

Policies and procedures for program promotion in the parish bulletin¹

We set forth these procedures for using the bulletin:

- For fairness among the various organizations and ministries in the parish
- For good order in our communications to the parishioners
- For encouragement to organizations and committees to promote their programs

1. Any parish staff, ministry, committee or organization can utilize the bulletin to promote its programs. This listing above is in rank order, that is, staff announcements are first priority

Items that should appear in bulletin every week: (not in any particular order)

1. Pastor's corner
 2. Stewardship Thought for the Week
 3. Weekly Contribution Report
 4. Parish Calendar
 5. Instruction on how to register
 6. Daily readings
 7. Children's envelope contribution Report (This may be omitted if space is needed)*
 8. Mass Intentions
 9. Prayer List (This may be omitted if space is needed)*
 10. Thoughts from the Pastoral Associate, Deacon Ryan, or Fr. John or other staff members on a rotating basis
- * May not be omitted more than once a month

Priority of other articles for bulletin:

1. Any article from the staff. The Pastor should be the only one who has a "reserved" spot on a weekly basis.
 2. Arch announcements (from Archbishop ListECKI, etc)
 3. Ministry articles
 4. Committee / Organization articles
 5. Promoting other area parish activities only if there is room in the bulletin
2. There is a difference between listing a program in the bulletin and an advertisement. An advertisement would be a flier or a similar piece. Advance advertisements (more than one month before the date of the program) can be inserted into the bulletin for two consecutive weeks.
 3. After two advance advertisements, the program will be listed in a section of the bulletin entitled "Upcoming Events." The format for these announcements is:

November 1	Flu Clinic
December 1	Scripture Study with the pastor
January 15	Progressive Dinner
February 25-26	Women's retreat
For more information, please phone the parish office at 262-679-1773	

¹ Parish Staff policy, in consultation with the parish council. January 2010; Revised December 14, 2010; revised January 29, 2012

Revised January 30, 2012

*Note – Meetings are not to be listed in Upcoming Events

4. The Parish Secretary should receive the articles no later than 12:00 PM on Monday. If she is required by LPI to submit the bulletin earlier, she will inform the staff of any change in the deadline.
5. Groups are encouraged to advertise in this way:
 - ✦ Each consecutive announcement should be worded or creatively stated in a different way.
 - ✦ Quarter-page, half-page or full-page advertisements should preferably be incorporated into the pages of the bulletin.
6. Fliers
 - ✦ Inserted fliers are used when there is no space to incorporate them into the bulletin text itself. They must be copied by the staff or committee person presenting the ad and brought to the parish office.
 - ✦ The parish secretary should be notified three weeks before the flier is to be in the bulletin.
 - ✦ An electronic copy of the flier should be sent to the parish secretary ten days before the bulletin insert.
 - ✦ If a flier can be incorporated into the body of the bulletin, the parish secretary reserves the right to do so.
 - ✦ No more than two fliers may be in any weekend bulletin. Should there be a request for more than two fliers, the pastor will decide which fliers will be inserted.
7. The parish secretary may have to edit articles, announcements and advertisements
 - remove non-essential wording An example would be: Please call Bethanne in the Religious Education Office at 262-679-0880 could be changed to Call Bethanne 262-679-0880.
 - grammatical errors and punctuation mistakes
 - If the article will not fit, the parish secretary will ask the contributor to shorten the article.
 - Parish secretary has the responsibility to not include pictures that may be copyright protected and if the bulletin space is limited
 - One tif or graphic image can be offered and used in any article. Parish secretary will advise the staff person of her need to eliminate graphic.
 - Embellishments and creative appearance to articles is the responsibility of the bulletin editor/ Parish Secretary. The Parish secretary has the responsibility to use a different tif or graphic for an article or to reduce the size to accommodate available space. She must check with person submitting the article.
8. If there is extra space available in the bulletin, it will be at the Parish Secretary's discretion as to what should be added.