

Advertising and Promotion

Policy No. 900

Policy Statement: Only those events and activities with a direct Catholic link or likely to be of particular formational, professional or entertainment interest to Catholics will be promoted through archdiocesan communications vehicles.

Intent of Policy: To ensure that archdiocesan communications vehicles primarily promote causes, events and activities that are in harmony with Catholic teaching.

Definition: Archdiocesan communications vehicles include but are not limited to Grandin Media, the *Quid Novum* bulletin, archdiocesan website, audio visual materials and other promotional materials.

Procedure:

- a) Limit job postings to positions with the Archdiocese, its parishes and institutions, or with another Catholic diocese.
- b) Limit promotion of fundraising appeals and charities to those expressly approved by the Archdiocese.
- c) Speakers invited under Catholic auspices and/or whose presentations will take place on Church property require the prior written approval from the Office of the Archbishop. This approval must be secured before presentations are advertised or promoted.

Refer to Policy:
No. 904 Awards, Honours and Invitation to Speakers or Organizations
No. 905 Invitations to Speakers