

Frequently Asked Questions

Below are the most frequently asked questions that we have received from parishes. To keep up with the most current information, please read the Monthly Newsletter that is included with your bills at the end of each month.

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1. What does **Parish Home Delivery (PHD) mean?**

PHD is a delivery option available to parishes, whereby the *Pittsburgh Catholic* is mailed directly to the homes of parishioners, as opposed to the parish receiving bundles of papers. A list containing parishioner names and addresses is required to initiate this delivery method. Parishes have the option of participating at 100%, or at a lesser percentage (contingent on the mandate). A parish can participate in the PHD and Bulk programs simultaneously.

2. What is **Bulk?**

Bulk is a second delivery option, whereby the copies of the *Pittsburgh Catholic* are strapped in bundles of 100 or less and mailed directly to the parish. Under normal circumstances, the bundles should arrive on Thursday. A parish can participate in the Bulk and PHD programs simultaneously.

3. How do I know if our parish receives **PHD or Bulk papers?**

The easiest way to tell what type of paper delivery you have is by looking at your bills. A blue bill is for Bulk papers and pink is for PHD. If you do not have access to the bills, please call 412-471-1252 and either Caitlin Arendash (extension 3570) or Peggy Zezza (extension 3571) can provide you with this information.

4. What is **Universal Distribution?**

Universal Distribution is the term used for mailing the *Pittsburgh Catholic*, *Your Catholic Community Newspaper*, to every registered Catholic household in the Diocese of Pittsburgh. Typically, Universal Distribution takes place twice a year - just before Lent and just before Advent. It is a wonderful means of outreach to the more than 700,000 Catholics residing in our diocese, which includes the six counties in the southwestern part of Pennsylvania: Allegheny, Beaver, Butler, Greene, Lawrence and Washington. Please check the monthly "Good News" newsletter that accompanies your bills to keep up to date with any potential changes in delivery dates.

5. Will our parish receive our regular bundle(s) of papers during the **week of Universal Distribution?**

No, all issues of the *Pittsburgh Catholic* will be mailed directly to the homes of your registered parishioners. If you would like additional copies to have available for distribution at the parish, please call Peggy Zezza at 412-471-1252, extension 3571.

6. Why are the bills different colors?

The different colors allow us to be more efficient when processing the numerous payments we receive daily. Additionally, the colors ensure posting accuracy. Blue bills are for Bulk payments, pink bills are for PHD payments and yellow bills are for Universal Distribution payments. Please tear at the perforation and return the bottom portion with your payment. *If you need a copy of the entire bill for your records, please make a duplicate and return the colored copy to us.*

7. What is a Parishioner/Route List (or Route List Report)?

The Parishioner/Route List includes the names and addresses of your parishioners and indicates the associated delivery status: Universal Distribution or PHD, as identified at the top of each corresponding report. It also provides you with each parishioner's Subscription Account Number, which enables you to make changes to their account or inactivate their account.

8. How can I verify the accuracy of my parish route lists (PHD and/or Universal Distribution)?

The easiest way to verify the accuracy of your Parishioner/Route List is to print out the Route List from our web site and compare it to the list that you use in your office. Most parishes use Parish Data Systems (PDS). If you need assistance creating a report from PDS, please contact your vendor.

9. How do I print my Route List Report?

1. Go to www.pittsburghcatholic.org.
2. Click on "Parishes Click Here" (gray box on the left side of the screen).
3. Instructions are located under Parishioner/Route list.

Note: For your convenience, you may want to print the instructions.

10. I do not know my Carrier Route Number or Distribution Account Number. How can I obtain this information?

To obtain this information, please call 412-471-1252 and either Caitlin Arendash (extension 3570) or Peggy Zezza (extension 3571) can provide you with your Carrier Route and/or Distribution Account Number(s).

11. When should I use my Carrier Route Number?

The only time you will use this number is when adding NEW parishioners. This is the number that associates the parishioner to your parish, so it is very important to use this number when entering new subscribers.

12. When should I use my Distribution Account Number?

The only time you will use the Distribution Account Number is to print out your Route List for PHD or Universal Distribution.

13. What is the **Subscription Account Number & when should I use it?**

The Subscription Account Number is located on your route list report (see question/answer #9). If any changes have to be made to an existing parishioner, you will use their Subscription Account Number that is located next to their name to make the changes. If you have added new parishioners, please note that although the Subscription Account Number is not immediately available on your route list, your pending updates can be viewed in our office. Call 412-471-1252 for assistance and speak with Caitlin Arendash (extension 3570) or Peggy Zezza (extension 3571); they can provide Subscription Account Numbers for you.

14. Why do I have to **update my list(s) on an individual basis? Why can't I just send you a new list every month?**

The software that we must use to manage our circulation is very complex; it is not a simple database program. Therefore, it is not possible for us to import your entire parishioner list for every mailing. We cannot replace a list. However, we can accept an Excel file or a CSV file to begin a new PHD or Universal Distribution account. Some parishes have found that incorporating the updating process into their weekly routine works well for them, rather than attempting to make an abundance of changes at one time. Please know that your hard work is not done in vain. Your vigilance in maintaining your parish list(s) ensures that our Catholic Community, a community that we all cherish, is kept informed and inspired.

15. I have Parish Home Delivery (PHD), when is my **deadline for entering changes or making additions?**

The deadline for entering changes or making additions for PHD is Wednesday at 9:00 a.m., one week prior to the Friday publication date.

16. My parish has **100% PHD, do I have to update the Universal Distribution list as well?**

No, if your parish is at 100% PHD, then all of your parishioners are already scheduled to receive this issue.

17. My parish participates at **less than 100% PHD, do I have to update the Universal Distribution list as well?**

Yes, you will have to update your Universal Distribution list. However, you only have to add parishioners who are NOT currently receiving the weekly paper through the PHD program.

18. Why is the deadline for my [Universal Distribution updates](#) a few weeks before the actual paper is printed?

There are two major contributing factors: advanced printing deadlines and the size of the list, which requires an extensive amount of work by an external labeling company that is responsible for the integrity of the list in respect to postal regulations. Please check the monthly “Good News” newsletter that is enclosed with your bills to keep up to date with the Universal Distribution deadlines.

19. I have [changes, deletions, and additions](#), where should I start?

We typically recommend starting with the deletions, as you do not want your parish to pay for people who are no longer parishioners at your parish. Consider making your updates on a weekly basis to keep the work from becoming overwhelming. Please know that your hard work is not done in vain. Your vigilance in maintaining your parish list(s) ensures that our Catholic Community, a community that we all cherish, is kept informed and inspired.

20. How can I make [changes](#) to my Route List/Parishioners?

1. Go to www.pittsburghcatholic.org.
2. Click on “Parishes Click Here” (gray box on left side of the screen).
3. Instructions are located under Parishioner Subscription Changes.

Note: For your convenience, you may want to print the instructions.

21. Why is it that I cannot see my [changes for PHD and Universal Distribution](#) after I make them?

The changes that you make via our web site are immediately saved in a holding area (subscriber queue) and they remain there until we initiate our processing procedure through our internal computer system. PHD changes are processed every Thursday (contingent on deadline adjustments). Universal Distribution changes are processed Monday, two weeks prior to the Friday publication date. Once the processing procedure is done, you can see all of your updates. Please note that your pending updates can be viewed in our office. Call 412-471-1252 for assistance and speak with Caitlin Arendash (extension 3570) or Peggy Zezza (extension 3571); they can help you resolve any difficulty you may experience.

22. How long does it take for my [changes](#) to go into effect once I make them?

They are saved immediately and will be visible upon processing. PHD changes are processed every Thursday (contingent on deadline adjustments). Universal Distribution changes are processed Monday, two weeks prior to the Friday publication date. Once the processing procedure is done, you can see all of your updates. Please note that your pending

updates can be viewed in our office. Call 412-471-1252 for assistance and speak with Caitlin Arendash (extension 3570) or Peggy Zezza (extension 3571); they can help you resolve any difficulty you may experience.

23. What should I do if I cannot find a **parishioner's name on my list, or if someone on my list was marked **active** and suddenly now is marked **inactive**?**

There are various reasons why someone would be marked inactive. The most common reason is that they contacted us and asked to stop receiving the paper. When speaking to a parishioner, we do typically suggest that they notify their parish as well. The United States Postal Service (USPS) provides for us a weekly report of address changes, which may have resulted in a parishioner being marked inactive. We recommend that you do NOT re-activate them. You can obtain the reason why a parishioner has been inactivated by calling 412-471-1252 and speaking with Caitlin Arendash (extension 3570) or Peggy Zezza (extension 3571) or via e-mail to (carendash@pittsburghcatholic.org) or (pzezza@pittsburghcatholic.org).

24. I need assistance, with whom should I speak and what information should I have available before I call?

To **inactivate a parishioner**, please have available the first and last name of the parishioner. If possible, also provide their Subscription Account Number.

For **Address Changes**, please have the first and last name of the parishioner, their Old **AND** their New Address.

If you fax or email this information, please be sure to specify whether this is for an inactivation or an address change.

In an effort to streamline this process and save time, we ask that if you require assistance with five or more parishioners, please fax or email us to allow adequate time for the necessary research.

Contact:

Caitlin Arendash

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Fax: 412-471-4228

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