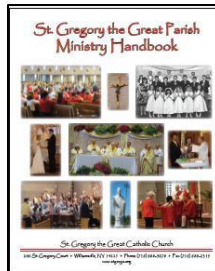


St. Gregory the Great Communication Guidelines



Bulletin Guidelines

Marie Rowekamp, Editor
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The following guidelines are to be used in preparing and editing the material for our weekly parish Bulletin. The guidelines are designed to achieve consistency in the type and frequency of information included in the Bulletin, and to ensure that the Bulletin has adequate space for all the pertinent news of the parish.

Bulletin Submittal Deadlines

News items must be sent to the Editor by 8:00 am Thursday, **one and a half weeks before** the weekend the Bulletin is scheduled to be distributed. For example, the deadline for the Sunday, January 24, 2010 Bulletin is Thursday, January 14 at 8:00 am.

News Item Frequency

For normal parish and ministry activities, information will be run for two weeks prior to the event. The first submittal typically follows the "5 W's" structure as noted below, and subsequent submittals are typically shorter, i.e., re-announcing the activity and providing a contact.

Please Note: Major parish-wide events fall outside these guidelines and may require a special approach to publicity. If this is the case, please contact the Director of Communications in the Parish Office.

Preparing Bulletin Items

Bulletin news items should follow the long established newspaper guideline - who, what, when, where, and why - in that order. For example:

WHO - ministry or organization

WHAT - a few words describing the event

WHEN - day, date, time

WHERE - location

WHY - One or two sentences explaining the purpose of importance; e.g., fund raiser, meeting, program, etc.

Out of consideration for our Bulletin readers and space limitations, please keep the news brief and to the point. If you have a compelling reason for a longer, more detailed write-up, please note this when submitting your information so appropriate space can be allocated.

Any bulletin announcements exceeding 75 words must be sent to us electronically.

Bulletin Photos

Ministry and event photos are welcomed and will be included on the front page of the Bulletin at the discretion of the pastoral staff. Please include the following information with the photo: ministry/event, date, persons pictured and contact information of the person submitting. A caption may also be included, but may be edited down due to space limitations.

Bulletin Inserts

Inserts will no longer be used, however, we have the ability to perforate a page in the bulletin so that one page can be torn out. If a flyer/form is required in the Bulletin, arrangements can be made to use the front of one page in the Bulletin for the flyer/form. Any exceptions to this must be reviewed and approved by the Parish Office. **Only one flyer/form is allowed per bulletin and it will be at the discretion of the Pastoral Staff.** Please contact the Director of Communications in the Parish Office at 688-5678 x 303 for more information.

Spirit & Life Newsletter Guidelines

Suellen Brewster, Editor
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- Deadline for article submission is five weeks prior to the issue mailing. A good guideline to use is to submit by the 24th of the month two months prior to mailing (or earlier).
- All articles will have a strict 350 word limit. If longer articles are submitted, we will edit them down.
- As the front and back pages have consistent formatting, six pages of content are left. We would like the equivalent of one “page” total content to be photos and other graphics. This leaves five pages for articles. These can be thought of as ten “half-pages.” The issues which should be covered are:
 - Coming Events
 - School
 - Ministries
 - Profiles
 - Spiritual/Catechism
 - Behind-the-Scenes
 - Seasonal/Annual/Liturgical
 - Family Faith Formation
- “News” articles should evangelize, point to Christ, integrate Faith.
- Spiritual articles should include content which will direct us to parish life.
- Photos are welcomed, we request that the following information is included for any photos submitted: event, date, persons pictured, and contact information of the person submitting.
- The following are typical items featured throughout the year:
 - **January/February** – yearbook/photos
 - **March/April** – Lent, Easter, Triduum Mass Schedule
 - **May/June** – Spring Sacraments, Mary, Pentecost, Great Race
 - **July/August** – Mission
 - **September/October** – Back to School News, Great Dinner Auction
 - **November/December** – Thanksgiving, Advent, Christmas Mass Schedule

Parish Handbook

- Updated yearly with general contact information for the Parish and Ministry descriptions and contact information.
- If changes are needed to your current Ministry description, there is a 75-100 word limit and any changes should be submitted to the Director of Communications.
- Contact information for each Ministry is required and to include, at minimum, contact name and phone number. Email addresses may be included as well.
- Ministry photos are welcomed and will be included at the discretion of the editor. Please include the following information with the photo: ministry, date, persons pictured and contact information of the person submitting.

Maple Road Sign

(Form attached below)

- Requests can be made by sending a form via email or dropping it off at the Parish Office.
- Forms are available on our Web-site (under “forms”) or in the Parish Office.
- Limited to announcements that are unique events at the parish.
- Announcements can be run for two weeks maximum.
- Must be submitted to the Director of Communications by the Thursday prior to the weekend you would like the announcement made.
- Announcements can be changed at our discretion in order to make sure they are large enough to read on the sign.
- **Please Note:** Not every message can be honored as we make an effort to balance spiritual messages as well as upcoming events messages.

Pulpit Announcements

- Limited to four announcements per weekend that are unique events at the Parish.
- Announcements can be run for one week maximum.
- Must be submitted to the Director of Communications by the Thursday prior to the weekend you would like the announcement made. The announcements included are at the discretion of the Pastoral Staff.
- Announcements can be changed at our discretion in order to make sure they are brief and to the point.
- **Please Note:** No last minute “write-ins” are accepted. Lectors have been informed not to read them unless they were written in by a priest.

Power Point Announcements

- Feel free to submit any Parish-related activities or events you would like. These can be run throughout the week as well.
- Must be submitted to the Director of Communications by the Thursday prior to the weekend you would like the announcement made. The earlier the item is submitted, the better.

Bulletin Boards

- Feel free to submit a poster or flyer for any Parish-related activities or events you would like. They will be displayed up to two weeks before the event.
- There are three bulletin boards across campus, and the event can be displayed in all of them at once, so you can submit up to three copies if you would like.
- **Please Note:** Posters and flyers cannot be placed anywhere but in the bulletin boards. Posters or flyers placed in the front or back vestibules of the Church, Gathering Rooms, and Ministry Center, or on any windows or doors will be taken down. There will be no exceptions.

Photos

- We encourage all ministries to submit photos as we frequently use them for our publications. A database of photos is kept at the Parish Office so please send whatever printed photos or CD/DVD of photos to the Director of Communications. Please include the following information: event, date, persons pictured and contact information of the person submitting.

Advertising

- All advertising and media contact including article submissions and press releases are required to go through the Director of Communications.

Scheduling Rooms

(Form attached below)

- Scheduling of rooms on campus is limited to Parish-related activities or events. The rooms cannot be rented out for birthday parties, benefits, or any other such events. Any exceptions to this must be reviewed and approved by the Parish Office.
- If a ministry plans to have a fundraiser or event, approval from the Parish Office must be obtained before booking a room.
- If you plan not to use a room that you have previously booked, please let the Director of Communications know as soon as possible.
- Contact information for each event is required.
- **Please Note:** Rooms and events cannot be booked during Holy Week and during Parish-wide events such as Parish Retreats or Penance Services. Also, maintenance is only present on campus for a limited time on the weekends so please keep this in mind when scheduling events on the weekends as the buildings will be locked.

Web Site

- Please send any information or edits to the Web site to Elizabeth at eastridge@stgregs.org.

**St. Gregory the Great
Schedule Request Form**

Type of Request	Date of Event	Day of Event	Ministry/ Organization	Event	Set-up Time AM / PM	Start Time AM / PM	End Time AM / PM	Clean-Up AM / PM	Building	Room
ADD										
ADD										
ADD										
ADD										
ADD										
ADD										
CHANGE										
FROM:										
TO:										
CHANGE										
FROM:										
TO:										
DELETE										
DELETE										

Submitted By: _____

Date: _____

Approved / Entered By: _____

Date: _____

Home: _____

Work: _____

Cell: _____

Complete according to Type of Event:

ADD = Requesting a new event to be scheduled

CHANGE = Changing a previously scheduled event

DELETE = Cancelling a previously scheduled event

For Business Office Use

Request Received by phone: _____

Request Confirmed by phone: _____

File Copy: Maintenance

Application for Announcements on St. Gregory's Maple Road Sign

To: Elizabeth Astridge

Today's Date: _____

From: _____
(Name)

Phone: _____

Ministry/Organization: _____

Posting Date: _____

Removal Date: _____

Date(s) of the event (if applicable): _____

Please enter message below. The message can be up to three (3) lines. Each line can contain up to 21 characters, *including* letters, spaces, and punctuation.

Line 1: _____

Line 2: _____

Line 3: _____