

PARISH PUBLICITY TOOLKIT

Publicity is an important ingredient for the success of a program, event or new ministry. There are four primary ways to publicize events and new ministries here at St. James:

- The weekly Parish Bulletin
- The St. James Website
- St. James Social Media Channels
- The Video Message Board in the Parish Center

This publicity toolkit outlines the guidelines for submitting information for these channels.

PARISH BULLETIN

The weekly bulletin is a comprehensive source for news about St. James and a great way to publicize your ministry, program or event.

Deadline

Submissions for the bulletin are due in the Parish Office **12 days prior** to the date you wish to see your information in the bulletin. Please keep this deadline in mind when preparing upcoming ads or information.

We are unable to accept late submissions. In order to ensure that your information is printed on time, please plan ahead and be sure to send your submission on the date it is due.

We often get the question, “**Can’t you just squeeze it in?**” The bulletin is arranged each week according to our “Parish Commissions” – for example, Spiritual Life, Human Concerns, Catholic Formation and Parish Life – and that’s how our layout is prepared, using the **on-time submissions** we receive.

Copy-ready materials for the bulletin should be submitted via email to editor@stjamesah.org. If you aren’t sure about your deadline or you have any questions, please call Judy Tomaszewicz at 224-345-7206 or Carol Desmond at 224-345-7207 for clarification, and to be sure your information will definitely appear in our parish publication.

Formatting guidelines

All submissions must be copy-ready, in other words, anything submitted should be ready to be included in the bulletin as-is. You are responsible for putting your text/photo pages together, and for the design of your submission – i.e., style, graphics, etc.

Please send your page or submission in a **pdf version**, so it can be placed directly in the bulletin in the form and style you have prepared. **Please be sure your original submission is correct.** If you are sending **text only** in a **Word** document, please be sure to check spelling before sending. If you are including a photo to go along with the Word text, please send as a **jpeg**.

Revisions: While occasional revisions may be necessary in *special circumstances*, be aware that what you send is what will be printed in the bulletin. Please check your submission carefully, so multiple revisions are not required, as that can interfere with the printing deadline, and cause your submission to be late.

A note about copyrights. Even though we are a Church, i.e., not-for-profit, we are still bound by copyright laws. Our Archdiocese has established specific guidelines in order to avoid legal liability or having to pay for unauthorized use of material. As a general rule, you should not print for public distribution any poem, story, photograph or other artistic work, or even a part of it, without obtaining permission from the author. “Giving credit” to the copyright owner does not excuse the need to obtain permission to reprint the item. If you are quoting from the BIBLE, most versions of Catholic Bibles are copyrighted. Please check the copyright policy for the Bible you are referencing. **When sending your submission, please also send the source of any copyrighted material and the email you received that grants permission to reprint, for our files, which I keep for our protection.**

PARISH WEBSITE AND SOCIAL MEDIA

St. James also shares news about events and new programs and ministries on the parish website, www.stjamesah.org, and via the parish Facebook and Twitter accounts (<https://www.facebook.com/stjamesah/>, <https://twitter.com/StJamesParishAH>)

When preparing submission for the bulletin, please also be sure to send the information to the website administrators. You can do this by clicking on the "[Website Submissions](#)" link located at the bottom left of the [St. James homepage](#) and creating a "ticket." Every submission request is assigned a unique ticket number, which you can use to track progress and responses online. A valid email address is required to submit a ticket.

The form also can be used to request that information be posted to the parish Facebook and Twitter accounts. We recommend keeping Facebook posts to 140 characters because they are sent directly to Twitter, which has a 140-character limit.

You also can submit items for inclusion in the [event listing](#) on the website homepage, which also appears on our mobile website scrolling ticker.

PARISH WEBSITE AND SOCIAL MEDIA EXAMPLES

Here is an example of the different elements to be submitted via a website ticket for the Website Events calendar, Facebook, & Twitter.

Date: 1/22/2016

Event Name: Family Movie Night

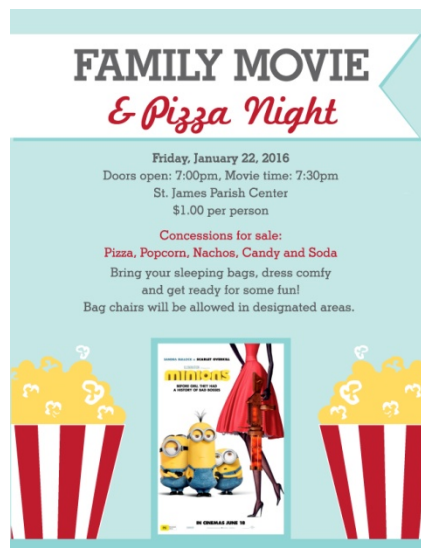
Event Location: Parish Center

Event Description: Come join us to watch the movie Minions. Admission is \$1.00. Concessions for sale: Pizza, Popcorn, Nachos & Candy. Bring your sleeping bags and get ready for some fun !

Event contact person: Person to call for questions or ministry hosting event

Event website links: (i.e. Signup Genius, links to webpage for more information)

Event files attached: PDF, WORD DOC, or JPEG formats used for all media type. (Examples: advertisement, registration form, signup form, web link)



Example Event jpeg (poster, ad for bulletin)

Need Jpeg format to post on website and facebook.

Make sure these files are the FINAL copy and proofed because the submitted files cannot be edited and as soon as we receive them they will get posted and inserted into the communication channels.