LEADERSHIP SERVICES QUARTERLY

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THE MINISTRY OF LEADERSHIP

A common thread in this issue seems to be communication. Whether it is "Getting the Message Out" which John Mark Willcox, the Director of Communication, offers as a sort of "how to" guide; or Dianne Rachal's, the Director of the Office of Worship, article entitled "Communication with God." Both offer some great points to consider and ponder.

Dianne's article is centered on prayer as the ultimate communication with God. As St. Luke asks, "Lord, teach us to pray," so should we consider adding other forms of prayer to our prayer arsenal.

John Mark's article is much more worldly as it explores the "W's" necessary to give readers the basics on writing a "Press Release". By designating one person on staff or a volunteer in your parish to act as the communication director, or as the person responsible for "getting your message out," you will experience an increase in interest and participation at your events.

We offer an article discussing some of the elements of a web page and a brief explanation of the information you may find on the web page. Surf the Internet, if you will, by exploring the Diocesan web page as well as the web pages of your sister parishes in the diocese. We have some wonderful examples of interactive web pages throughout the diocese.

Patricia Pillors, the Director of Information Systems Management, has authored an excellent article on the "Importance of Backups." This has been a topic of discussion for several of the parishes lately, particularly those that have not been diligent about backups and when needing information for auditors, spiritual reports, archival questions or documentation are coming up short. Please review this article and implement a backup program for your parish that assures you and your successors that the information has been properly and carefully archived.

Our guest author this issue is the Very Rev. David T. Richter, J.C.L., Moderator of the Curia. Fr. David offers a summary of the U.S. Bishops Conference Legislation approved by Decrees of the Vatican Congregation of Bishops regarding fundraising and leasing of church property. We are all aware that the norm for communication between the Vatican and churches is through the issuance of Canons and the code of Canon Law. These two particular canons, 1262 on fundraising and 1297 on the leasing of church property, were reviewed and new norms were released in 2002. The Diocese of Shreveport attempts to adhere to and proceed according to the norms of the USCCB.

If there are any questions, or you require more information please contact Randy G. Tiller, Director of Mission Effectiveness either e-mail: rtiller@dioshpt.org; or by phone 318-219-7256.

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The Diocese of Shreveport

Extra! Extra!
Getting Your Message Out

John Mark Willcox
Director of Communication

Creating the proper Press Release to garner coverage of an event at your location is a key component of successful media relations. Naturally, you want to include all of the "W's" which will give your reader the basics relative to the event you are promoting:

• What the event is

• Where the event will take place

• When is the time of the event

• Who will be your featured presenter or leader of your event

• Who to contact for more information

Try to include these basic facts in the first paragraph of your Press Release, because that is the part that will be read quickly, because your readers scan the document for the most necessary information first. Don't be too long-winded with the rest of your release, making sure to get all needed information on a single page for faxing and mailing purposes. Make sure to include an *internet address* for additional information or RSVP, because this has become the preferred mode of contact among the media.

In the July edition of the LSQ, I noted that many among our local media who cover religion are not of our faith tradition, but they are usually curious about our mission and probably open to learning more about your upcoming event. Treating a media person to a meal can always assist you in having face to face time to properly present your information. Make sure you know the deadlines at the media outlet, especially those involved with weekly or monthly religious features. Remember that often times, the secular media sees Catholic events as unusual,

> ### Creating the proper Press Release to garner coverage of an event at your location is a key component of successful media relations.

interesting and multicultural. This makes them willing to attend your events if properly informed.

Finally, designate one person to serve as the main contact for the media should they seek a response of some sort. Often they will be seeking further information or clarification and one person should handle these duties to ensure a proper and consistent stream of information about your event and its purpose or mission. Remember, more media coverage results in better attendance at your events and hopefully draws the un-churched to consider what we have to offer to the Christian world. Creating proper announcements of your events is a big part of getting good media coverage, and having a relationship with key individuals among the media will ensure you get just that.

– John Mark Willcox

The Five W's to Remember When Writing a Press Release:

1. What the event is

2. Where the event will take place

3. When is the time of the event

4. Who will be your featured presenter or leader of your event

5. Who to contact for more information

My Computer Crashed!
The Importance of Backups

3

Patricia Pillors
Director of Information Systems Management

Data security is the means of ensuring that data is kept safe from corruption, loss and privacy. One area of data security is backing up computer data to insure quick recovery in case of loss or system failure.

Backups are insurance for your data. Having reliable backups will protect the work you do on your computer. If your computer hard drive crashes, falls victim to a virus or important files are accidentally deleted, you are protected if you have reliable backups. It is not only important to have backups, but recent backups. And if the backup is an exact copy for all the data on your computer, your recovery process shouldn't present any problems or delays.

Examine your exposure if the worst should happen:

• How much data will you lose?

• How much time will it take for you to re-create data that has not been backed up?

• Do you have easy access to installation programs (operating system and applications)?

There are many variables to consider when establishing a backup policy, including identifying critical data, type of backup system to use, type of media (CD-R or External drive) to use and how often you should backup.

Organize Your Data
Separate your data from your applications. "Data" files are the documents/files you generate. "Applications" files are the programs used to generate the data, such as Word, Publisher, Excel, etc.

Plan Your Backup Strategy
Determine how much data you have to back up. This will help you determine the appropriate media needed to backup your data. There are several types of media available to you for backup: CDs, Zip Disks or an external hard drive.

Most backup software will compress your backup data to media. Please keep in mind that some files compress better during backup than others. For example, you will get a better compression rate with a text file than you will with a graphic file or some database files.

Preferably, select a system and media with the capability to perform unattended (no user intervention) backups. Most people don't bother with backups if the process is cumbersome or a nuisance. Therefore, setting up scheduled, unattended backups not only protects your data, but also negates the need for you to be present for the backup process.

The two media that will allow you to schedule unattended backups are external hard drives (provides more storage capacity for backups) and Zip drives. Because an external drive provides a larger storage capacity than a Zip drive, backups can run daily unattended without the need to change cartridges, tapes or disks. Also, once a week store a copy of your backup off site in case.

Determine how many days or hours of work you are prepared to lose in the event of total system failure or fire. This will help you decide how often you need to backup and plan offsite storage of your backup. In most cases, a daily incremental backup (i.e. just those files which have changed since the last backup) plus a weekly full backup will be sufficient.
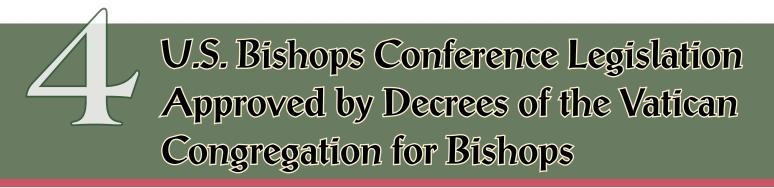
In addition, if you have data that needs to be kept long-term, such as finished projects, consider archiving them onto zip disk or CD-ROM rather than continuously backing them up daily.

Selecting the right backup software can make this process painless. The backup software you choose should be capable of organizing your backups into sets for incremental and full backups. Microsoft's backup which comes as part of the XP operating system allows backups to be organized in this way and has an option to schedule unattended backups. If you prefer, there are third party backup software that offer additional backup features such as synchronization.

Safeguard program disk and your backups. Store program disk such as Microsoft Office, operating system (XP), etc., in a safe place. Don't store the only backups next to the computer. Instead, store backups in a separate room, with one set offsite. Prevent storing backup media in cars since they are sensitive to temperature variations. From time to time, test your backups. Restore files from backup to a temporary directory on your PC to make sure they are readable.

With a proper backup strategy and routine, you can recover your data from a full system failure. Take the time to develop a backup policy and establish a backup routine. System crashes, data corruption, accidentally deleting critical files are things we never imagine happening, but do, everyday. Having a reliable backup of important data and installation software stored in a safe place insures minimal worry in system recovery.

If you need help establishing a backup strategy, please contact the Office of Information System, email: ppillors@ dioshpt.org, or 318-219-7315 and speak with Patricia.

4 U.S. Bishops Conference Legislation Approved by Decrees of the Vatican Congregation for Bishops

Very Rev. David T. Richter, J.C.L.
Moderator of the Curia

There is innovation and growing complexity in almost all areas of life, one of which is financial administration. To meet the challenges of our times, the United States Conference of Catholic Bishops (USCCB) legislated in November 2002 norms relating to canons 1262 on fund-raising and 1297 on leasing of church property. This complementary legislation was granted the required recognition by the Vatican Congregation for Bishops earlier this year and are now in effect in the United States.

The approved norms on canon 1262 take up two single-spaced pages and are available from the Moderator of the Curia upon request by priests, religious and lay leaders in the Diocese of Shreveport. In the interest of space, however, I will summarize the most significant norms.

Motivation: Fund-raising appeals are to be truthful, forthright, theologically sound and should strive to motivate the faithful to a greater love of God and neighbor. They are to be for defined (spelled-out) needs. The trust between donor and fund-raiser requires the funds be used for their intended purposes and not absorbed by excessive fund-raising costs. Donors are to be informed of the use of funds and any restrictions on donated funds are to be honored.

Competent Ecclesiastical Authority: Diocesan entities require approval of the diocesan bishop to solicit funds. Religious institutes require approval of their major superiors and the bishop to solicit funds. Approval for fund-raising is to be given in writing with reference to the purpose, time frame and methods used to raise them. Oversight by the competent authority is maintained through periodic review and, where

> Fund-raising appeals are to be truthful, forthright, theologically sound and should **strive to motivate the faithful to a greater love** of God and neighbor.

necessary, appropriate sanction.

Accountability: Regular reports are to be provided to the competent authority on the extent of promises expressed or implied in solicitation of funds. The reports are due to: the governing body and membership of the fund-raising organization, the competent authorities who approved and monitor it, the donors and the beneficiaries. Annual fund-raising reports are to set forth at least: the amount collected, the cost of conducting the fund-raising effort and the amount and use of funds disbursed.

Procedures: Funds beyond operating expenses are not to be accumulated or invested by a fund-raising office, but turned over to the appropriate office for allocation

and investment. Ethical business relationships are to be maintained with suppliers of goods and services. Contracts are to ensure that control over materials, designs, money and operations remain in the hands of the religious fund-raiser. Agreements are not to be made which directly or indirectly base payment either to the commercial firm or to the religious fund-raiser on a percentage basis.

Oversight: Competent authority ensures that the fund-raising organization makes available reports to benefactors on a regular basis or upon reasonable request. The authority also ensures that an annual financial statement is prepared in accordance with generally accepted accounting principles. In response to formal complaints, competent authority is to promptly investigate charges, remedy abuses and, where necessary, terminate the fund-raising program.

The norms on canon 1297 regarding the leasing of church property are as follows:

1) Prior to leasing of ecclesiastical goods owned by a diocese, the diocesan bishop must hear the finance council and the college of consultors, when the market value of the goods to be leased exceeds $400,000.

2) Prior to leasing of ecclesiastical goods owned by a diocese, the diocesan bishop must obtain the consent of the finance council and

Lord, Teach Us to Pray
Communication with God

Dianne Rachal
Director of the Office of Worship

the college of consultors when the market value of the property to be leased exceeds $1,000,000 or the lease is to be for three years or longer.

3) The valid leasing of ecclesiastical goods owned by a parish or other public juridic person subject to the governance of the diocesan bishop requires consent of the diocesan bishop when the market value of the goods to be leased exceeds $100,000 or the lease is to be for one year or longer.

4) The valid leasing of ecclesiastical goods owned by a pontifical institute of consecrated life or society of apostolic life requires, in addition to the consent of the competent major superior and council, the *nihil obstat* of the diocesan bishop when the market value of the property to be leased exceeds $1,000,000 or the lease is to be for three years or longer.

5) The valid leasing of ecclesiastical goods by any public juridic person requires the consent of the Holy See when the market value of the goods exceeds $5,000,000.

The above norms are crafted for the good of those involved in financial matters in the diocese and for the protection of all concerned. Please keep these norms at hand where they may be easily drawn for the purposes intended.

– Very Rev. David T. Richter, J.C.L.
Moderator of the Curia

"Lord, teach us to pray." Lk 11:1

If we are to be in relationship with God, then we have to communicate with him. Our communication with God is prayer. St. John Damascene defines prayer as "the raising of one's mind and heart to God or the requesting of good things from God." For St. Thérèse of Lisieux prayer is, "a surge of the heart; it is a simple look turned toward heaven, it is a cry of recognition and of love, embracing both trial and joy."

> God's initiative of love always comes first; we respond with a reciprocal **call of prayer**.

All communication, all prayer, is initiated by God. It is God who first calls each person into that mysterious encounter. God's initiative of love always comes first; we respond with a reciprocal call of prayer. The covenant relationship between God and us is articulated. God's ultimate self-communication is the incarnation of his Son, Jesus Christ.

Prayer may be corporate, that is, public, or private, i.e. personal. Corporate prayer encompasses the celebration of Mass and the sacraments, Liturgy of the Hours, rites such as funerals and the Rite of Election and Call to Continuing Conversion, and public devotions such as Stations of the Cross and Corpus Christi processions.

The Church has a long tradition of private prayer: "When you pray, go to your inner room, close the door, and pray to your Father in secret." Mt 6:6 Early Christians were instructed to pray the Lord's Prayer three times each day. There are many forms of private prayer, including:

Meditation, Contemplative Prayer, Centering Prayer—this is an apophatic form of prayer in which one quiets the mind and brings oneself into the presence of God. "Be still and know that I am God." Ps 46:10

Lectio divina—praying with Scripture. Read a story or passage from Scripture. Listen for words or a point that seems to stand out or touch your heart. Meditate on these words as they are a message for you from God.

Lectio continua—reading and praying with the Scriptures in sequence.

Blessing Prayer—from our tradition of raising our hands to bless children, catechists, missionaries, etc. at Mass. With a partner, one person raises their hands in blessing and prays for their partner with every breath. The person receiving opens his heart to receive the blessings coming his way. Then the partners exchange roles.

Consider adding these forms of prayer to your prayer arsenal, which already includes the rosary, private Liturgy of the Hours, novenas and personal prayers of petition and thanksgiving. Make the commitment to set aside time every day for communication with God. God has already made the overture and is waiting for your response.

– Dianne Rachal
Office of Worship

Today's Great Communicator
What is a Web Page?

Randy G. Tiller
Director of Mission Effectiveness

Shreveport Diocesan Websites

Diocesan Website:
www.dioshpt.org

Diocesan Extranet:
www.dioshpt.org/secure/secure.htm

A web page is a resource of information that is suitable for the World Wide Web and can be accessed through a web browser. Many of us are vastly aware of and very adept at searching, accessing and maneuvering in and out of web pages. The information on web pages is usually in HTML or XHTML format, and may provide navigation to other web pages via hypertext links.

A web page may be retrieved from a local computer or from a remote web server. The web server may restrict access only to a private network such as the Diocesan Extranet or a corporate intranet, or it may publish pages on the World Wide Web such as the Diocesan web page at www.dioshpt.org. Web pages are requested and served from web servers using Hypertext Transfer Protocol (HTTP) which is the beginning of the web address although it is not always necessary to preface the web address with this protocol.

Web pages consist of files of static text stored within the web server's file system, or the web server may construct the (X)HTML for each web page when it is requested by a browser.

The contents of a web page will consist of color, typography and illustrations. The interaction of these elements give the page a pleasing and inviting look. Browsers and user interfaces are used to view and manipulate these elements within the web page.

The web page is an information set and as such can contain many kinds of information, which can be seen, heard or interacted with by the end user. This information set may be textual or non-textual information, static images or animated images, audio and video. Interactive information is often more complex and used for games or "click to play" formats. There may also exist

> The important thing to remember is that web pages are a **wonderful source of information.**

web template systems for standard website information.

Web pages usually require more screen space than is available, so scrollbars that will shift the web page vertically or horizontally are usually located at the bottom or sides of the image to permit adjusting the web page on the screen. Once a number of web pages are stored in a common directory of a web server, they become a website. The pages are linked together in a group under some common theme, entity, or organization.

The design of a web page is highly personal. A design can be made according to one's own preference, or a premade web template can be used. To create a web page, a text editor or HTML editor is usually needed. In order to upload the created web page to a web server, traditionally an FTP client is needed.

Many of the parishes in the diocese have created excellent web pages that include photos of the parish facilities, the staff, listings of parish leaders, information concerning Mass times, special events, school news, financial information and links to various other web pages where you can read about the patron saint of the day, the prayer and meditation for the day, important Vatican news, upcoming events in the parish and the diocese, usually a pastor's corner, the Parish Mission Statement and the list goes on and on.

"The important thing to remember is that web pages are a wonderful source of information."

The diocesan web page is: www.dioshpt.org The Diocese of Shreveport also supports an intranet page called the Extranet. There are two ways to access it; one is to click on the extranet link on the Diocese of Shreveport web page (top right corner), or by using the address www.dioshpt.org/secure/secure.htm The Extranet is established for a specific use - rather than public and generic use - so it is protected and secured with a password that is unpublished. The parish secretary should have that password. If not, contact Patricia Pillors at 318-219-7315.

(This article in summarized from a web page entitled Wikipedia, the free encyclopedia from the internet)

– Randy G. Tiller