



Policies of the Diocese of Kansas City ~ St. Joseph

Policy #: 310.6

Reaffirmation of Diocesan Newspaper Subscription Policy

Approved By: Most Reverend Robert W. Finn, DD

Approved: March 17, 2006

Effective:

Revised:

I have recently consulted with the Diocesan Administrative Committee, and the Presbyteral Council concerning the subscription policy that had been established with the start of the 2002-2003 fiscal year. I did so at the request of the Editor of the Catholic Key when concerns were raised about whether this program was still in effect.

As I understand it, the following points represent the essential elements of the policy which I wish to now re-affirm.

1. Parishes will maintain their current percentage rate of subscriptions as a minimum. The percentage of their households currently receiving the Catholic Key must be continued or increased. If a parish's legitimate enrollment declines, the percentage receiving the Catholic paper must remain constant, though the actual number of subscriptions may become reduced.

Subscriptions paid directly by the parish are done so through the monthly diocesan billing.

2. It is understood that no parish circulation will be below 35 per cent of its households. No parish can reduce its rate to 35 per cent from a higher number.
3. A parish's obligation is reduced one-for-one by direct-paid subscriptions to the Key by its parishioners, including those purchased through the parish subscription drive.
4. Subscribers dropped from a parish subscription roll are to be replaced by other subscribers or by an addition to copies mailed to the parish for distribution as they see fit.

It is my hope that pastors, and the Catholic Key itself, will renew their efforts to promote the purchase of subscriptions by parishioners, especially through the annual subscription

drive. An envelope for Subscription Sunday at the beginning of January is recommended as a help and encouragement for households to purchase their subscription.