2019 Guardian Submission Guidelines

<u>WHEN TO SUBMIT bulletin content:</u>
All content (text with photos/art/graphics and/or flyer/ad) is due Monday by 9 a.m. for publishing in that week's *Guardian*. For example, if you want the article in the Oct. 13 *Guardian*, it must be submitted by Monday, Oct. 7. Early holiday deadlines will be communicated throughout the year.

Late submissions will be moved to the next week for publishing.

When space is limited, timeliness and proximity are the main newsworthiness factors taken into consideration: Parish events have priority. Articles supporting sister and local parishes will run in the *Guardian* as space permits under the "Around Town" section. All content will be edited for space, clarity, formatting and mechanics/style.

At the same time of submitting content for the bulletin, consider requesting event information from your article or flyer/ad to be shared in other parish communications.

How to determine whether to request posting on the website and/or digital sign:
Posting on the parish website's homepage under "Upcoming Events" is helpful if you have longer explanations that refer to different online links, such as purchasing tickets through EventBrite. Posting on the digital sign in front of the church is helpful if it is for a major, annual parish event that requires little explanation.

Please click on the appropriate link and complete one of the following Google forms to request content to be on the parish website or to go on the digital sign:
    [Request to post on Sacred Heart Digital Sign](#)
    [Request to post on Sacred Heart Website](#)

<u>HOW TO SUBMIT bulletin content:</u>
Parish Staff:
- **Submit bulletin content in the appropriate weekly sub-folders within the *Guardian* Weekly Copy folder on the Shared Drive.** If content is recurring, please make sure to submit the article within EVERY applicable sub-folder to ensure publication. (e.g. Sept. 7-8, Sept. 14-15, Sept. 21-22)

Outside of parish staff:
- Submit all edit-able articles and flyers/ads in Microsoft Word or Publisher documents to editor@shparish.org

- Submit photos and already designed graphics as separate JPG file attachments to editor@shparish.org **You must have permission to publish photos and graphics if you are not the original creator.** *Please note:* **ONE** email should contain **ALL** photos and graphics/multiple JPG file attachments**.**
- Within your email, state how many weekends you would like your content to run by indicating specific dates. (e.g. "Please run this Sept. 7-8 and Sept. 14-15.)

HOW TO FORMAT bulletin content:
Articles:
- **Content should be in default font on Microsoft Word - Calibri.** Single space between sentences and no spacing between lines. Press [Enter] to indicate a new paragraph. Do not format with type styles, bold, underline, etc. (Editor formats within the actual bulletin in Publisher.) Also, avoid using all capital letters, as this makes it sound like YOU ARE SHOUTING TO THE READER ;)
- **Include a suggested headline/title, as well as byline/author's name and cutline/caption for photo(s) when possible.** Headlines should be short and are best when action-oriented. E.g. "Music Ministry needs singers," "Join Sacred Heart for Tigers game," "Donate cans to SVdP fundraiser"

Flyers/ads:
- **Include 5Ws and H (who, what, where, when, why and how) of the event.**
- It helps to end content with saying something like **"For more information, contact _____ at _____"** (email and/or phone number).
- **JPG version (not PNG, Tiff, etc.) is best/highest quality in print.** Any PDFs should be converted to JPGs.
- **Instead of sending a full-page flyer or ad, provide varying sizes** - especially if you do not submit in an edit-able format (Word, Publisher, etc.). This allows an option for content to appear consistently*,* as space will vary. *If the JPGs are not submitted in varying sizes, as listed in the guidelines, then contributor risks either not having content in bulletin or having it redesigned.*

Front page options	Height	Width
Front page of the bulletin (minus the masthead)	6 inches	7.5 inches
Front half-page	3 inches	3.75 inches
Front quarter-page	3 inches	1.88 inches

Inside/back page options	Height	Width
Inside/back pages	10.5 inches	7.5 inches
Inside/back half-page	5.25 inches	7.5 inches
Inside/back quarter-page	5.25 inches	3.75 inches

***Common Style Rules for Articles (Based off of [The Associated Press Style Book](#))*:**
Capitalize:
- **Mass -** Always capitalize when referring to the ceremony, but lowercase any preceding adjectives.
- **Sacrament -** When used in a specific reference. E.g. Sacrament of Marriage, Sacrament of Confirmation, Sacrament of Baptism.
- **Parish Office and Parish Hall-** It becomes a proper noun/title when used as a specific location. E.g. Drop off donations at the Parish Office. The reception on Sunday will take place in the Parish Hall.

Phone numbers: Parentheses around area code - (313) 278-5555

Dates:
- **Abbreviate month with date.** Please also include day with date, as this often catches many typos related to events. Notice the number should be in numeral/digit form (not spelled out). E.g. **Sunday, Sept. 1.**
- **Spell out month without date -** September.
- **Use digits only -** Sept. 16, not Sept. 16th.

Times: Lowercase with periods. E.g. 6 a.m., 6 p.m.

Addresses: Abbreviate street and drive with number - 912 South Military St.

Websites: "http" and "www" is not needed. E.g. shparish.org

Percentages: Spell out number when less than 10, use digits for more than 10. Always spell out percent - two percent, 100 percent.

Dollars: Use symbol with dollar digits and eliminate cents when there are none in order to avoid confusion - $1.99, $10 (**not** $10.00)