

Acadiana Catholic

The Official Magazine
of the Diocese of Lafayette



Content Planning and Development Guide

Mission

The mission of *Acadiana Catholic* is to provide a connective source of reliable evangelical content designed to encourage its readers in strengthening their knowledge of the true teachings of the Catholic Church, and in sharing the riches of their personal Catholic identity with others, therefore preserving and joining the legacy of our local Catholic faith in the Diocese of Lafayette with broader communities of the Catholic Church throughout the world.

Goals

The goals of this Content Development Guide are to support and uphold the mission of *Acadiana Catholic* by:

- Effectively and consistently governing the process of content planning and development for every edition
- Ensuring the reliable vetting of all content that is printed in the publication, in full accordance with the teachings of the Church, as well as the directives of the Bishop of Lafayette
- Establishing full transparency of all guidelines and protocol involved in the content planning and development of *Acadiana Catholic*

Objectives

- Establish definitive guidelines to oversee the planning and development of every edition
- Establish clear protocol and guidelines for all content requests and submissions
- Establish concise criteria to be applied toward the consideration and acceptance of all content requests and submissions

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Submission Guidelines and Protocol

Acadiana Catholic reserves the right to edit or decline all content requests and submissions, based upon the discretion of its Managing Editor, in consultation with diocesan administration and the criteria outlined by this Content Planning and Development Guide.

Any request or submission that does not allow for this right to be upheld will be automatically rejected. Any request or submission that is received anonymously will also be automatically rejected. While *Acadiana Catholic* will respect an individual's choice not to have his or her name published in affiliation with a request or submission, the Managing Editor must be able to contact that person directly in order to verify any necessary information, and/or to address any questions that may arise during the editing and vetting processes.

Content placement and space allotment

Acadiana Catholic reserves the right to plan the placement and/or to pursue the development of all submitted content and/or content suggestions according to the discretion of its Managing Editor, in conjunction with the details of timeliness and space constraints of any given edition.

Time-sensitive requests to include submitted content and/or a content suggestion in a specific edition will be considered according to space availability in that edition. Acceptance of such requests will be contingent upon both of the following:

- The request must be received at least six months in advance of the desired publication target, so that *Acadiana Catholic* can prepare to accommodate it during the edition's planning stages.
- All pending items related to the request (photos, information, etc.) must be submitted in accordance with the deadlines agreed upon with the Managing Editor once acceptance has been confirmed.

Acadiana Catholic also reserves the right to determine the overall amount of space allotted to all included content, according to the space constraints and layout plan of any given edition.

Likewise, the right to determine specific content placement within the layout (such as what will serve as the cover story, for example) is reserved for the Managing Editor. Requests for specific and/or priority content placement will not be accommodated.

Non-acceptable content

Due to space constraints and a commitment to engage its readers in a timely manner, the following types of content are not accepted for publication in *Acadiana Catholic*:

- Obituaries
- Letters to the editor
- Creative content such as poetry, artwork, personal reflections, etc.

- Stand-alone photographs/cutlines
- Post-event coverage (see alternative option for requesting pre-event recognition in the following section)
- Classified listings and/or announcements (although some of these may meet the necessary criteria to be accepted as paid advertising rather than editorial content)
- Non-diocesan event, program, and/or ministry endorsements (and/or similar event calendar items—including but not limited to retreats and workshops, unless directly coordinated by a diocesan church parish, and/or formally vetted and endorsed by correlating diocesan office, program, or ministry)
- Book, movie, and/or music reviews, as well as any similar content which may be construed as a promotional endorsement in nature

Acceptable content

The following types of content requests and submissions will be considered for acceptance, development, and subsequent publication in *Acadiana Catholic*, in accordance with the publication's overall planning and production schedule. Additional acceptance criteria is specified below.

Suggestions for edition themes, article topics, and/or feature stories on local individuals/organizations/events/places: such suggestions must be accompanied by sufficient enough detail and explanation for the Managing Editor to determine whether it can indeed be pursued for content development.

Third-party articles: articles written by anyone outside of the *Acadiana Catholic* staff—or that of its publishing partner, FAITH Catholic—must be submitted directly by the author on a strictly volunteer basis; no monetary compensation is available, although by-line credit will be given to the author if desired. The author must be able to verify the following:

- No portion of the article is copyrighted by any other person or entity.
- All factual information is presented accurately.
- When applicable, all information is in accordance with the teachings of the Roman Catholic Church (author must be prepared to provide any source citations which may be required as part of *Acadiana Catholic's* vetting process).

Authors must also prepare their submissions in adherence to the word limitations and specified deadlines agreed upon between an author and *Acadiana Catholic's* Managing Editor.

Lastly, upon making their submissions, authors must consent to *Acadiana Catholic's* right to make all final edits which may occur during the production process, with or without their prior notification/approval as the content is finalized for print.

Requests for pre-event recognition: examples of acceptable events include special Catholic Masses, Catholic parish/school anniversaries, and/or other unique celebrations related to a Catholic community and/or organization. Criteria includes:

- The request must be made at least six months prior to the desired publication target.
- All necessary developmental items—such as photographs, historical background, and event details—must be confirmed and submitted to *Acadiana Catholic* in accordance to the deadlines conveyed by the Managing Editor once acceptance of the request is verified.

NOTE:

Due to the advance nature of its production schedule, Acadiana Catholic does not accept requests or submissions related to post-event coverage, as this cannot be accommodated in a timely and efficient manner. Only requests for pre-event recognition, received in accordance with the above criteria, will be considered.

Acadiana Catholic cautions those who request pre-event recognition to bear in mind that upon submission of all related information, the publication does not guarantee the ability to later update and/or correct any details which may be subject to change. Once an edition is finalized for print, content is subsequently set and cannot be altered, even if such an included event is changed or cancelled. This includes not only hard copy prints but also the digital copy housed at catholicmagazines.org/acadiana-catholic.

Photograph submissions

Due to space constraints and a commitment to engage readers more fully in its content, *Acadiana Catholic* does not accept stand-alone photographs with simple cutlines for publication.

Photograph submissions pertaining to a full-length article, however, are permitted, as long as they adhere to the following:

- Digital images must be submitted as a high-resolution (at least 300 PPI) TIFF or JPG file. Hard copy photographs must be of a sufficient enough size and quality that the image can be scanned to produce a high-resolution TIFF or JPG file.
- Submitted images must exhibit the basic elements of good photography, including but not limited to adequate lighting and proper focus (dark, blurred, and/or grainy images will not be accepted for publication).
- Submitted images may not be under the copyright protection of any other individual or entity (such as a professional studio, for example), unless the submission is accompanied by a signed, written notice from the copyright holder, granting *Acadiana Catholic* permission to use, edit, reproduce, and/or publish the image/s.

- The submission of all non-copyrighted images constitutes permission for *Acadiana Catholic* to use, edit, reproduce, and/or publish the image/s according to the discretion of its Managing Editor and graphics design team; as well as the agreement that *Acadiana Catholic* may also share the image/s with additional entities, representatives, employees, and agents acting under the authority of the Diocese of Lafayette.
- Upon request, submitted images may be accompanied by a by-line credit to the photographer; however, no monetary compensation is available.
- Permission to publish submitted photos in *Acadiana Catholic* extends in perpetuity to the existence of the publication's online archive of digital editions, located at catholicmagazines.org/acadiana-catholic.
- In accordance with diocesan Safe Environment policy, any photograph that includes the image and likeness of an identified minor (under the age of 18) must be accompanied by a PHOTOGRAPH/VIDEO/AUDIO/MEDIA CONSENT & RELEASE FORM, as signed by a parent/guardian.

Advertising

In order to preserve its focus on providing inspirational, catechetical, and evangelical content to its readers, advertising space in *Acadiana Catholic* is limited to no more than 15% of the available space in any given edition. Available advertising space is assigned, reserved, and fulfilled on a first-come, first-served basis, according to all specifications (including the Terms and Conditions portion) noted on *Acadiana Catholic's* current Advertising Run Form. All ads appearing in *Acadiana Catholic* must be under contract, per the detailed agreement documented by the advertising client's finalized Advertising Run Form.

Prohibited advertisements

Acadiana Catholic prohibits the acceptance of any of the following types of advertisements:

- Pharmaceutical endorsements
- Alcohol endorsements
- Tobacco endorsements
- Gambling endorsements
- Political endorsements
- Class-action endorsements

Acadiana Catholic further reserves the right to decline the acceptance of any advertisement considered to be morally objectionable or contrary to the teachings of the Roman Catholic Church.

Discounted advertising rates

All Catholic parishes and schools of the Diocese of Lafayette are entitled to receive a 15% discount on the purchase of any advertising runs in *Acadiana Catholic*.

Additional entities of the Roman Catholic Church may be entitled to receive a 10% discount, based upon the approval of the Managing Editor.

Courtesy advertising

On occasion, when space is available, *Acadiana Catholic* will consider negotiations for courtesy advertising space to be granted to a Catholic, non-profit entity, or to a fellow diocesan chancery program/office. Such negotiations are subject to space availability, as well as the discretion of the Managing Editor, and the approval of the diocesan administration.

Although no charges are applied to courtesy advertising, the necessary space reservations must be confirmed via the completion of *Acadiana Catholic's* Advertising Run Form. In completing

the Advertising Run Form, the courtesy client agrees to adhere to all specifications (including the standard Terms and Conditions portion) of the form.

Page sponsors

On occasion, *Acadiana Catholic* may reach an agreement with various advertisers to serve as page sponsors. Outside of their advertisement, page sponsors are not granted any editorial control over page content; rather, their advertising contracts guarantee that for the agreed upon price, the client's advertisement will consistently appear on a specific page of set content, such as the Bishop's page or the Prayer page. Advertising contracts for these clients may also include accommodations for special advertisement sizing options that are not available to standard advertising clients, and the advertisements themselves may bear the words "Sponsor of" if the client desires.

Content and Layout Planning

The layout of each standard edition of *Acadiana Catholic* consists of a total of 36 pages, which includes the front and back cover pages. With adequate pre-planning, this number may be either increased or decreased as needed, from edition to edition if necessary, in increments of 4 pages at a time. Such adjustments should be confirmed with *Acadiana Catholic*'s publishing partner, FAITH Catholic, as soon as possible to ensure that reasonable production and printing accommodations are made.

Content themes

Whenever possible, the majority of available editorial space within an edition is utilized to convey a central content theme. Themes are determined by the Managing Editor, with the intention of elevating readers' focus on their knowledge, understanding, and appreciation of a particular aspect amongst the Church's teachings, practices, beliefs, and/or traditions.

Preferably, the theme of any given edition is related to its cover story, as it features a local individual who exemplifies the real-life application of one or more of the afore-mentioned aspects. Themes may, in fact, be planned around a previously submitted suggestion and/or lead for *Acadiana Catholic* to feature a specific person for any such reason. Withstanding that option, the Managing Editor simply selects a relevant theme, either in relation to a timely liturgical event and/or season, or to current happenings at the diocesan, national, or worldwide Church level.

When selecting a theme, it is crucial for the Managing Editor to perform adequate research and preparation beforehand to ensure that enough resources, content ideas, and other necessary developmental components are available to sustain it throughout the edition. In addition to the cover story, accompanying content selections to convey the theme ideally include:

- Vetted catechetical-based information that presents a basic summary and/or detailed review of Church teachings related to the theme topic
- Vetted recommendations for further resources, readings, and/or activities related to the theme topic
- Local examples of personal testimony, in relation to the theme topic
- Local (vetted and proven) examples of Catholic-based ministries and/or programs related to the theme topic

However, prior to brainstorming and confirming such ideas for content planning, the Managing Editor must first ensure that a number of space reservations are incorporated into the edition's overall layout plan. This includes the placement of all advertising reservations, as well as several regularly featured editorial content features.

Advertising reservations

Advertising reservations may not exceed 15% of any given edition's layout plan, and all reservations must be confirmed in accordance with *Acadiana Catholic's* corresponding Ad Run Sheet. Ad Run Sheets, as well as all other advertising-related documents mentioned herein, are stored in the AC Advertising Folder located in the AC department area of the diocesan computer file system.

Prior to being added to the Ad Run Sheet, an advertising reservation must be verified by an advertising client's properly completed Advertising Run Form. Typically, with the exception of premium advertising spaces—such as the inside front and back covers, and/or specific page sponsors—*Acadiana Catholic* reserves the right to determine exact ad placement within the overall layout. However, as a simple courtesy to all advertising clients, advertisements are strategically placed on the right-hand pages of any given edition. This helps to ensure that the advertisements are positioned to receive an adequate amount of attention.

Occasionally, an advertising client may agree to an extra fee which entitles them to specify a particular ad placement within the layout, even if they do not purchase one of the aforementioned premium advertising spaces. When this is the case, such details will also be noted on the Ad Run Sheet. If necessary, these and other details can be verified by consulting the reference copy of the client's Advertising Run Form, located within the client's digital file of the Advertising Clients folder.

Monthly content features

Once all advertising reservations have been accommodated, additional reservations for the following monthly content features must also be placed within the available layout space:

- **Cover story:** front cover page plus 4 internal pages is typical (although it is left to the discretion of the Managing Editor to expand the allotment if necessary). Normally, the 4 pages are placed at the center of the layout (pages 18-21) in order to utilize the natural center spread, but this can be subject to change if the center spread is desired for other content.
- **Table of contents (TOC):** page 3 is reserved for this purpose, with actual page content left to the discretion of the graphics designer during the designing stages of production, although the Managing Editor retains the ability to apply final editing and approval during the proofing stages.
- **Prayer page:** page 4 is reserved for the publication of the monthly diocesan prayer calendars, as well as an advertisement space for the page sponsor. For *Acadiana Catholic's* dual-month editions (June/July and December/January), it is necessary to reserve 2 pages (pages 4-5) since 2 sets of calendars must be published.
- **Bishop's page:** page 5 (or page 6, in the June/July and December/January editions) is reserved for the bishop's monthly column, as well as an advertising space for the page sponsor.

- **Catholic schools section:** with the exception of the February and June/July editions, each edition of *Acadiana Catholic* reserves a 2-page spread to accommodate submissions from our local Catholic schools. Each Catholic school in the diocese receives one opportunity per calendar year to submit content to be featured in this section. These submissions are regulated by an annual schedule and guidelines that are distributed to Catholic school principals and development directors through the diocesan Office of Catholic Schools each school year.
- **Seminary burses page:** a single page is reserved for highlighting the diocese's seminary burses. Each month, recent burse donors and any newly completed burses are recognized for their contributions, according to a list submitted by the diocesan Office of Stewardship & Development. Additional page content may include general information and/or Q&As about the diocesan burse system, as well as a prayer for vocations taken from uscgb.org/prayers/prayers-vocations. Twice each year (in the June/July and December/January editions), this page is also utilized to print the full list of the diocese's incomplete burses, along with their current "balance" toward completion. This information is also provided by the Office of Stewardship & Development.
- **FAITH columns:** typically, *Acadiana Catholic* also reserves space for several evangelical columns that are provided by its publishing partner, FAITH Catholic; these include Theology 101, Work Life, Marriage Matters, Parenting Journey, and Saint of the Month. With the exception of Theology 101, which requires 2 pages, each column is allotted a single page within the layout. Placement is left to the discretion of the Managing Editor; however, the columns are usually placed somewhere in the latter portion of the overall layout, so that local-interest content can be given priority in the forefront. The inclusion of these columns is left to the discretion of the Managing Editor, and on occasion a decision may be made to pull one or more of the FAITH columns in order to create space for alternative content.
- **Brag box:** approximately a ½-page horizontal space is reserved on page 34 of each edition for the purpose of highlighting general information about *Acadiana Catholic*, such as its Publisher, Managing Editor, Contributors, etc.
- **Safe environment information:** in accordance with diocesan safe environment policies, *Acadiana Catholic* dedicates space in every edition to publicize the reporting protocol for suspected child abuse, as well as the contact number for the Louisiana Child Abuse/Neglect hotline. This space is typically a ½-page horizontal in size.
- **Pope's prayer intention:** a ¼-page space is reserved for the publication of the Pope's monthly prayer intention, as obtained from popesprayerusa.net. Photos of the Pope are obtained from osvnews.com.
- **Subscription form:** either a half-page or a full page is reserved for the publication of this form, in an effort to promote direct home delivery and financial support amongst *Acadiana Catholic*'s readers.

Annual content features

In addition to the standard monthly content reservations mentioned above, there are several annual space reservations which must also be accommodated in various editions. These include:

- **Recognition of priesthood jubilarians:** each year, usually in either the March or April edition, *Acadiana Catholic* pays homage to these priests as they celebrate the milestone anniversaries of their priesthood ordination. The feature includes their names, years in the priesthood, and (if available) the stock photo on file with the diocesan Communications department. Space allotment is contingent upon the number of priests to be honored, once the jubilarian list is confirmed through the diocesan Archives department.
- **Announcement for the ordination to the transitional diaconate:** since this event is traditionally scheduled for mid-May, space is subsequently reserved in the May edition. In addition to the typical date/time/location details, the announcement article features the names, photos, and basic biographical information of each man who is to be ordained. This information is obtained through the diocesan Office of Seminarians, and space allotment is contingent upon the number of ordinands to be featured in the article, although typically a single page reservation will suffice.
- **Announcement for the ordination to the priesthood/ordinand reflections:** since this event is traditionally scheduled for early-to-mid-June, space is subsequently reserved in the June/July edition. In addition to date/time/location details, the announcement article has traditionally come to include a brief reflection submitted by each of the priesthood ordinands, as coordinated through the diocesan Office of Seminarians. Essentially, approximately ½-page is reserved for each ordinand to allow space for his photo and approximately a 300-word reflection from him.
- **Post-ordination coverage:** while post-event coverage is typically not accommodated in *Acadiana Catholic*, an exception is made for the transitional diaconate and priesthood ordinations. Both of these are included in the planning of the August edition, with a full spread (2 pages) traditionally being dedicated to each ordination ceremony (4 pages total). In the event of an exceptionally large ordination class, it is left to the discretion of the Managing Editor whether to expand the reservation allotment.
- **Seminarian photos:** in conjunction with the celebration of National Vocations Awareness Week, each November edition of *Acadiana Catholic* features the names and photos of all current diocesan seminarians. Photos are provided by the diocesan Office of Seminarians. Space allotment is contingent upon the number of seminarians, although it can be estimated that approximately 12 photos can be placed on a single full page. Whenever possible, the cover story is moved elsewhere in the layout so that the seminarians' photos can occupy the center spread (pages 18-19), creating somewhat of a pullout poster that readers can more easily retain and/or display. If more than the center spread is required to feature all of the seminarians, every effort is made to keep the feature contained to pages 18-21 since these pages are all part of that "pullout" center section.

Additional content considerations

Prior to finalizing the layout and content plans of any given edition, the Managing Editor does consider any additional requests and/or submissions that have been made in accordance with the criteria established by the **Submission Guidelines and Protocol** portion of this document.

Special reports that have been prepared by *Acadiana Catholic*'s partner, FAITH Catholic, may also be considered.

When space permits, such items and/or ideas may also be included in an edition's overall layout plan, regardless of whether the content relates to the central theme.

Annual Catholic schools special edition

It must also be noted, within the context of content planning, that each year the February edition of *Acadiana Catholic* is dedicated to celebrating the Catholic schools of the diocese. This is done in conjunction with the annual celebration of National Catholic Schools Week, which typically spans the last days of January and first days of February.

The cover story, as well as all available editorial space within this edition, is dedicated to featuring the diocese's local Catholic schools. Content selections may be based upon suggestions as they are received from the diocesan Office of Catholic Schools and/or the various Catholic school staffs, or they may be based upon the Managing Editor's decision to approach and work with lesser featured schools in order to balance the magazine's coverage as fairly as possible.

An advertising invitation is also extended to all diocesan Catholic schools, reminding them of their opportunity to purchase advertising space at the discounted rate that is granted to them as a Catholic school of the Diocese of Lafayette. Although overall advertising space within this edition is still limited and reserved on a first-come, first served basis, some leeway may be granted in accepting additional ad reservations from the schools in order to be as inclusive as possible.

Content Development

Service and transparency to the bishop

As the flagship publication of the Diocese of Lafayette, *Acadiana Catholic* is the area's only magazine published and fully approved by the Bishop of Lafayette to serve as his communications platform. In that capacity, the development of all *Acadiana Catholic* content is dedicated to the reflection of his leadership vision to the faithful members of all local Catholic communities throughout the diocese.

Throughout the planning and development stages of any given edition, it is the responsibility of *Acadiana Catholic*'s Managing Editor to ensure full transparency with the bishop in regards to all content themes and supporting content ideas. This is achieved through weekly reports submitted by the Managing Editor to the diocesan Communications director, who in turn conveys the information to the bishop and other diocesan administrators as necessary. Any questions and/or concerns are then relayed back to the Managing Editor to address them and, if necessary, to adjust the further development of the content plans accordingly.

Developmental timeline

The timeline for the content planning and development of each edition of *Acadiana Catholic* is contingent upon the annual production schedule provided by its publishing partner, FAITH Catholic. Adherence to the deadlines set forth by the production schedule is paramount to the assurance that all editions are finalized, printed, and distributed in a timely manner.

It is the responsibility of the Managing Editor to effectively formulate and communicate all subsequent submission deadlines to all contributing individuals—including the bishop, advertising clients, and volunteer writers—and to confirm that their submissions are received accordingly. If any such submission is not received in accordance with the specified deadline, it is then also the responsibility of the Managing Editor to oversee the selection and development of appropriate replacement content in order to ensure the uninterrupted fulfillment of the production process.

Developmental priorities

Development of all *Acadiana Catholic* content is structured according to the following priorities:

1. The dissemination of messages and directives received from the bishop and/or members of his diocesan administrative team
2. The promotion of diocesan-level programs, ministries, resources, and activities as they are made available for the support of ongoing faith formation in all local Catholic communities
3. The provision of trustworthy catechetical content designed to engage all readers in the pursuit of ongoing faith formation, through the application and enhancement of their critical reading and thinking skills

4. The celebration of local stories that exemplify real life applications of Church ministries, teachings, practices, beliefs, and/or traditions, therefore promoting the unification and connection of all Catholic communities as its members strive to share in the Church's evangelical mission to spread the Good News of the Gospel both locally and abroad

Developmental criteria

In keeping with its mission to encourage its readers to strengthen their knowledge of the true teachings of the Catholic Church, *Acadiana Catholic* models the development of its content after the "Tasks of Catechesis" outlined by the *National Directory for Catechesis*. All content is therefore developed with the aim of fulfilling one or more of the following tasks:

1. Promoting knowledge of the faith
2. Promoting knowledge of the meaning of the liturgy and the sacraments
3. Promoting moral formation in Jesus Christ
4. Teaching Christians how to pray with Christ
5. Preparing Christians to live in community and to participate actively in the life and mission of the Church
6. Promoting a missionary spirit that prepares the faithful to be present as Christians in society

Quality and vetting standards

Throughout all developmental stages, content within *Acadiana Catholic* is upheld to the highest possible quality standards. All catechetical content is fully vetted in accordance with the teachings of the Church, and is presented within the publication in a transparent and straightforward manner. Furthermore, all wording is designed to reflect a neutral tone that refrains from conveying any potential bias, influential opinion, and/or sense of judgement. This is enforced to preserve *Acadiana Catholic's* evangelical commitment to educate the faithful by engaging its readers spiritually, intellectually, and compassionately.

All FAITH columns and special reports printed in *Acadiana Catholic* are vetted by its publishing partner, FAITH Catholic. Even so, however, the final say in the editing of these is still granted to the Managing Editor of *Acadiana Catholic*. Any necessary changes are simply documented during the proofing stages of production, before an edition is finalized for print.

All advertising content is subject to the vetting and final approval of *Acadiana Catholic* management, in accordance with the Terms and Conditions outlined by the Advertising Run Form, as well as by the guidelines specified in the Advertising section of this document.

All other editorial content in *Acadiana Catholic* is vetted by the Managing Editor through the following means:

- Reference to applicable diocesan policies and protocol (as verified by respective diocesan administrators)
- Reference to verified Church documents—including but not limited to the *Catechism of the Catholic Church*; pastoral letters and other such resources from the United States Conference of Catholic Bishops (USCCB); Apostolic Letters, Encyclicals, and other writings of the Popes of the Church; those produced by the Church’s Ecumenical Councils; etc.
- Collaboration with *Acadiana Catholic*’s theological consultant (as assigned by the Bishop of Lafayette)
- Collaboration with other diocesan office, program, and/or ministry directors and coordinators