

# Bulletin Publishing Policy and Procedure

(Effective 4/2016)

## **Purpose:**

The purpose of this policy and procedure is to assist in the creation and publication of the St. John the Beloved Parish bulletin. The bulletin is produced from the Office of Mission and Ministry.

## **Scope of the Policy and Procedure:**

The Weekly Bulletin at St. John the Beloved is one of the primary communication vehicles for parishioners and it is used to effectively communicate to our community what is happening within our parish, our community, the Diocese, and the world at large. The following policies and procedures are specific to the bulletin.

## **Weekly Bulletin Policies:**

- As a Parish community with a thriving school and many ministries we are challenged with bulletin content. The request for publication of items compared to the space available is on some weeks overwhelming. As a result we have established a priority on how items submitted will be considered for publication and how it will be accepted.

Priority # 1: Items submitted by Parish staff and ministries directly related to Parish operations and activities

Priority # 2: Items submitted by the Diocesan Offices

Priority # 3: Items submitted by organizations in direct support of Parish Ministries and activities

Priority # 4: Other area activities of parish when there's room.

Priority # 5: Items submitted not directly related to the Parish or from Organizations outside of the Parish scope of operation. These will only be published when there is space for filler content.

- The use of flyers or inserts are not allowed in the bulletin but may be printed on the reserved space for announcements on page 10 of the bulletin when available.
- Items will be published based on the earlier list of priorities. Items may be removed after one week if there is a higher priority needed.
- All articles are subject to editing by the editors and corrections by the proofreaders.

## **Items that should appear in weekly bulletin:**

Notes from the Pastor pg. 2

Sacramental Information pg. 2

Parish Contact information pg. 3

Liturgical Insights pg. 3

Weekly Contribution Report pg. 4

Mass Intentions pg. 4

Registration Information for how to join pg. 4

Pastoral Staff Reports pages 5-9

**Priority of other articles for bulletin:**

1. Articles from staff. Pastor is only one with reserved placement each week. Others may change pages.
2. Diocesan Announcements
3. Ministry Group Announcements
4. Committee/Organization articles
5. Other area activities of parish when there's space

**Publishing the Weekly Bulletin:**

- When articles and requests are received, the Bulletin Coordinator places them into an Apple Pages layout format. The format will be saved to an iCloud account for editing on a Mac on various computers.
- All items must be received by the Bulletin Coordinator by close of business the Thursday (10 days) prior to the Sunday publication date. Example: A bulletin item going to print on April 10th will need to be submitted by March 31st.
- Any revisions needed must be sent to the Bulletin Coordinator before end of business Friday. (9 days)
- The final corrected bulletin will be transmitted to the printer by 12 p.m. every Tuesday prior to the weekend being published.
- Unusual circumstances do arise occasionally any last-minute changes must be submitted to the Bulletin Coordinator before 10 a.m. on Monday. If this is abused, the privilege can be revoked.
- Once the entire content of the bulletin is in Pages, the file is saved as a Portable Document Format (PDF) file and submitted to the publishing company.
- Typically the printed bulletins arrive at the Parish office no later than Wednesday afternoons and are taken to the front door of the church.
- On weeks with a holiday the print schedule will be moved up, thus forcing us to move up our publication cycle. When these weeks occur the Bulletin Coordinator will email key contacts of the deadline for submission of items.

*NOTE: The time lines listed above are needed to ensure our publication is put together and out to the publisher on time to meet the printing and shipping deadlines. If it is not in by the deadline given to us, the publisher cannot guarantee delivery for Saturday Masses. Anyone submitting items for print to the bulletin must accept the responsibility of getting it to the coordinator within the above-stated guidelines.*

**General Procedures:**

- Write articles in the third-person voice (i.e., do not use I, me, us, we, or you, etc.).
- Ensure that any article containing St. John the Beloved information has been approved by the Office for Mission and Ministry prior to submission per the established bulletin deadlines.
- Submit flyer-type information for publication on page 10 of the bulletin; separate flyers/inserts are not permitted, in general except for Parish office use.
- Submit articles via email using Microsoft Word or a compatible word processor using New Times Roman or Georgia 10 point font.
- Spell-check and grammar-check articles prior to submission.
- Follow publication schedule deadlines when submitting articles.

- Be aware that all articles are subject to editing by the coordinator and corrections by the proofreaders.
- Any item that is in question as to the appropriateness of its content will be reviewed by administration and returned to the sender for editing.
- The Parish reserves the right to publish only items that will support and express our Catholic beliefs and we will not publish items contrary to these beliefs.

**Submitting requests for Weekly Bulletin content:**

- Requests or ideas should be submitted in writing to the Office of Mission and Ministry.
- After the requests are accepted they will be placed into the planning calendar.
- Any group wanting to use the Weekly Bulletin should consider this part of their overall communications plan and should factor in the published bulletin deadlines in that plan.
- The publication date for the weekly bulletin is every Tuesday of the year.
- Exceptions come in to play when there is a holiday during the publication week. There are calendar specific publication dates for special bulletin editions such as Ash Wednesday, Christmas and New Year's. These will be communicated by the bulletin coordinator when appropriate.
- All bulletin articles / submissions are due to the Bulletin Coordinator by close of business on the Thursday a week prior to the publication date.

**“Page 10” Content:**

There is a difference between listing a program in the bulletin and an advertisement. An advertisement would be a flier or a similar piece. Advanced advertisements can be inserted when available for a period not to exceed two weeks. (Must be submitted a month before announcement is to appear to assist with scheduling).

If you wish for an advertisement to continue beyond two weeks, we will list it under an upcoming events section. Meetings will not be listed under upcoming events.

**What will not be published:**

Bulletin items faxed or handed in directly will not be published.  
Items that contain all capital letters.  
Photographs that infringe on copyright protections.  
All non-parish content and/or secular postings.