

## BULLETIN ARTICLES

- Please submit all requests to [stnorbertbulletin@gmail.com](mailto:stnorbertbulletin@gmail.com), or drop off at the Ministry Center office. Handwritten submissions should be **PRINTED** clearly. Electronic submissions as attachments are preferred to e-mails with article in the body of the e-mail.
- General bulletin requests are due **no later than Friday at 10 a.m.** eight days prior to the Sunday bulletin publication date.
- Articles received after the deadline will be published in the next bulletin if they are still timely.
- Articles that require translation to be included on the Spanish pages must be received **NO LATER THAN** Wednesday at noon to allow time for translation. *Please plan ahead!*
- Bulletin articles will be published on a **space available** basis. Priority is given to parish-sponsored and diocesan events.
- When considering your article/announcement, please be **concise** and include a contact (phone number and e-mail if possible) for more information within the message. Be sure to include **date, time and location** of event.
- Try to limit the length articles to no more than 125 words. Readers tend to skip over articles that are too long. Make your point in the first two sentences!
- Articles may be edited for length or content at the discretion of the bulletin editor.

Please e-mail or call Joan Doyle at (714) 609-2048 should you have any questions or would like assistance in placing an item in the bulletin.

### **Please proofread your articles carefully prior to submission.**

Requests for prominent or larger space should be directed to Joan Doyle at [stnorbertbulletin@gmail.com](mailto:stnorbertbulletin@gmail.com). Depending upon timely submission and available space, your request will be accommodated as well as possible. Full page ads are not always the best way to go and are reserved for major fundraisers only. In general, promotion for special events or fundraisers is most effective if presented in the following manner:

- Begin with a "save the date" blurb 3 – 4 weeks prior to your event (earlier if it is a big event or on a holiday)
- Expand to a 1/4 or 1/2 page (depending the content necessary for your ad) 2 weeks prior to event
- Expand to a full page (major fundraisers only) 1 week prior
- If applicable, follow-up with a blurb with instructions for pick-up or a thank-you to donors.

All items are subject to adjustment at the discretion of the bulletin editor.

## BULLETIN STYLE GUIDE

For consistency and to minimize editing (& editing errors!), please review and follow these general guidelines for your bulletin submissions:

- **E-mail attachments (Word documents) are preferable to inserting text into the body of the e-mail.**
- **Font:** Calibri, 9.5 point if available on your computer

- **Spacing:** **SINGLE** spacing between sentences, **DOUBLE** spacing between paragraphs
- **Times:** 9 a.m., 7:15 p.m., 12 noon, **NOT** 9:00 am or 9:00PM
- **Capitalization:**
  - Mass** - capitalize
  - Church** - lower case when referring to the building, capitalize when referring to the Body of Christ, universal Church or the Catholic Church
  - parish** - lower case, unless used as “St. Norbert Parish”
  - Gospel** - capitalize when referring to any or all of the first four books of the New Testament, as in “The Gospel of Matthew” or “the Gospels,” lower case as in “gospel singers”
  - Scripture** - capitalize
  - Bible** - capitalize
  - Headlines** - **Do not use all caps.** (Headlines may be capitalized later by the editor.)
- **Punctuation with quotation marks:** In English, periods and commas are placed **within** the quotation marks. **Correct:** Jesus said to him, “I am the way and the truth and the life.”
- **Underlining:** Do not **underline**
- **Dates:** Do not use 1st, 2nd, etc., with dates. Include the day of the week.
  - Correct:** Wednesday, July 21 or Friday, April 2
  - Wrong:** July 21<sup>st</sup>, April 2<sup>nd</sup>
  - Use the year only if not referring to the current calendar year.**
  - Follow dates with a comma** in the middle of a sentence: Please join us on **Saturday, July 31,** in the Ministry Center.
- **Phone Numbers:** (714) XXX-XXXX Do not use periods or dashes to separate area code. **DO** include the area code.
- **Abbreviations:** **Do not abbreviate.** Spell out months of the year and words such as Street, Boulevard, Avenue.
- **And / at:** Spell out the words **and** and **at**. Do not use **&** or **@**.
- **E-mail:** hyphen between **e** and **mail**
- **Frequently misused names:**
  - St. Norbert, NOT *St. Norbert’s* or *St. Norbert’s Church*
  - Christian Service Ministry, NOT *Christian Services*
  - Jesus’ friends, NOT *Jesus friends*