

MEDIA MANAGEMENT FOR MISSION

From Message to Movement

A unified animation on pastoral
communication, cross media convergence and
campaign planning

60 minute guided presentation followed by group campaign work



Session format

60 min

Guided animation

The essential framework from all three sessions

Next

Five group campaigns

Each group works with one printed workbook copy

Later

Guidebook study

Participants can revisit the fuller explanations and extended worksheets

Communication within pastoral leadership

A parish communicates through its priorities, relationships, decisions and follow up, even before it publishes anything.

Communication belongs inside pastoral planning, not at the end of it.

Pastoral leadership asks

- Who needs to be heard?
- What response should communication support?
- Which medium serves that response?
- Who will answer and accompany?

The learning arc

01

DISCERN

Read the pastoral situation



02

DESIGN

Connect message, media and journey



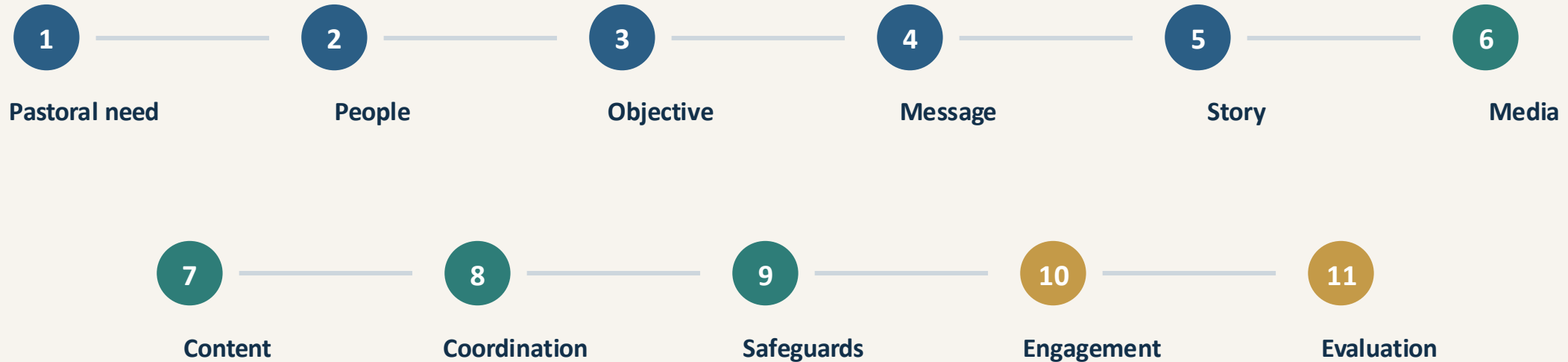
03

DEPLOY AND PRESENT

Build, test and explain the campaign

The three movements culminate in one coherent pastoral campaign.

The pastoral communication flow



The campaign begins with a real pastoral situation and ends by asking what the communication enabled.

SESSION 1

DISCERN

Media management for mission

The pastoral situation, the people and the purpose come before platform choices.

Approximate teaching time 15 minutes



The Youth Faith Encounter

The parish produced

- An attractive poster
- Instagram and WhatsApp posts
- A promotional video
- A banner outside the church

Yet very few young people came.

The diagnostic question

Did the parish have a communication strategy, or only several media products?

Invite two or three responses before continuing.

Production and media management

Media production

- Creates a specific item
- Uses writing, design, photography, audio or video skills
- Answers how the item should be made

Pastoral media management

- Coordinates the whole communication process
- Connects people, message, media and response
- Asks whether the work serves the mission

Good production supports a strategy. It cannot replace one.

Communication as communion

Christian communication moves towards truthful relationship, responsible participation and communion.

Expression

What we say or show

Encounter

How people receive and respond

Communion

The relationship and community that communication serves

Church foundation

Christ communicates through words, presence and the gift of self. The media serve human unity when truth and love govern their use.

Communio et Progressio 8 and 11

The priest as communicator and coordinator

PASTORAL LEADER

Listen

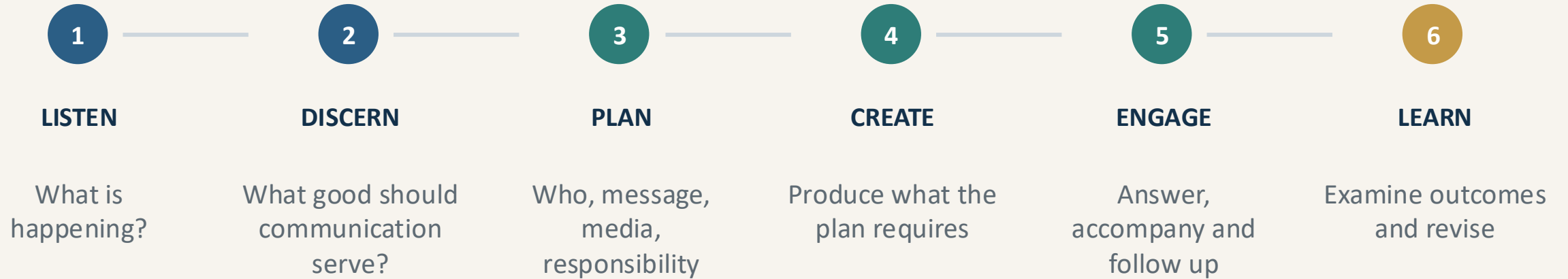
Coordinate people

Clarify purpose

Protect dignity

Evaluate outcomes

The right sequence



Mission before media. People before platforms.

The Five Ms framework

01

MISSION

Why are we communicating?

02

MESSAGE

What must people understand or do?

03

MEDIA

Where and how should it travel?

04

MANAGEMENT

Who will make and coordinate it?

05

MEASUREMENT

How will we know it served the mission?

Three practices before a new media initiative

1 Needs assessment Names the pastoral need and the people who require attention

2 Communication audit Examines existing channels, habits, strengths and failures

3 Resource inventory Identifies people, skills, access, time and institutional support

Session 1 synthesis

Media management begins when the Church listens before it publishes.

Two minute reflection

- What pastoral need deserves attention?
- Who may be unheard, excluded or misunderstood?
- Which present communication habit weakens trust?
- What resource already exists but remains unused?

SESSION 2

DESIGN

Cross media convergence

One mission and one core message take different forms across a connected pastoral journey.

Approximate teaching time 15 minutes



Four terms that should not be confused

Term	What happens	Pastoral planning question
Multimedia	Several media forms appear in one item	Which forms make this item clearer?
Multi channel	The same message appears in several channels	Where should the message be distributed?
Cross media	Each medium performs distinct connected work	What role should each medium perform?
Transmedia	Each medium adds part of a larger story world	What unique story element belongs here?

Cross media coordination provides the practical foundation for this workshop.

One mission and many expressions

Poster

Creates recognition

CORE MESSAGE

You have a place here

Website

Provides verified detail

Short video

Offers a human face

Gathering

Creates participation

WhatsApp

Makes response personal

The language of each medium

Personal conversation

Trust and immediate listening

Parish announcement

Shared awareness and authority

Print and public display

Repeated visibility in a place

WhatsApp

Direct invitation and response

Short video

Discovery, emotion and human presence

Stories

Reminders, questions and temporary updates

Website

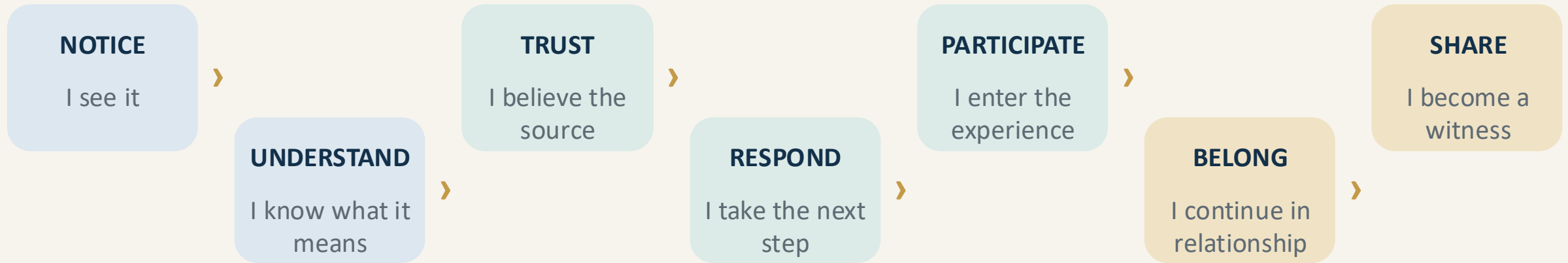
Authoritative and corrected information

Long form and livestream

Depth or access when distance matters

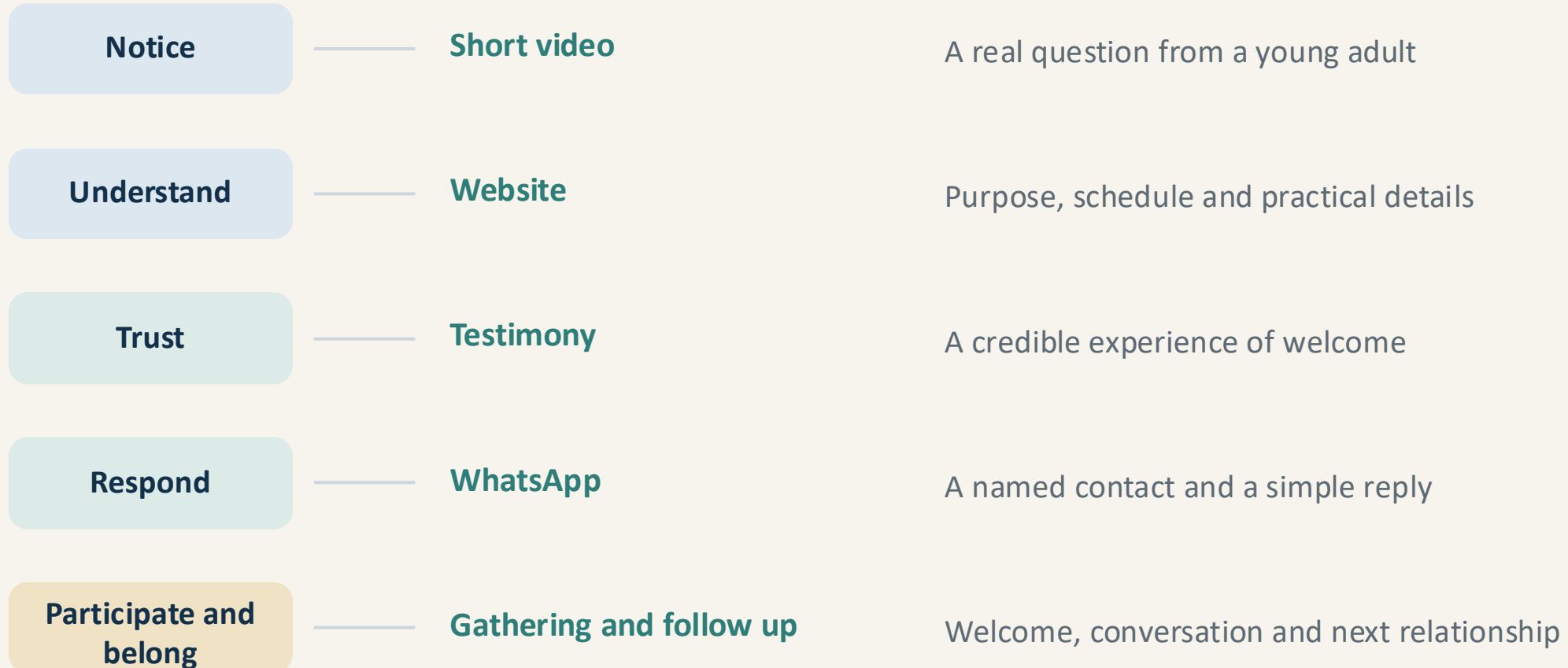
Medium choice follows the pastoral function and the habits of the people.

The pastoral audience journey



A campaign becomes coherent when each contact prepares the next meaningful step.

A connected Youth Faith Encounter



Campaign architecture

Poster

AUTHORITATIVE SOURCE

Final facts, corrections and registration

Announcement

Video

WhatsApp

Entry points create attention and lead towards one reliable destination.

Coordination across the campaign

Timing

Sequence communication so that it introduces, deepens, invites, reminds and follows up

Inclusion

Provide captions, readable formats, clear language and a non digital route when needed

Workflow

Name owners, approvers, response duties and the location of verified files

Measurement

Connect media indicators with participation, relationship and pastoral outcomes

Campaign canvas matrix

Stage	Channel	Function	Content or experience	Next action	Owner
Notice	Short video	Recognition	A young adult names a real question	Open event page	Video team
Trust	Testimony	Credibility	A participant describes welcome	Ask a question	Pastoral lead
Respond	WhatsApp	Simple response	Personal invitation and short link	Reply or register	Youth inviter

The matrix tests whether each medium has a distinct function and a clear connection to what follows.

SESSION 3

DEPLOY AND PRESENT

Planning a pastoral media campaign

The workbook turns pastoral discernment and cross media design into accountable campaign decisions.

Approximate teaching time 20 minutes



Six decisions that hold the campaign together

1

Pastoral need

What is happening and why does it deserve a response?

2

Mission and objective

What good should the campaign serve?

3

Audience and insight

Whose response matters first?

4

Message and action

What should the person understand and do?

5

Journey and media

What work should each medium perform?

6

Management and learning

Who is responsible and what will the team examine?

Five campaign briefs for five groups

- | | | |
|---|---|---|
| 1 | Youth Faith Encounter | Welcome young adults who remain outside parish groups |
| 2 | Vocation Discernment Month | Present real lives and invite honest questions |
| 3 | Parish Synodal Listening | Hear people who seldom enter formal meetings |
| 4 | Care for Elderly and Homebound Persons | Find people who need contact, sacramental care or support |
| 5 | Responding to Local Misinformation | Correct a harmful claim without amplifying it |

The workbook contains five additional options and space for a local campaign.

The two planning routes

CORE WORKSHOP

Worksheets 1 to 6

- Complete during group work
- Make brief, defensible decisions
- Prepare the campaign canvas and pitch

EXTENDED DEVELOPMENT

Worksheets 7 to 15

- Continue after listening and consultation
- Test assumptions and feasibility
- Prepare for responsible production

Core worksheets 1 to 3

1

Campaign foundation

Situation, evidence, pastoral need
and mission

2

Audience and objective

Primary audience, present
relationship, insight and observable
response

3

Core message and response

Central meaning, primary call to
action, verified facts and tone

The group agrees on the campaign's purpose before discussing favourite platforms.

Core worksheets 4 to 6

4

Audience journey

Stages, questions, barriers and the transition most likely to fail

5

Cross media plan

Channel, function, content, next action, owner and authoritative source

6

Management measurement and pitch

Responsibilities, safeguards, one media indicator, one pastoral outcome and the pitch

Extended worksheets for later study

LISTEN AND AUDIT

- 7 Listening and audience research
 - 8 Communication audit and resource inventory
-

PROTECT PEOPLE AND FEASIBILITY

- 12 Ethics, safeguarding and accessibility
 - 13 Resources, budget and feasibility
 - 14 Risk, correction and response
-

BUILD THE CONTENT SYSTEM

- 9 Message architecture and content
 - 10 Editorial calendar
 - 11 Team workflow and approval
-

MEASURE AND LEARN

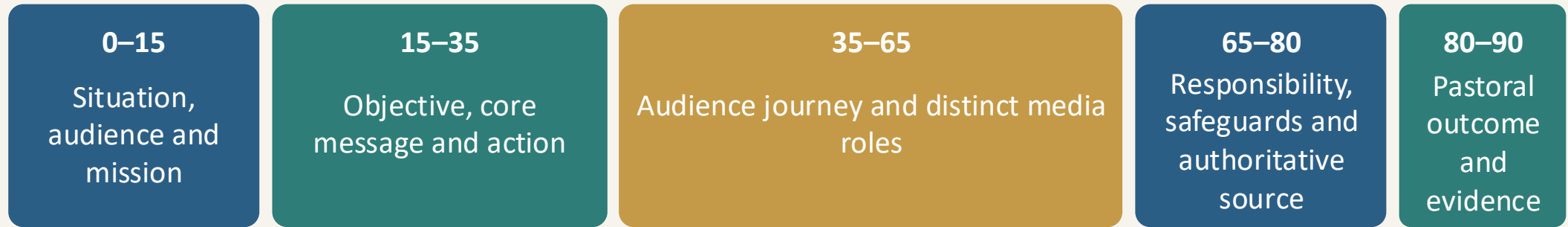
- 15 Measurement, learning and final canvas
-

The final campaign canvas

Pastoral need	Mission and objective
Primary audience and insight	Core message and action
Audience journey	Distinct media roles
Management and safeguards	Measurement and pastoral outcome
Campaign period and resources	Follow up and next relationship

Every field should support the same pastoral logic.

The 90 second campaign pitch



The time limit forces the group to reveal the campaign's logic rather than list every planned item.

One speaker may present, but the whole group should be able to defend each decision.



GROUP CAMPAIGN LAB

The work now moves to the groups

- Each group receives one workbook copy and one campaign brief
- Complete Worksheets 1 to 6 before the final canvas
- Assign a recorder and a presenter
- Prepare a 90 second pitch

Use the guidebook later when a field needs fuller explanation.

Campaign output and peer review

Each group presents

**One completed campaign canvas and
one 90 second pitch**

Useful feedback names one strength, one
question and one revision that would
improve the plan.

Peers listen for

Mission fit

Audience clarity

Message and action

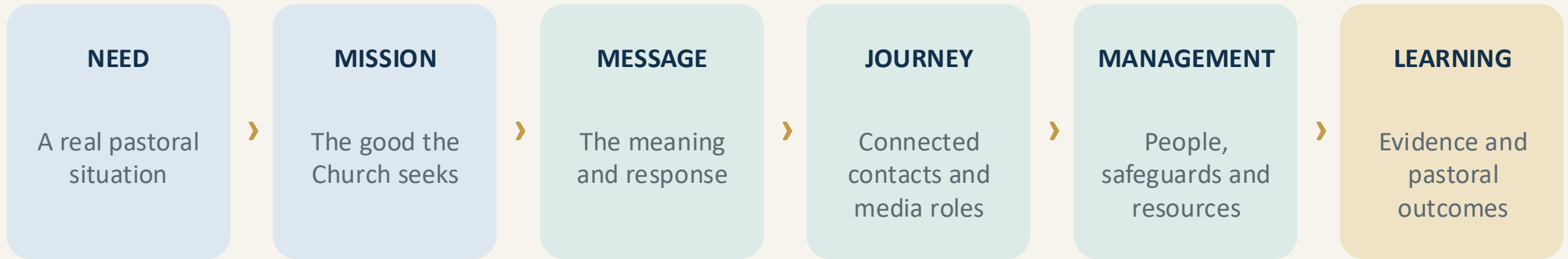
Distinct media roles

Pastoral integrity

Feasibility

Evaluation

The complete campaign strategy



A coherent campaign explains why the Church communicates, whom she hopes to serve and how every action supports the same pastoral purpose.

FINAL TAKEAWAY

Communication serves communion

Mission decides the message. The message guides the media. The media work together so that communication can lead towards encounter, participation and communion.

Personal commitment

One concrete practice I will carry into my future pastoral communication is...



Guidebooks and sources for later study

The five accompanying documents contain the flowing exposition, facilitation guidance, complete worksheets and fuller references.

- [Communio et Progressio](#)
- [Aetatis Novae](#)
- [Guide to the Training of Future Priests concerning the Instruments of Social Communication](#)
- [Towards Full Presence](#)
- [Primary Source – Guidebooks available online @ frjacksonlouis.com](#)

Use the guidebooks after the workshop to develop the group canvas into a production ready pastoral campaign.