

Bulletin Guidelines **Revised January 2018**

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.
- Enter the updated text in the bulletin announcement file at end of day **Thursday, 10 days before the Sunday it is to be printed.**
 - The announcement file is available for new announcements ahead of time. However to edit announcements run in the previous Sunday bulletin, announcements are added on Thursday after the current week's bulletin is finalized. When these announcements are added to the dropbox, an email is sent to staff who submit updates that the file is available to edit. If you want to be added to this list, please contact Laura.

Format: Each announcement should include, in this order: **EVENT TITLE/TEASER.** (in bold caps, and short with period), Date, Time, Location. Maximum 60-word description. Contact Information. *(or Registration by date for response: contact information). Note punctuation used (as shown) with the period at the end. No phone extensions are to be used.

Contact Information Examples:

For BMPC staff: AmyBauer@bmpc.org.

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 "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.

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. Register by May 18 to Tricia Mackay, 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 a maximum of three successive weeks. Some content may be included periodically or on a rotating basis (e.g., the first week of the month or if there is additional space at the discretion of the Communications Department).
- **TODAY:** Special, church-wide or new events occurring that Sunday. Ongoing weekly or bi-monthly events are included in the narrative only if the class is starting up again (new program year), there is a special guest/topic or additional space available.

- **THIS WEEK:** Events in the week following the publication date. Ongoing weekly or bi-monthly events included in the narrative only if the class is starting up again (new program year), there is a special guest/topic or additional space available.
- **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.
- **NEXT SUNDAY:** Special, church-wide or new events occurring the following Sunday. Ongoing weekly or bi-monthly events will be included in the narrative only if the class is starting up again (new program year), there is a special guest/topic or additional space available. However, if the class is held the previous Sunday (the Sunday for distribution), it will only appear in the “Today” section.
- **SAVE THE DATE:** Events more than two weeks out (depending on the scope of appeal and space available) and events two weeks prior to a registration date. Information that is a reminder (such as camp/trip registrations) may be posted periodically.
- **CARING & SHARING:** Events or announcements that are mission/serving focused. This includes collections, Casserole Blitz, Hunger information, etc.
- **THIS WEEK’S CALENDAR:** Information for the Sunday calendar will be pulled directly from the My.ServiceU calendar. Therefore, please make sure the online calendar has accurate and clearly stated information for events in your ministry area. If the event is off campus, be sure to include a location in the My.ServiceU description.

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

More Formatting and Style 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 lowercase a.m. and p.m. for all times.
- Write complete times: 9:00 a.m., as opposed to 9 AM.
- Use “*the Rev.*” or “*the Rev. Dr.*” for all clergy.
- Use abbreviations for days and months unless the day is plural (Wed. or Wednesdays). Months that are not abbreviated: March, April, May, June and July.
- 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 Advent Gift Market).
- Always spell-check ***and*** proofread.
- Submissions may be submitted three weeks out and run in two bulletins prior to the event or registration deadline. There are some exceptions, e.g., major events in “Save the Date” and “Announcements.”
 - Events requiring a registration may be submitted two weeks before the registration 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 > Calendar > Open Registrations.”

Content may be edited by the Communications Department or at the request of Planning Team for clarity or space restraints. The guidelines provided above are subject to change at any time without prior notice.