

Chapter: Communication	Section 1: EVENT PUBLICITY
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Bulletin Announcements

1. Bulletin announcement must be submitted to the Parish Office by Tuesday, 4:30 pm, prior to the Sunday when the announcement will appear. Announcements may be submitted via e-mail to mccuskers@gs.ptdiocese.org, faxed to 894-6912, dropped off during office hours or mailed.
2. It would be helpful if electronic submissions were prepared in Times New Roman 10 font, Microsoft Word.
3. Announcements may be modified by the Parish Secretary to fit available space. Parish announcements will supersede community announcements if there is not sufficient space for all announcements. Announcements should be no more than 100 words. If possible, use “word count” function in Microsoft Word to count number of words.

Flyers

1. Flyers must be submitted to the Parish Office by Tuesday, 4:30 pm prior to the Sunday when the flyer will appear.
2. A limited number of flyers will be permitted in each bulletin. Diocesan and other informational flyers are also placed in the bulletin.
3. If you wish to assure that the flyer appears on the Sunday requested, please contact the Parish Office as soon as you know the details. Flyers will be inserted on a first come-first serve basis unless an exception is made by the Pastor.
4. Flyers may be submitted electronically in Microsoft Word. Microsoft Publisher announcements can be received by Pat Beckett, beckett@gs.ptdiocese.org. If you prepare a flyer in Microsoft Publisher, please submit to Pat and cc mccuskers@gs.ptdiocese.org.

Banners and Posters

1. Banners or posters may be placed in the area outside of the church subject to approval by the pastor. No posters are to be placed in the vestibule area of the church.

Brochures

1. The Good Shepherd Welcome Wagon is kept in the Parish Center during the week and moved to the courtyard outside of church during weekend Masses.
2. Each ministry is assigned a slot on the Welcome Wagon for a folded brochure, 8 ½ by 3 ¾ . Slots are labeled with the ministry name. Additional brochures may be stored in alphabetical order in boxes behind the doors of the Welcome Wagon.
3. Brochures are printed and maintained by the individual ministries.
4. No brochures should be placed in the church vestibule. The book rack in the vestibule is reserved for religious books and liturgical materials, such as children’s Mass resources.

Announcements at Weekend Masses

1. All announcements at weekend Masses (ambo and choir) must be scheduled through Sandy McCusker at the Parish Office.
2. A maximum of three (3) announcements will be scheduled to be given from the ambo at the end of Mass.
3. Announcements must be one minute or less, and should be written out and timed before delivery.
4. Brief announcements can also be made by the Choir Directors at the end of Mass. These announcements should be no more than two or three sentences and must be submitted to the Parish Office.
5. One (1) weekend announcements per event can be made from the ambo.
6. Announcements at the 5:30 pm and 8 am Masses should be more traditional. All announcements should be tasteful and respectful.