



# ARCHDIOCESAN COMMUNICATIONS POLICY

## POLICY

Communications includes all written, spoken, video, and electronic interactions between the Archdiocese of Miami and its audiences, both internally and externally. In this context, The Communications Department of the Archdiocese of Miami handles media relations, public relations and community information. It oversees the archdiocese's radio, website, social media and television programming and the archdiocesan newspapers.

This Communications Policy outlines the strategic approach, guidelines, and best practices for communications within the Archdiocese of Miami. Its purpose is to ensure consistent, clear, and effective messaging that upholds Catholic values and promotes the mission of the Church within the geographical boundaries of the archdiocese. This policy also establishes protocols for crisis communication management, social media use, and rules for filming and production at any of the archdiocesan entities and requests for coverage, among other topics as they relate to the Communications Office.

## PURPOSE AND MISSION STATEMENT

We are committed to using the mass media to communicate the word of God and the teachings of the church on social and moral issues to both the Catholic and non- Catholic communities. We strive to do so while developing unique story ideas, maintaining integrity and providing accurate and complete information in a timely manner. This is achieved through The Florida Catholic, La Voz Católica, Television and Radio programming and the World Wide Web.

Initial: July, 2025

Current: July, 2025

## Communications Goals

The Office of Communications at the Archdiocese of Miami seeks to:

1. **Promote the Mission of the Church:** Communicate the teachings of the Catholic Church, evangelize, and foster spiritual growth within the community.
2. **Foster Transparency and Trust:** Ensure that the Archdiocese's messages are clear, consistent, and accessible to all stakeholders, building a reputation of transparency and reliability.
3. **Engage with the Community:** Create and maintain meaningful relationships with parishioners, clergy, archdiocesan schools, entities and the broader community, utilizing both traditional and digital media.
4. **Support the Pastoral Mission:** Facilitate communication between the Archdiocese of Miami, parishes, schools, and diocesan organizations to strengthen pastoral care and service to the faithful.
5. **Ensure Crisis Preparedness and Response:** Establish clear protocols for managing communications during times of crisis, ensuring timely and compassionate responses.



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## Key Stakeholders

The key stakeholders in the Archdiocese of Miami's communications efforts include:

- **Archbishop Thomas Wenski, Auxiliary Bishop Enrique Delgado, and Archdiocese of Miami Clergy:** Primary communicators of the faith, guiding spiritual messages and decisions.
- **Archdiocese of Miami entities:** An archdiocesan entity is defined in this document as a body that is established by the Archdiocese of Miami and can be corporate or unincorporated. Ex. Includes Catholic Legal Services, Catholic Charities, St. Thomas University, archdiocesan parishes, schools, cemeteries, hospitals, and others.
- **Parishioners and Faithful:** Individuals who receive spiritual guidance, services, and information from the Archdiocese of Miami.
- **Archdiocesan Staff and Volunteers:** Those involved in the administration and support of Church operations.
- **Local, National and International Media:** Journalists and news organizations that may report on archdiocesan activities.
- **Community Partners:** Local organizations, schools, and other faith-based entities with which the Archdiocese collaborates.
- **Global Catholic Community:** Communications extending to other dioceses, Vatican representatives, and Catholic organizations worldwide.

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## General Guidelines for All Communications

### A. Respect for Confidentiality

- All information shared with the communications office, including personal details of participants or sensitive material, must comply with privacy laws and ethical standards.
- Media coverage of private events or internal meetings should be discussed in advance with the communications office.

### B. Language and Tone

- All materials submitted for publication, or distribution through media channels, should reflect the values and teachings of the Catholic Church. Content should be respectful, accurate, and free from bias.
- Materials should avoid political language or issues that could polarize the community, unless directly related to the mission of the Church.

### C. Social Media Guidelines

- When using social media to promote archdiocesan events, the guidelines established by the Archdiocese of Miami should be followed, including the proper use of hashtags, mention of official accounts, and adherence to the Church's teaching on dignity and respect.
- Personal employee social media accounts should not be used to promote or publicize events without first coordinating with the communications office.



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- For more on Social Media Guidelines, refer to the “Social Media” Section in this document.
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### Requesting Media Coverage

The Archdiocese of Miami has a media relations team within the Office of Communications that handles all internal and external communications, including requests for media coverage. This section provides the process and guidelines for submitting requests related to press releases, interviews, and other media-related engagements.

#### A. Eligibility for Media Coverage

- **Official Archdiocesan Events:** Requests from archdiocesan leadership, parishes, schools, or ministries are prioritized, and must be submitted by the department, parish, school or ministry representative to the Communications Office via the archdiocesan website [www.miamiarch.org](http://www.miamiarch.org) by creating a free account and uploading all pertinent information about the event seeking coverage.
- **Catholic Events:** Events or stories of significant relevance to the broader Catholic community (e.g., ecumenical events, interfaith initiatives).
- **Local, Regional, or National Significance:** Stories that have an impact beyond the local level, such as those related to diocesan-wide initiatives, social justice programs, or advocacy efforts.
- **Non-Catholic Events:** Coverage may be considered if the event is of significant public interest and is aligned with Catholic values or concerns.

#### B. Request Submission Process

1. **Submission Form:** All media coverage requests must be submitted in writing via email to the Communications Office to the contacts provide in the “Appendix” section of this document at least **three weeks prior** to the requested coverage date (if requesting coverage of an event happening at an archdiocesan entity).
  - Include a brief summary of the event or story.
  - List key individuals involved (e.g., clergy, speakers).
  - Provide background information, such as press releases, biographies, or other supporting documents.
  - Include any special media arrangements or access needs (e.g., interviews, photo ops, specific media outlets).
2. **Event Coverage:** For events requiring on-site media coverage (including coverage by the Archdiocesan newspapers and/or radio station), the following must be included:
  - Media access needs (e.g., audio/visual equipment, media room).
  - Special requests for interviews or key figures to be interviewed and their contact information.
  - Estimated timeline of the event.



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3. **Review and Coordination:** The Communications Office will review requests and determine if media coverage is feasible, given staffing, availability, and the overall importance of the event.
4. **Media Coordination:** If the event is approved for media coverage:
  - A representative from the Communications Office will coordinate media access.
  - Press releases, event details, and other information will be shared with relevant local, regional, or national media outlets.
  - Media guidelines and expectations (e.g., respectful behavior, appropriate attire, church protocols) will be communicated to reporters.

### C. Post-Event Media Follow-Up

- The Archdiocesan entity may request a follow-up report from the media team regarding coverage, including:
  - Newspaper articles, television segments, or online features.
  - Social media coverage (e.g., photos, tweets).
- If requested, the communications office will also provide a post-event summary or press release to highlight outcomes.

### D. Special Requests for High-Profile Coverage

- For major events, such as Archdiocesan celebrations, papal visits, or large fundraising efforts, additional time and resources will be allocated for planning and coordination.
- Requests for high-profile or exclusive media engagements (e.g., interviews with Archdiocesan leadership or prominent figures) should be made as early as possible, at least **two weeks in advance**.

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### Media Protocol in Covering Archdiocesan Events

Reporters and photographers are welcome to cover celebrations of the Mass and archdiocesan events, but prior notification must be given in advance so that the Office of Communications may assist and provide proper clearance from the pastor in charge. With proper clearance, photography and videography are permitted inside the church during Mass, but no flash or camera lights is allowed. Photographers and videographers are asked to stay a respectable distance from the altar and not stand in the space between the sanctuary and the congregation. Finally, it is asked that reporters and photographers respect the privacy of individuals receiving Communion.

In general, and as best practices, all media requests should contact the Office of Communications (contact list in the “Appendix” section of this document) and or for convenience a media coverage request form can be downloaded at [https://www.miamiarch.org/Atimo\\_s/news/RequestforCoverage\\_202406.pdf](https://www.miamiarch.org/Atimo_s/news/RequestforCoverage_202406.pdf) and sent via email.

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### Crisis Communications



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**Goal:** To manage and respond effectively to emergencies or situations that might affect the reputation, branding, safety, or well-being of the Archdiocese of Miami, Archbishop Thomas Wenski, Auxiliary Bishop Enrique Delgado, and the Archdiocese of Miami's clergy, stakeholders, entities, and community.

**Guidelines:**

1. **Preparedness:** The Archdiocese of Miami Communications Office will maintain the following Crisis Communications Plan that includes protocols for addressing emergencies such as abuse allegations, natural disasters, accidents, or public controversies.
2. **Immediate Response:**
  - Identify a Crisis Communications Team (CCT) consisting of Archbishop Thomas Wenski, the Secretariat for Development and Communications, the Senior Director of Communications, the Director of Media Relations, the Chief Officer Operator and senior clergy, communications staff, legal advisors, and other key personnel as determined on a case-by-case basis.
  - Develop a clear message within the first hours of a crisis to acknowledge the situation and assure the faithful and the public that it is being addressed.
  - Communicate with transparency and empathy, particularly in sensitive matters.
3. **Ongoing Communication:**
  - Provide regular updates on the situation, keeping messages consistent and aligned with Church teachings.
  - Engage with the media to ensure accurate reporting, offering interviews or statements as needed.
  - Offer pastoral care and support to those affected by the crisis, ensuring that parish leaders are informed and equipped to address concerns.
4. **Post-Crisis Evaluation:**
  - After the crisis, assess the effectiveness of the communications efforts.
  - Offer follow-up messaging to provide closure, healing, and reaffirm the Archdiocese's commitment to the safety and well-being of its community.

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### Social Media

**Goal:** To use social media platforms effectively for evangelization, communication of events, and engagement with the community, while ensuring alignment with Catholic values.

**Guidelines:**

1. **Platform Usage:** The Archdiocese's official social media accounts (Facebook, X, Instagram, YouTube, etc.) should be used to promote archdiocesan activities, share inspirational messages, and communicate news.
2. **Content:**



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- Posts should reflect Catholic teachings, promote the mission of the Archdiocese, and engage with the faithful in an appropriate, positive manner.
- Content should always be respectful, compassionate, and free from negativity, scandal, or divisiveness.
- Posts that could potentially lead to controversy or harm should be reviewed by the Communications Team before being published.

### 3. **Engagement:**

- Engage with followers by responding to comments and questions, but do so in a professional and respectful manner.
- When responding to challenging comments or criticisms, ensure that the tone remains pastoral and reflective of the Church's values.

### 4. **Moderation:**

- The Archdiocese of Miami through the Office of Communications reserves the right to remove comments or block users that engage in hate speech, abuse, divisive behavior, or that use foul language.
- Clear guidelines established regarding the acceptable use of social media by Archdiocese employees, clergy, and volunteers are outlined in the Digital Media Policy [https://uploads.theadom.info/f7177163c833dff4b38fc8d2872f1ec6/archdiocese\\_of\\_miami\\_-\\_digital\\_communications\\_policy\\_final\\_draft-11-2017.pdf](https://uploads.theadom.info/f7177163c833dff4b38fc8d2872f1ec6/archdiocese_of_miami_-_digital_communications_policy_final_draft-11-2017.pdf) of the Archdiocese of Miami.

### 5. **Privacy:**

- Personal information, confidential matters, or sensitive details about individuals should never be posted on social media.
- Ensure that images and posts respect the privacy of individuals and comply with legal and ethical standards.

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### **Rules for Filming and Production at Archdiocesan Entities**

**Goal:** To ensure that any filming or production activities carried out within the Archdiocese of Miami, whether for promotional or educational purposes, are conducted with respect for privacy, dignity, and Catholic values, as well as following proper protocols including compliance with legal documents needed before filming takes place.

#### **Guidelines:**

##### **1. Permissions:**

- All filming or photography on Archdiocesan property that involves outside companies looking to obtain a benefit from the same requires prior approval from the Archdiocese's Communications Office.



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- Approval will be based on all documentation and legal documentation being submitted on time prior to filming taking place.
- Written consent must be obtained from individuals who will appear in any filmed or photographed material, especially minors, and their legal guardians.

### 2. Content Approval:

- Scripts, storylines, or concepts for video or media productions that involve the Archdiocese or its staff must be reviewed and approved by the Communications Office and the Metropolitan Tribunal Office to ensure alignment with Catholic teachings and mission.
- Any production involving religious rituals or sacred spaces must adhere to liturgical norms and show respect for the sacred nature of the Church.

### 3. Production Standards:

- Productions should be of professional quality, with attention to lighting, sound, and overall presentation to ensure that they reflect the dignity and reverence appropriate to the Church.
- Ensure that all content accurately represents the Catholic faith, the Archdiocese, and its mission, avoiding any misleading or controversial portrayals.

### 4. Confidentiality and Privacy:

- Any internal meetings, discussions, or confidential matters should not be filmed without explicit consent from all parties involved.
- Sensitive information shared during interviews or testimonials should be handled with care and consideration for privacy.

### 5. Distribution:

- Any media produced should be distributed in a manner consistent with the Church's mission, prioritizing educational and faith-building purposes over commercial interests.

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### Conclusion

This Communications Policy serves as a foundation for promoting clear and effective communication within the Archdiocese of Miami. By adhering to these principles and guidelines, we aim to ensure that all messaging aligns with the mission of the Church, enhances the engagement of the faithful, and protects the dignity of all individuals involved.

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### Appendix: Contact Information

- **Communications Office:**

- **Juan A. Di Prado**, *Senior Director of Communications*. O: 305-762-1043 C: 786-582-4298 E: [jdiprado@theadom.org](mailto:jdiprado@theadom.org)



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- **Michelle Jurado**, *Director of Media Relations*. O: 305-762-1236 C: 645-200-4103 E: [mjurado@theadom.org](mailto:mjurado@theadom.org)
- **Maria Alejandra Rivas-Avila**, *Marketing Coordinator*. O: 305-762-1046 E: [mrivas@theadom.org](mailto:mrivas@theadom.org)
- **Rocio Granados**, *Editor Florida Catholic/La Voz Católica*. O: 305-762-1130 E: [rgranados@theadom.org](mailto:rgranados@theadom.org)
- **Veronica Fernandez**, *Administrative Assistant*. O: 305-762-1045 E: [vfernandez@theadom.org](mailto:vfernandez@theadom.org)
- **Crisis Communications Team:**
  - **Juan A. Di Prado**, *Senior Director of Communications*. O: 305-762-1043 C: 786-582-4298 E: [jdiprado@theadom.org](mailto:jdiprado@theadom.org)
  - **Michelle Jurado**, *Director of Media Relations*. O: 305-762-1236 C: 645-200-4103 E: [mjurado@theadom.org](mailto:mjurado@theadom.org)
- **Request for Coverage:**
  - **Secular and Religious Press:**
    - **Juan A. Di Prado**, *Senior Director of Communications*. O: 305-762-1043 C: 786-582-4298 E: [jdiprado@theadom.org](mailto:jdiprado@theadom.org)
    - **Michelle Jurado**, *Director of Media Relations*. O: 305-762-1236 C: 645-200-4103 E: [mjurado@theadom.org](mailto:mjurado@theadom.org)
  - **Florida Catholic and La Voz Católica:**
    - **Rocio Granados**, *Editor Florida Catholic/La Voz Católica*. O: 305-762-1130 E: [rgranados@theadom.org](mailto:rgranados@theadom.org)
  - **Archdiocesan Social Media:**
    - **Maria Alejandra Rivas-Avila**, *Marketing Coordinator*. O: 305-762-1046 E: [mrivas@theadom.org](mailto:mrivas@theadom.org)
  - **Radio Paz:**
    - **Mauricio Villalta**, [mauricio@paxcc.org](mailto:mauricio@paxcc.org)
- **Social Media Guidelines:**  
[https://uploads.theadom.info/f7177163c833dff4b38fc8d2872f1ec6/archdiocese\\_of\\_miami\\_-\\_digital\\_communications\\_policy\\_final\\_draft-11-2017.pdf](https://uploads.theadom.info/f7177163c833dff4b38fc8d2872f1ec6/archdiocese_of_miami_-_digital_communications_policy_final_draft-11-2017.pdf)
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