
DIOCESE OF AUSTIN

MEDIA KIT

A B O U T

The Roman Catholic Diocese of Austin covers more than 21,000 square miles and includes 127 parishes, missions, and university Catholic centers, in 25 counties in Central Texas, with a total Catholic population of 701K.

The diocese stretches from the town of West (just north of Waco) in the north to San Marcos in the south to the Bryan/College Station area in the east to Mason in the west. Its largest metropolitan areas are Austin, Bryan/College Station, the Killeen/Temple/Belton area and Waco.

Counties: Mills, Hamilton, San Saba, Lampasas, Coryell, McLennan, Limestone, Bell, Falls, Robertson, Mason, Llano, Burnet, Williamson, Milam, Brazos, Blanco, Travis, Bastrop, Lee, Burleson, Washington, Hays, and Caldwell Counties and the part of Fayette county north of the Colorado River.

Austin is ranked at #35 of media markets in the US and the Waco-Temple-Bryan College Station is ranked at #83 out of 210 markets in the US.

T H E C A T H O L I C S P I R I T

The Catholic Spirit magazine is the official publication of the Diocese of Austin. With a circulation of 84,000 registered Catholic households in Central Texas, the Catholic Spirit brings news of the worldwide Catholic church as well as issues of concern to our local community. Our readers are a mixture of many ethnic groups and industries, ranging from farming and ranching to high-tech companies and education. As a family-oriented publication, the Catholic Spirit delivers your message to our readers in a manner that few publications can match.

See page 7 for advertising opportunities.



MEDIA GUIDELINES

BACKGROUND AND PURPOSE

The Diocese of Austin welcomes the traditional news media at events. However, in keeping with the solemnity of our liturgies, including masses, and other liturgical services, we provide these guidelines to ensure a respectful environment is maintained as we strive to:

- Educate and form the People of God to experience a deeper knowledge and love for the Catholic faith.
- Promote the cultural diversity and universal identity of the Catholic Church.
- Proclaim and build a Culture of Life.

The Diocese of Austin tracks media appearances, mentions or stories to assess coverage of the story for archival purposes. Photos taken by diocesan or parish staff may be used on Diocese of Austin channels.

MEDIA GUIDELINES

MEDIA INSTRUCTIONS

If you receive a call from the media, please take a message and advise the reporter that someone from the Diocese of Austin will be in contact. Then, please call or text Camille Garcia, director of communications at (512) 713-4262 (cell).

At the discretion of the Diocese of Austin, including the Office of the Bishop, Vicar General or any Pastoral Center Ministry, videography or photography may be allowed at an event. However, all media requests should be channeled through the Office of Communications,

The following guidelines are required:

- Media may capture b-roll (general footage, whether video or photographs) inside the Church building when there is no liturgy scheduled or at least 30 minutes prior to the start of a scheduled liturgy.
- Cameras may be set up in designated areas that do not interrupt the mass; this means on a side or back aisle only. Tripods or other equipment must not impede reception of Communion.
- If the photographer/videographer is carrying their equipment, movement must be kept to a minimum. Crossing aisles in the front or use of the center aisle is not allowed.
- Interviews should be conducted outside of the church so as not to disturb those who are worshipping. It is the responsibility of the photographer/videographer to obtain a photo consent for all interviews.
- Reporters must seek the consent of an informed parent or adult guardian before interviewing, videotaping or photographing a child.
- Photos of the priests, deacons may be taken.
- Photos of the congregation may only be taken at the direction of diocesan staff. Otherwise, shots should be from the back or obstructed side view only. This preserves the privacy of worshipers based on the type of liturgy or celebration being conducted.

Please direct all questions to Camille Garcia, Secretariat Director for Communications and IT.

Office: (512) 949-2456

Cell: (512) 713-4262



PHOTO/VIDEO GUIDELINES

BACKGROUND AND PURPOSE

The Diocese of Austin welcomes digital services, including photography and videography, at events. However, in keeping with the solemnity of our liturgies, including masses, and other liturgical services, we provide these guidelines to ensure a respectful environment is maintained.

At the discretion of the Diocese of Austin, including the Office of the Bishop, Vicar General, Office of Communication or any Office of Ministry, videography or photography may be requested for an event.

PHOTO/VIDEO GUIDELINES

BACKGROUND AND PURPOSE CONT.

Whether in-house or contract vendors, all digital content creators must read and abide by the following guidelines: *

- B-roll (general footage) may be shot inside the Church building when there is no liturgy scheduled or at least 30 minutes prior to the start of a scheduled liturgy.
- Cameras may be set up in designated areas that do not interrupt the mass/liturgy; this means on a side or back aisle only. Tripods or other equipment must not impede reception of Communion.
- If the photographer/videographer is carrying their equipment, movement must be kept to a minimum. Crossing aisles in the front or use of the center aisle is not allowed.
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- Photos of the congregation may only be taken at the direction of diocesan staff. Otherwise, shots should be from the back or obstructed side view only. This preserves the privacy of worshipers based on the type of liturgy or celebration being conducted.

*Note: These outlines similarly apply to news and media outlets. However, all requests from such outlets should be sent to the Director of Communications (512) 949-2456 to ensure proper credentials, purpose and use of our locations and events.

Please direct all questions to Camille Garcia, Secretariat Director for Communications and IT.

Office: (512) 949-2456

Cell: (512) 713-4262

CATHOLIC SPIRIT

ADVERTISING OPPORTUNITIES

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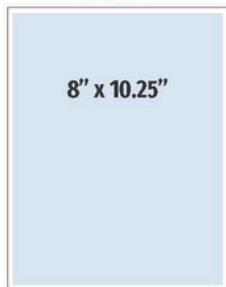
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<input type="checkbox"/>	Sept. 2026	7/3/2026	7/8/2026	8/26/2026
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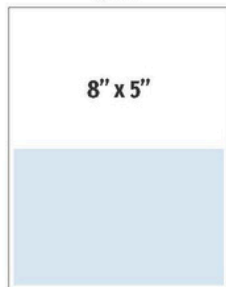
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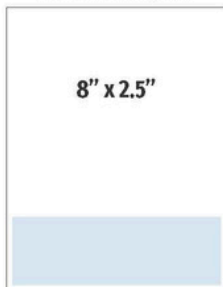
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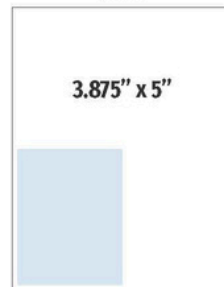
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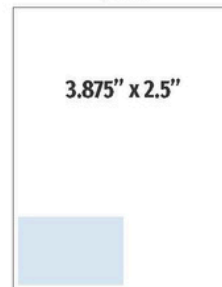
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Terms and Conditions: Publisher reserves the right to reject, omit or discontinue any ad copy considered to be objectionable or contrary to the teachings of the Roman Catholic Church. All copy is subject to the approval of the publisher. Publisher reserves the right to insert the word "advertisement" above or below any copy. We reserve the right to adjust advertising rates at anytime upon 30 days written notice. Cancellations or changes in orders may not be made by the advertiser nor its agency after the reservation closing date. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by the publisher in writing. **Billing and Credit Terms:** Payment terms are net 30. After 30 days, if payment is not made, the legal finance charge of 1.5% will be added to all outstanding balances. **Printing Specifications for Client Provided Materials:** Acceptable file format is PDF with embedded fonts preferred (set distiller to "Press Quality"). Ads also can be accepted in EPS, Quark XPress, Adobe InDesign, Illustrator and Photoshop files. These files must include true type fonts and art. All ads must be exact size at 100%, 300 dpi. Submit files on CD (Mac or PC format) or email to: shelley-metcalf@austindiocese.org. Include a hi-resolution color print of the ad. **Upon signature this document becomes a binding order.**

If you would like to inquire about available magazine sponsorship packages, contact Shelley Metcalf at 512.949.2443 or shelley-metcalf@austindiocese.org.



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