

St Louise Parish Bulletin Guidelines

Last updated: February 21, 2017

Introduction

The St. Louise Parish Bulletin is for parishioners, potential parishioners, and visitors – informing them about our many Parish activities. The bulk of the information and advertising of Parish events and functions in the Bulletin cannot occur without the active participation of the Parish Community. Thus, these guidelines are intended to help Parish Staff, Parishioners, Parish Committees and communities in preparing Bulletin announcements and Flyers.

While the Bulletin Editor is responsible for final editing and publication, the author is responsible for the content of announcements and/or flyers.

Submission Guidelines

1. Anyone in the parish is welcome to submit an announcement pertaining to parish related activities/programs.
 - a. All announcements will be reviewed and approved by the bulletin editorial team.
 - b. Commission/committee leaders are urged to coordinate submissions in order to avoid duplication/repetition.
2. In most cases, an announcement for a single event will not run for more than two consecutive weeks.
 - a. Subsequent announcements, for the same event, need to be re-submitted in an announcement different than first published.
3. Bulletin announcements must not be more than 100 words.
 - a. Detailed information is more appropriately placed on the Parish website, with the Bulletin reader referred to the applicable webpage link in the announcement.
 - b. Exceptions to the 100 word rule will be considered, on a space available basis, by the bulletin editorial team.
4. All announcements must include a contact name and contact information within the body of the announcement along with a link to the applicable Parish webpage, if available.
5. Personal advertisements (such as items for sale, 'for hire' services, etc.) will not be included in the bulletin.
6. Examples of parish items appropriate for bulletin announcements:
 - a. Calendar meetings and events
 - b. Promotion of parish programs or social events
 - c. Volunteer recruitment for parish programs or events
 - d. Seasonal liturgical items
 - e. Annual business/fiscal reports

- f. Events outside the parish will be included ONLY if there is space available and if they are appropriate.

Submission Procedures

- All announcements must be submitted to the bulletin editor in writing **no later than 5:00 PM, on Saturday**, prior to the weekend that they will be published.
 - The earlier announcements are received, the better, as submission by the deadline does not guarantee placement due to space availability limitations.
 - Anything received after 5:00 PM, on Saturday will be placed in the following Sunday's bulletin.
- The announcement must be submitted in a polished and complete format.
 - The bulletin editor will not write an announcement for you.
 - The bulletin announcement **must not exceed 100 words**.
 - The announcement must contain a title.
 - If the announcement is for an event that has a time and date, it must be included as a subtitle.
 - The article must contain pertinent information and contact information.
 - The bulletin announcement must be submitted in one of the following ways.
 - the body of an email
 - a standard word processing program, such as Microsoft Word or Publisher, **no PDF**.
 - ClipArt or photos, which will be considered on a space available basis, JPEG, Tiff, PNG format, **No PDF**.
- Electronic submission via email to bulletin@stlouis.org is preferred.
- While not preferred, announcements that are clear and neatly hand printed will be accepted, in lieu of electronic format, if they are in a polished and complete format, satisfying all other submission guidelines.
- Hard copies of ClipArt, photos, drawings, etc. **will not be accepted**.

All bulletin announcements are subject to editing for content and size.

Articles for written for Spanish section

- If no translation is required articles are due Saturday 5PM prior to the published weekend.
- If translation into Spanish language is required, the articles are due 2 Saturdays prior to the published weekend.
- **Submit** to bulletin@stlouis.org

Full or half page announcements

- When space allows, an announcement may fill a full or half page.
- Permission must be requested 2 Saturdays prior to the published weekend.

Insert Flyers (published by Catholic Printery)

- Bulletin inserts are discouraged and generally limited to important letters or activities that affect the entire parish. (Most inserts that are requested will be turned into a full or half page announcement in the body of the bulletin.)
- Submission of inserts:
 - 2 Saturdays prior to the published weekend.
 - Submitted via e-mail to bulletin@stlouise.org in electronic format utilizing a standard Word processing program, such as Microsoft Word or Publisher.
 - must be print ready and look presentable enough to be published as submitted.
- Bulletin insert fliers will run only once for a specific event.