



DIocese OF METUCHEN DEPARTMENTAL PASTORAL PLANS

Office

The Catholic Spirit

Mission Statement

The Catholic Spirit, the official newspaper of the Diocese of Metuchen serves the Bishop by advancing his vision of the Diocese and promoting the ministries, programs and activities of the Diocese.

It is a vehicle for evangelization, education and enlightenment.

Vision Statement

The Catholic Spirit, the official newspaper of the Diocese of Metuchen, promotes a positive image of the Diocese through its print editions as well as its website. It informs and educates Catholics about the work of Diocese, its offices and ministries as well as issues affecting Catholics. It provides ways to evangelize to inactive Catholics as well as non-Catholics.

Three-Year Goals

- 1 To evangelize, educate, enlighten and inspire parishioners and Catholics throughout the diocese through new features in *The Catholic Spirit*.**
- 2 To increase the revenue and decrease the expenses of *The Catholic Spirit* in order to decrease the subsidy it receives from the diocese.**
- 3 Produce a quarterly Hispanic newspaper, *El Manantial*.**

*** Note: The highlighted Goals and Objectives support the Diocesan priority of “The New Evangelization”.**

One Year Objectives

Goal 1: To evangelize, educate, enlighten and inspire parishioners and Catholics throughout the diocese through new features in *The Catholic Spirit*.

	Objective	Person Responsible	Date Due
1	Once a month publish a profile of a parishioner.	Joanne Ward	June 30, 2015
2	Publish a special section on an ethnic community twice a year.	Joanne Ward	June 30, 2015
3	Publish three in-depth articles educating Catholics on important Faith issues.	Joanne Ward	June 30, 2015
4	Create Facebook and Twitter pages.	Joanne Ward	June 30, 2015

Goal 2: To increase the revenue and decrease the expenses of *The Catholic Spirit* in order to decrease the subsidy it receives from the diocese.

	Objective	Person Responsible	Date Due
1	Sponsor a Seniors Fair or a College Fair.	Judy Leviton	June 30, 2015
2	Solicit national level advertisers for the Diocesan Directory.	Judy Leviton	June 30, 2015
3	Acquire three to four new college/university repeat advertisers.	Judy Leviton	June 30, 2015
4	Determine new ways to gain pastor and reader support of The Catholic Press Month Campaign.	Joanne Ward	June 30, 2015

Goal 3: Produce a quarterly Hispanic newspaper, *El Manantial*.

	Objective	Person Responsible	Date Due
1	Publish <i>El Manantial</i> quarterly.	Joanne Ward	Aug 31, 2014
2	Secure enough advertising to publish at least a 12 page issue of <i>El Manantial</i> .	Judy Leviton	Dec 31, 2014
3	Solicit bi-lingual freelancers.	Joanne Ward	June 30, 2015
4	Determine the most cost-effective methodology for distribution of <i>El Manantial</i> .	Judy Leviton	Aug 31, 2014