

For immediate release
Roman Catholic Diocese of Burlington
55 Joy Drive,
So. Burlington, VT 05403
Contact: Ellen Kane, 846-5837 or ekane@vermontcatholic.org

Diocese of Burlington to update communications efforts

BURLINGTON--In the continuous effort to spread the Good News of the Catholic community in an efficient and cost-effective way, the Diocese of Burlington will adjust its written-word formats, focusing on an increased online presence.

The monthly magazine, *Vermont Catholic*, will take the form of a quarterly magazine beginning in December.

The magazine will contain more in-depth and thematic articles, columns, a crossword puzzle and photos presented in a graphically appealing package.

In addition to the quarterly magazine, the diocese will maintain its website at www.vermontcatholic.org and add to its online presence with an online magazine website called *Vermont Catholic Online*. This online magazine will bring readers news, features, communications from the bishop and other timely articles.

The free, monthly e-news bulletin will continue to be sent to e-mail subscribers. This still will contain calendar announcements, world and national briefs, Father Thomas Mattison's column and notes of interest from throughout the diocese. It will be invigorated with additional Vermont news and features.

The diocese's social media presence recently has been enhanced, and those efforts will continue to provide Facebook and Twitter users with news, information, prayers and thought-provoking comments.

The diocese published *The Vermont Catholic Tribune* for more than 50 years; it garnered numerous awards including many from The Catholic Press Association of the United States and Canada.

The newspaper ceased publication in 2009 when the magazine – also recipient of numerous awards -- replaced it as the bishop's main communications tool. *Vermont Catholic* debuted in July of that year.

"We know many of our readers like the print format, and we will continue to serve them," said *Vermont Catholic* Interim Editor Ellen Kane, executive director of development, communications and The Vermont Catholic Community Foundation. "We are revamping our communications programs to best reach all segments of our Catholic community – those who get their news and information online, those who get it on their phones and those who get it from hard copy."

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