



Guidelines for Submission of Communications

Publicizing Your Event

All announcements should be emailed to communications@4sjnc.org or requested through the announcements page of the website.

These are the only venues you need to publicize your event at St. John Neumann. There's no need to contact anyone else. The bulletin editor, website administrator, electronic bulletin board editor, parish media liaison, weekly email coordinator, Facebook and Twitter coordinators and the pastor will receive your email so please include:

- which publications/media you wish your announcement to appear in
(see the "Deadlines for Submission" section for opportunities)
- how long you wish your announcement to run

Announcements, including poster displays, will not be run more than four weeks in advance of an event. All announcements will be run at the discretion of the Communications Commission and the pastor.

Deadlines for Submission

In order for us to communicate your event in a timely manner, please adhere to the following deadlines:

Bulletin Announcements: 10 days prior to the Sunday you wish your announcement to appear.

Electronic Bulletin Board: 5 days prior to the Sunday you wish your announcement to appear.

Pulpit Announcements: 5 days prior to the Sunday you wish your announcement to be read.

(please note that pulpit announcements will not be read for more than one weekend.)

Weekly Email, Facebook, Twitter: 7 days prior to your event.

Catholic News & Herald /Charlotte Observer/Mint Hill & Matthews local papers: a minimum of 2 weeks prior to the event.

Creating Your Announcement

In order for all communications at St. John Neumann Catholic Church to look professional and represent our one voice as a parish, we ask that all communications be submitted or designed in the following format:

- heading/title
- brief and clear description of event
- date of event
- time of event
- location of event
- contact person and contact information for event

Please use 14 pt Arial font for the heading and 10 pt Arial font for the body of your announcement. We will try our best to print your announcement as requested but keep in mind that it may be edited due to space constraints or other reasons

Communications in the St. John Neumann Style

There are many ways to format dates, times, etc. So that our communications appear consistent, please format your dates, times, contact information and addresses following the examples below:

Dates: October 19, 2010 (*not 10/19/2010 or Oct. 19, 2010*)

Times: 7:00 p.m. or 7:00 a.m. (*not 7pm or 7 PM or 7:00 PM*)

Contact Information: 704.536.6520/communications@4sjnc.org

(try to provide both a phone number and an email address in all announcements whenever possible)

Addresses: 8451 Idlewild Road, Charlotte, NC 28227 (*not 8451 Idlewild Rd., Charlotte N.C. 28227*)

Some Tips for Writing

- Keep in mind that you will have about two seconds of your reader/viewer's attention. Be clear but brief with your description.
- Remember that the most important part of your announcement is the event itself, not who's sponsoring it. If you must say who is sponsoring the event, do so at the end of the announcement or bottom of the poster and keep it short. (EX: Sponsored by Adult Education)
- Avoid using abbreviations for group names. If you must abbreviate to save space, spell out the name of your group at least once in your announcement.
- For posters, avoid using fonts that are difficult to read. Plain fonts, like the one you are reading now, are best. If you want to use something a little fancier, use it for the title/heading but not for the rest of your announcement.

A Word about Posters

In order to keep our Gathering Area neat and hospitable, we ask that you contact our Scheduling Coordinator to reserve space for your event poster. Posters not on the schedule will be removed at the discretion of the Communications Commission and the pastor.

After Your Event

Help us get the word out about what a wonderful place St. John Neumann Catholic Church is to be! Take a few photos during your event and send them to us along with a few paragraphs about how it went. We'll do our best to share your story with the rest of the parish and local community whenever we can. For best results with your photos, use the high resolution setting on your camera so they will appear well in print.