

# St. Jude Image - Bulletin

## Policy and Procedure

Effective: 3/9/2011

### **Purpose:**

The purpose of this policy and procedure is to assist in the creation and publication of the St. Jude Image Weekly Bulletin. It is a reference for regular, frequent, or occasional contributors to the bulletin content as well as the parish staff and volunteers.

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

The Weekly Bulletin at St. Jude Parish 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 neighborhoods, the Diocese, and the world at large. The following policies and procedures are specific to the bulletin.

### **Responsibility Definitions:**

#### ***Bulletin Editor:***

- Maintains ultimate responsibility for the content and the publication of the Weekly Bulletin
- Consults with the parish staff for any major changes to bulletin content or issues that arise
- Transmits the content of the bulletin to the printer on Monday
- Communicates holiday bulletin deadlines to parish

#### ***Administrative Assistant:***

- Manages the parish calendar which is communicated in the bulletin
- Provides backup support for the publishing of the bulletin
- Arranges for volunteers to insert fliers into the bulletin if needed
- Transmits the content for the bulletin to the website

#### ***Parish Staff:***

- Contributes articles in order to communicate ministry information
- Fills in any open articles for any given week, if required
- Writes feature articles on an as needed basis
- Provides ideas for bulletin content

#### ***Proofreaders:***

- Review the completed bulletin for grammar, typographical errors, etc., before the bulletin is sent to the printer

### **General Procedures for Contributors to the Bulletin:**

- Write articles in the third-person voice (i.e., do not use I, we, or you, etc.), or if first person is used, author should be identified

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- Articles should include contact information, such as name, e-mail and phone number
- Insure that any article containing St. Jude School information has been approved by the School Principal prior to submission per the established bulletin deadlines
- Insure that all articles pertaining to church ministry has been approved by the commission head or staff liaison to the commission.

## ***Bound Fliers and Articles:***

- Flyer-type information for publication in the bulletin is reserved foremost for St. Jude ministries. If space permits, fliers for events outside of the parish may be included
- Consecutive fliers will only be allowed as space permits and are reserved for ministry events at St. Jude. Consecutive flyers must be approved by commission heads or staff liaison.
- Submit fliers via email using Microsoft Publisher or Microsoft Word or a compatible word processor. Be aware that fliers and articles do not always copy into the bulletin file precisely
- If graphics are to be included, attach the jpeg or gif file. Do not use PNG format for graphics
- Spell-check and grammar-check articles prior to submission
- Follow publication schedule deadlines, as published in the bulletin, when submitting articles
- Be aware that all articles and fliers are subject to editing by the bulletin editor and corrections by the proofreaders
- Priority of space is given to parish events and information
- Outside events may be publicized for one week if space permits and the bulletin editor thinks the event will be of interest to parishioners
- Advertising will not be considered appropriate material for the bulletin  
Diocesan Publications should be contacted for advertising information, 1-800-282-5106

## ***Loose Fliers:***

- Loose fliers which need to be stuffed into the bulletin are discouraged
- In situations of urgency, the cost of photocopying and the labor to produce a flyer will be the responsibility of the person or committee submitting the flier
- No consecutive loose fliers will be allowed
- Loose fliers need to be submitted to the administrative assistant no later than Wednesday of the week in which the stuffer will appear in the bulletin
- The administrative assistant will make arrangements for volunteers to stuff the fliers into the bulletins, so the sooner she knows the better
- Loose Fliers currently are not published on the website with the Image

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### ***Bulletin Deadlines:***

- The submission deadline for the weekly bulletin is Friday by noon, nine days before publication and should be submitted to the e-mail address published on the front of the bulletin
- There are calendar specific publication dates for bulletins due around holidays such as Easter, Thanksgiving and New Year's. These will be communicated in the bulletin a week prior to the due date
- Financial information may not be available for a bulletin when the previous Monday was a holiday

### **Publishing the Weekly Bulletin:**

- When articles are received the bulletin editor places them into a Microsoft Publisher bulletin layout format
- Collection information is added on Monday once the money counters have prepared the report
- Once the entire content of the bulletin is in Publisher, the file is printed and given to the proofers to review
- Revisions are made and the final corrected bulletin is transmitted to the printer by Monday at 3pm
- Typically the printed bulletins arrive at the parish center by Wednesday afternoon
- Bulletins are taken to the church on Friday and placed in the church for distribution on Saturday and Sunday
- On Friday the bulletin publisher file is saved in a Portable Document Format (PDF) file and posted on the parish website