

## Bulletin Guidelines

### Revised May 2015

Bulletin information from church members/volunteers should be submitted to the corresponding ministry area's staff liaison, who will

- Edit the text, if needed, according to the formatting guidelines below
- Place the text in the Bulletin Submission Template (Bulletin Submission\_Ministry Area\_Name) found in the bulletin drop box
- Save this template as a new document (“[Ministry Area]\_[Your Name]”) in the upcoming date folder in the bulletin Drop box by **Thursday p.m., 10 days before the Sunday it is to be printed.**

**Example of a Submission Document Title:** Children & Families\_Mary.docx

**Format:** Each announcement should include, in this order: **EVENT TITLE/TEASER** (in bold caps), Date, Time, Location. Maximum 60-word description. Contact Information.\* (or RSVP by date for response: contact information). Note punctuation to be used (as shown) with the period at the end.

#### Contact Information

For BMPC staff: KellenSmith@bmpc.org, ext. 8812.

For others: do not retype the name if it is apparent in the email address:

JaneWalsh222@yahoo.com, 610-444-2321.

If the individual's email address is abstract, DO include the person's name.

Don Smith, dsm1123@aol.com, 610-555-1111.

**Do not include the text “for more information,” “Questions?”, or “Contact:”**

#### Examples (note use of abbreviations, etc.):

**“CHRISTMAS LIGHT” CONCERT.** Sun., Dec. 11, 4:00 p.m., Sanctuary.

Christmas favorites sung by our Senior Choir with the Chamber Orchestra of Philadelphia. Tickets: \$10. StephanieSpeakman@bmpc.org, ext. 8811.

**Y GROUP BRUNCH AND PARENTING PROGRAM.** Tues., May 21, 9:00 a.m., Congregational Hall. Potluck brunch followed by Florence Stern's parenting class filled with wisdom, humor and practical advice. RSVP by 5/18 to Tricia Mackay, [tmack32@gmail.com](mailto:tmack32@gmail.com).

#### CATEGORIES for the Narrative Section

- **ANNOUNCEMENTS:** Includes general information not related to an event, though there are exceptions (e.g. a Congregational Meeting). Ideally runs for three successive weeks max. Some content may be included periodically or on a rotating basis (e.g. the first week of the month).
- **TODAY:** Special, church-wide or new events occurring that Sunday. On-going weekly or bi-monthly events will be included in the narrative only if there is a special guest/topic.
- **THIS WEEK:** Events in the week following the publication date. On-going weekly or bi-monthly events included in the narrative only if new or special guest/topic.

- **UPCOMING:** Events two weeks out from distribution, weekly or bi-monthly ongoing events included only if new or special guest/topic. Events three weeks out will be considered if space allows and at the discretion of the Communications Department.
- **SAVE THE DATE:** Events more than two weeks out (depending on the scope of appeal and space available) and events two weeks prior to an RSVP date. Information that is a reminder (such as camp/trip registrations) may be posted periodically.
- **THIS WEEK'S CALENDAR:** Information for the Sunday calendar will be pulled directly from My.ServiceU. Therefore, please make sure the on-line calendar has accurate and clearly stated information for events in your ministry area, i.e. enter information on My.ServiceU exactly as it should appear in the bulletin calendar and be sure to include a location in the description even when the event is off campus.

**Example:** 9:00 a.m. Parkinson's Disease Support Group, Gloucester Room  
7:00 p.m. Session Retreat, Off Campus

### **More Formatting and Stylistic Guidelines**

- Use periods at the end of submission titles, not colons. (**Sacrifice and Cinema.** Sundays, 11:00 a.m. Fullerton Room.)
- Add periods at the ends of sentences in the narrative and at the end of the contact information.
- Use lower case a.m. and p.m. for all time.
- Write complete times: 9:00 a.m., as opposed to 9AM.
- Use "*the Rev.*" or "*the Rev. Dr.*" for all clergy.
- Use abbreviations for days and months unless the day is plural
- Title only in caps (excluding acronyms, etc.).
- If you use an acronym, state what it stands for the first time it is used. (Example: AGM for Alternative Gift Market).
- Always spell-check ***and*** proofread.
- Submissions may be submitted three weeks out and run in two bulletins prior to the event or RSVP deadline. There are some exceptions, e.g. major events in "Save the Date" and "Announcements".
  - Events requiring a RSVP may be submitted 2 weeks before the RSVP date and will run in two bulletins prior to that date in "Save the Date" section.
- When registration is available through my.ServiceU, the following text should be included: "Register online at [www.bmpc.org](http://www.bmpc.org) > Calendar > Open Registrations"
- **For repeat submissions, be sure to check the final printed bulletin and submit that version, which may have been edited.**

*Content may be further edited by the Communications Dept. or by the request of Planning Team for clarity or space restraints.*