEADERSHIP

Courageously Living the Gospel

- Provided **strategic and communications support** for the implementation of our mutually shared vision around the Diocese.
- Developed a daily “Be Courageous” Scripture Reflection to help the faithful **focus on the mission** of Courageously Living the Gospel. 1,400 people are subscribers.
- Started the “Courageous Faith” newsletter to **share stories of inspiration** about people in our community who are Courageously Living the Gospel. 5,000 people are subscribers.

COURAGEOUSLY
Living the Gospel

www.dosp.org/courageouslyliving



Guiding Through Change

- Updated Social Communications Policy to be in line with current trends and tools, emphasizing proper use of **social media for evangelization** and safety.
- Created Photo Usage Guidelines to help parishes and schools properly obtain photos and **respect copyright rules** and the work of each individual.
- Hosted the 2019 Catholic Media Conference attended by Catholic communicators from the U.S. and Canada to help attendees **stay informed of changes** in communications, technology and media and to learn about relevant issues facing the Church.





A Look Ahead to 2020 Missionary Outreach / Community Relations Workshop

How well are you engaging your community through strategic partnerships, outreach and media?

- Learn new ways to build connections
- Enhance visibility for your mission
- Make your community a better place

Learn from the Tampa Bay Lightning and local news experts as well as local parishes and schools that have found creative ways to build up the community while building up the Kingdom of God.

Thursday, January 23, 2020
9:30 a.m. – 2:30 p.m.

Bethany Center, 18150 Bethany Center Dr, Lutz
Register: www.dosp.org/communications/events-2020



We Want to Hear From You!

Please share your feedback on this report and share your suggestions on how we can better serve you.

Email us at:
communicate@dosp.org

How can we help you to Courageously Live the Gospel?
www.dosp.org/communications

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