

*"My soul will glory in the Lord; let the poor hear
and be glad. Magnify the Lord with me; and let us
exalt his name together." -- Psalm 34:3-4*



DIOCESE OF ORLANDO Office of Communications

Annual Report
July 1, 2012-June 30, 2013



Sharing the Good News of Jesus Christ
Shining the Light on Faith-Filled Catholics

Dear Friends in Christ:

"The gospel preached by me is not of human origin. For I did not receive it from a human being, nor was I taught it, but it came through a revelation of Jesus Christ" (Galatians 1:11-12).

The Diocese of Orlando seeks to share the Gospel of Jesus Christ first and foremost through each of our communication efforts. Whether it be the printed word across a page of the Florida Catholic or an article on the diocesan website or a video on YouTube, the message is always rooted in the Gospel, which is not of human origin.

How do we communicate the great mysteries of faith and the love of our heavenly Father in human terms that are so limited by our humanity? That is the challenge of communications that we seek to overcome. Guided by the Holy Spirit, we pray that the words we choose and the pictures we take and the tweets we post accurately reflect the Holy message of our Holy God.

In all humility, we accept our limitations and rely on God's grace for the rest.

I hope you enjoy reading our year in review and I hope you accept our appreciation for the many ways you support our efforts.



In gratitude and in Christ

Teresa L. Peterson

Teresa Peterson
DIRECTOR OF COMMUNICATIONS



Our role is to serve the communication needs of the Bishop's Office and diocesan ministries as well as offer expertise and assistance to all of the parishes and missions that comprise our nine-county Diocese of Orlando. During this past year we sent reporters, photographers and videographers throughout the Diocese of Orlando to write Florida Catholic articles and to document important milestones in the life of this local Church. We seek to evangelize those who visit our website, read our publications and participate in liturgical celebrations.



The following highlights of our communication efforts demonstrate the far-reaching impact our office has had on various ministries over the past year.

Social Media

BISHOP JOHN NOONAN BEGINS TWEETING

On Ash Wednesday, Bishop John Noonan started tweeting on the ubiquitous social network Twitter.

Viewing Twitter as an opportunity to reach more people with the Gospel message of Jesus Christ, Bishop Noonan believes we are called to put technology to good use by sharing the Good News – even if it is only 140 characters at a time. His messages include daily reminders of faith, Scripture passages and prayers.

He chose Ash Wednesday to begin tweeting because this is a time set aside to reflect on the Gospel and how we live our faith in relation to the Gospel. In about four months, 600 people have signed up to follow him on Twitter.

"The ability to reach thousands of people instantly with a Scripture reflection or another message of faith is a gift we have been given. I look forward to walking with many other Catholics on their faith journey in this special way," said Bishop Noonan.

To follow Bishop Noonan on Twitter, search his handle: **@BishopNoonan**.





BISHOP NOONAN PODCASTS NOW AVAILABLE



Seeking to share the homilies of Bishop Noonan with the community throughout our diocese and throughout the world, audio podcasts of Bishop Noonan are now available on the diocesan website. As our shepherd, Bishop Noonan has the three-fold mission of sanctifying, governing and teaching. The podcasts are a new way for his teaching to go viral. The podcasts can also be easily downloaded and shared via social networking sites. To view the podcasts visit **www.orlandodiocese.org/bjn-podcasts**. On the website, you will also see Bishop Noonan's pastoral letters and homilies available to read.

NEW APP FOR YEAR OF FAITH

The Diocese of Orlando developed an app called "Sharing my Faith" that launched in October when the Year of Faith began. The app includes videos of people talking candidly about their faith and what they hope to do during the Year of Faith. The videos represent different ethnic groups, age groups and ministries around the Diocese of Orlando. There is also information and resources to help people make the most of the Year of Faith. The videos have been viewed by nearly 2,000 people. There is also an option for people to upload videos they make about their faith.

Android users can download the app at **<http://2012.orlandodiocese.org/applications/OrlandoDiocese.apk>**

iPhone and iPad users, you can access the app in your mobile browsers at: **<http://www.orlandodiocese.org/smf-welcome>**.

Then look for the prompt to add the app to your home screen.

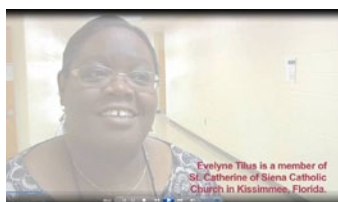
This app can also be viewed on a desktop computer at: **<http://www.orlandodiocese.org/smf-welcome-desktop>**.



Android

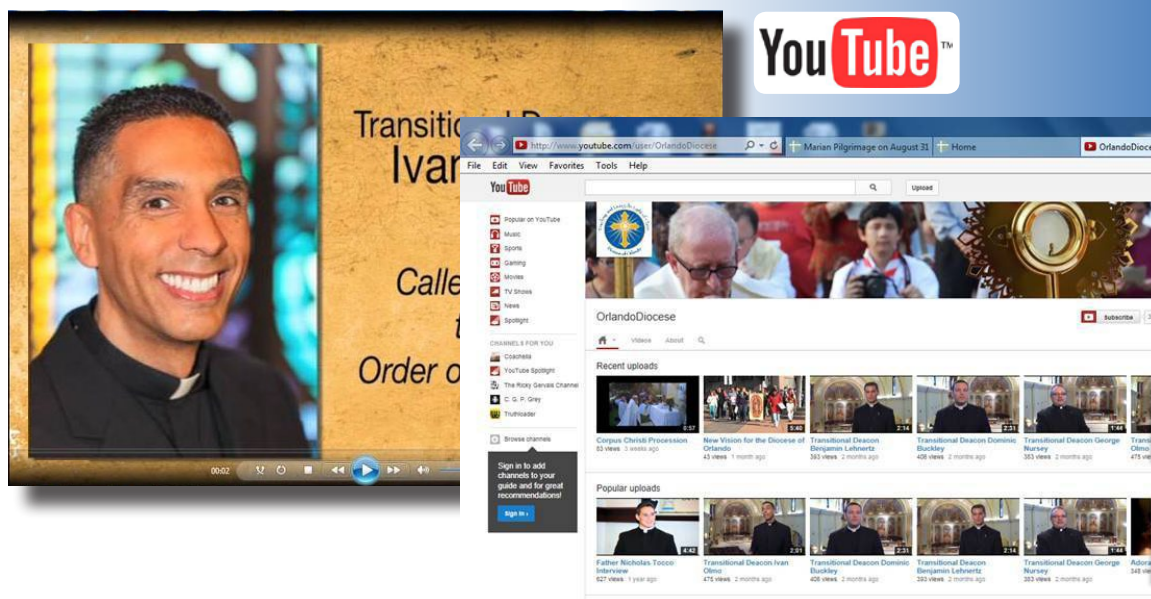


iPad



YOUTUBE AND FACEBOOK ACTIVITY INCREASING

The Diocese of Orlando Office of Communications shares information via Facebook multiple times per week and via YouTube on a monthly basis. We strive to meet people where they are. If you are visiting these social sites on a regular basis, check us out. We share information via text and images about the readings of the days, saints of the day, diocesan events, social service and social justice activities and liturgical seasons and local news about the Catholic Church. We have posted videos about events and the people of our diocese. Video interviews with the four newly ordained priests allowed parishioners to learn about young men and their calling to serve God in this special way. Our Facebook video about the new Catholic Campus Ministry Center at UCF posted on April 1 has reached close to 9,000 people. Like us by visiting: www.facebook.com/orlandodiocese and www.youtube.com/user/OrlandoDiocese.





Website

The Office of Communications has revamped the diocesan homepage so it has more features and is more interactive. There is now an option to subscribe to the diocesan e-newsletter, E-Scroll. There is an option to connect with us via our social media sites, read the highlights of the day (via home page featured stories), the highlights of the week (via E-Scroll) and also quick links to some of our most visited areas of the website. In addition, there is a photo slideshow and video box on the homepage to visually appeal to our audience and show the beauty of our Catholic faith. Have you been to the Diocese of Orlando website lately? Make us your homepage! **www.orlandodiocese.org**.

Google Analytics showed an increase in visits to the Diocese

of Orlando website during a two-month period March 1, 2013-April 30, 2013. There was a 30% increase in visits to the website compared to 2012, with 57,233 website visits during those two months in 2013 versus 43,897 website visits during the same time period in 2012.

Another upgrade to the diocesan website this past year was an enhanced online "Safe Environment Training" application. More than 6,000 people completed this online training to learn about protecting children and vulnerable populations.

Many web pages have new navigation and URLs. Please check your bookmarks and links to be sure your information is current.

LIVESTREAM

The Diocese of Orlando sees live streaming as an opportunity to unite the diverse and large community spread out among nine counties and to allow Bishop Noonan to connect with Catholics on a more personal level.

The liturgical celebrations at St. James Cathedral are a beautiful and sacred act of worship to our Lord, Jesus Christ. As the cathedral church, St. James occupies a special place in the worship life of the Diocese of Orlando.

From the cathedral the bishop is called by the pope to lead and serve the local Church. Every new priest ordained for a lifetime of service to the Church of

Orlando lies in supplication before the altar of the cathedral and receives there the indelible mark of the sacrament of ordination. By live streaming important celebrations such as ordinations, people who cannot travel the distance to join Bishop Noonan for these celebrations can join in prayer via the computer screen. Check www.orlandodiocese.org/stream for upcoming calendar of streaming events.

The Office of Communications also live streamed a news conference with Bishop Noonan that was held right after Pope Benedict XVI had announced his retirement from the pontificate.





Ace Reporters



The Diocese of Orlando Office of Communications thanks and recognizes the 2012-2013 Ace Reporters for their wonderful contributions to Faith News Online, a special section of the diocesan website that features articles written by and about local Catholic youth and young adults. The articles were inspirational, well-written and faith-filled.

Students from the following schools participated: Lourdes Academy and Father Lopez High School in Daytona Beach; Morning Star Catholic School and Holy Family Catholic School in Orlando; All Souls Catholic School in Sanford; Holy

Redeemer Catholic School in Kissimmee; Annunciation Catholic Academy and St. Mary Magdalen Catholic School in Altamonte Springs; St. Joseph Catholic School in Palm Bay; and St. Paul Catholic School in Leesburg.

We thank the students for their contribution to share the Gospel message to many people and providing a wonderful service to the Church and to God. If you would like more information about Ace Reporters, contact Linda Caldwell, lcaldwell@orlandodiocese.org or call 407-246-4924.

Educational Opportunities

In early 2012, the Diocese of Orlando Office of Communications announced a new diocesan ministry for parish and school communicators: the CATHOLIC COMMUNICATION LEADERS EXCHANGE AND RESOURCE MINISTRY (C-CLEAR).

This ministry seeks to address two realities facing church communicators in our present times:

1. With the explosion of media outlets, people today are bombarded with information, entertainment and news. Now more than ever, the message of the Catholic Church must be clear and consistent. Our communications must focus on the essential truths of our faith and how these truths are relevant to the life of each person.
2. With the advent of new technologies and new methods of communicating, our tools have expanded but there is a learning curve with each new opportunity. With limited time and resources, many parish and school communicators are finding it difficult to stay ahead of the learning curve and gain the benefits of these new gifts of technology.

Last year, C-CLEAR events included a gathering in July on how to start and manage a communications ministry, how to create and manage a Facebook page and how to communicate the Year of Faith. The Digital Church Conference was held in December 2012, the Light of Faith Awards Program was held in April, 2013, a live streaming workshop was held in May and a workshop on video evangelization was held in June, 2013.

Also, information was sent out to C-CLEAR members about how to use Google Places, how to create homily podcasts, e-newsletter choices and picture taking tips. The idea is also to network and share information, so a directory with contact information was provided to members. If you would like to join C-CLEAR, contact Teresa Peterson, 407-246-4811 or tpeterson@orlandodiocese.org.



Light of Faith



On April 23, more than 300 people gathered at the Diocese of Orlando Chancery and St. James Cathedral for the Light of Faith Communications Program.

The event included a luncheon with guest speaker, Helen Osman, Secretary of



Communications for the United States Conference of Catholic Bishops. She spoke about the theme designated by the Holy Father for the 47th World Communications Day: "Social Networks:

Portals of Truth and Faith; New Spaces for Evangelization." Parish and school leaders also received Light of Faith awards from

Bishop Noonan for their best practices in communications and evangelization.

After the luncheon, there was a "Communications Roundtable" led by Helen Osman on the "Challenges and Blessings of Communications in the 21st Century."

The day culminated in a prayer service led by Bishop Noonan at St. James Cathedral. During the prayer service, those who attended prayed for God's guidance upon their ministry and asked for His blessings to be poured upon the Catholic Church in Central Florida. Students from local Catholic schools and parishes received Light of Faith Awards.

Catholic Charities of Central Florida



During this past year, many new initiatives were introduced by the Office of Communications to celebrate the ministry of Catholic Charities of Central Florida, which serves people in need, regardless of religious affiliation. On October 8 2012, Bishop Noonan celebrated a Mass of Thanksgiving for the 50 years that this organization has served the community. To listen to his homily from that Mass, [click here](#).

The Office of Communications has enhanced the Catholic Charities website, created a new Catholic Charities e-newsletter and a special 4-page section for the Florida Catholic about the many ways that Catholic Charities fulfills its mission to provide hope and build opportunity. This year we introduced the 50,000 Hours of Service Challenge, which encourages all people to volunteer and serve our brothers and sisters as a way to live their faith. Forty Ways in Forty Days is a way to remember the poor and vulnerable during the 40 days of Lent, where almsgiving and prayer are a priority. The six pillars of Catholic Charities are Strengthening Families, Preventing Homelessness, Alleviating Hunger, Providing Access to Healthcare, Providing Affordable Housing and Welcoming the Stranger.



New Vision

BISHOP NOONAN ANNOUNCES NEW VISION FOR THE DIOCESE OF ORLANDO

On March 28, Holy Thursday, Bishop Noonan met with chancery employees to announce a new vision for the Diocese of Orlando that will direct the focus of ministry over the next several years. The Office of Communications was instrumental in helping to communicate this new vision to the Diocese of Orlando. We created a video featuring Bishop Noonan explaining the vision and the mission. To watch the video, visit www.orlandodiocese.org/faithtube.

"Teaching and Living the Light of Christ Jesus: Toward Goodness,

Righteousness and Truth" is the new Vision, based on Sacred Scripture, Ephesians 5:8-10. The hope is that this vision will unite all Catholics with their shepherd, Bishop Noonan, who has been entrusted to lead the people of God in Central Florida and that the vision will inspire Catholics to know their faith and live their faith as God the Father, Son and Holy Spirit has called each of us to do.

The Office of Communications also assisted Bishop Noonan with the new logo design. The concept for the logo was developed by Bishop Noonan and includes a golden cross as a monstrance holding the Blessed Sacrament within a blue circle. The Office of Communications designed the logo, created logo usage



guidelines and provided the logo to diocesan departments.

The priorities announced by Bishop Noonan is an extension of the work already begun through the Synod. They are: Enkindling Deeper Faith, Forming Leaders in Christ, and Harmonizing Ministries

Media Relations



This past year the Office of Communications has worked to provide our local media representatives with accurate information about the Catholic Church that they can share with their readers and viewers. In particular, during the papal transition in February and March, there was an increase in requests from the media for interviews and insight. The Office of Communications has



trained various priests and diocesan leaders on the process of conducting a media interview to help them feel comfortable in this situation. Also, there were several stories that appeared in the local media about the new priests who were ordained in May and the wonderful legacy of Bishop Norbert Dorsey after his passing on February 21, 2013.



Florida Catholic

The *Florida Catholic* received 10 awards in June at the Catholic Press Association annual convention. The Office of Communications provides content for the "local" part of their coverage. Local stories about parishes, missions, schools and ministries are found in each issue. Bishop Noonan's pastoral letter is also featured in each issue so that our local shepherd may share lessons of faith and Catholic teaching with readers.

The *Florida Catholic* is available

in print and online at **www.thefloridacatholic.org** and recently launched a new e-Edition that can be read from anywhere with an internet connection. The e-Edition is convenient to use, with a single-click zoom and simple navigation. Plus you can quickly search articles by keyword or phrase in the current issue and back issues. Another nice feature is the ability to email articles to friends and family, or post to social networking sites such as

Twitter and Facebook.

During the past year, articles have focused on the Year of Faith and how the Diocese of Orlando community is observing this celebration designated by the Holy Father. There were also articles about how Catholic schools are experiencing growth, new Catholics joining the Church and a look at ministries that are shaping the faith of Catholics every day. That's the good news you will find in the *Florida Catholic*!

CONTACT:

Teresa Peterson, Director of Communications, 407-246-4811, tpeterson@orlandodiocese.org
Michael Harker, Communications Manager, 407-246-4810, mharker@orlandodiocese.org
Linda Caldwell, Writer-Photographer, 407-246-4924, lcaldwell@orlandodiocese.org
Elizabeth Clayton, Community Relations Manager, 407-246-4823, emclayton@orlandodiocese.org
Robert Diaz, Executive Assistant, 407-246-4812, rdiaz@orlandodiocese.org
Ann Borowski Slade, General Manager, *Florida Catholic*, 407-373-0075, aborowski@thefloridacatholic.org

