

Beacons Update: Communication

In this month's Beacons of Light update, I would like to highlight the work we have done in communication at Stella Maris. We currently utilize communications in two main ways: to effectively share information with our parishioners and to tell the story of Stella Maris. What does this look like? What does this mean?

First and foremost, our communication platforms are used to share information and updates with the members of our Parish Family. We want to clearly inform our parishioners about what is going on at Stella Maris and in the broader community. We need to answer the who, what, when, where, why, and how. Our main method of communication is the weekly bulletin, and it is probably the most effective form of communication we use. The bulletin is a tangible way to show parishioners our formation offerings, church updates, and the slew of opportunities to get involved in our parish community. We also send out a weekly e-newsletter every Friday afternoon. The content in this newsletter is similar to what you will see in the bulletin, but has the capability to host digital content such as videos and audio recordings. You probably saw one pop up in your inbox a day or two ago! If you aren't on the e-newsletter list and would like to be added, please visit:

eva.diocesan.com/invitation/organization/462768a02d10eb084945ff413109c88d3d6e8a7f.

The Stella Maris website (stellamarisfamily.org) is also a great resource we have to help you learn more and get involved. You can find events, faith formation offerings for the whole family, and opportunities to grow in relationship with one another and with Christ. The website is our digital "hub" for everything we showcase in the bulletin, but it houses it all in one place and provides more detailed information. We also utilize social media. We have an Instagram ([@stellamariscincinnati](https://www.instagram.com/stellamariscincinnati)) and Facebook Page ([@stellamariscinci](https://www.facebook.com/stellamariscinci)) that allow us to share important information quickly. Social media helps us notify parishioners about schedule changes and weather updates.

While it is practical and essential to communicate the facts, we also strive to tell the story of Stella Maris through our communication platforms. It's one thing to constantly pump

information into the world, but it is a different animal when you slow down and really think about how what you are sharing with others tells a larger story. Not only do we want to effectively communicate, but we want to tell our story — who we are as a Family of Parishes, and who we are striving to become.

We do this in a few ways. The first involves consistency with our branding. We have a thoughtfully curated branding kit we apply to our marketing materials and designs. The Stella Maris fonts and colors help establish our identity — who we are and who we present ourselves to be. You can see this consistency in our posters, website, bulletin, and other communications.

Another way we tell our story is through beauty. We are working to incorporate beauty and beautiful art in our communications. We live in a world created by a beautiful and loving God, and our communications should reflect this and create a space to encounter Him. Instead of sharing information at the speed of light, we desire to create something worth looking at and praying with, something that adds dimension to our communications. Take our 2026/27 theme, for example: "I have called you friends" (John 15:15). It creates unity within our programming and begins to build a prayerful journey for the year. To develop the theme and bring it to life, our evangelization team worked hard to create a logo and a prayer. We aren't just branding a yearly theme; we are creating an invitation for parishioners to go deeper. An invitation to meditate on friendship with Christ and with one another, with the help of the beauty of words and art.

Communication for us is about clarity and encounter. At the end of the day, our hope is that our communication facilitates a connection with our parishioners to deepen their faith and encounter Christ and one another. To not just know the facts, but to see how the Parish Family we are working together to build is growing and flourishing.



A handwritten signature in black ink, appearing to read "Fr. Tim Ralston".

Fr. Tim Ralston
Pastor of Stella Maris