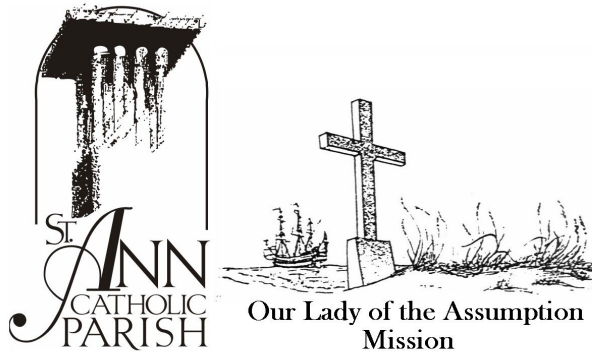


**ST. ANN CATHOLIC CHURCH &
OUR LADY OF THE ASSUMPTION MISSION**

COMMUNICATIONS MANUAL

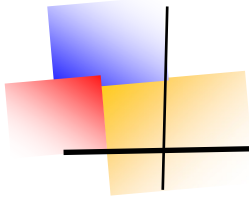
March 2007



<http://www.StAnnGulfBreeze.org>

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COMMUNICATIONS MANUAL

THE SPIRIT GUIDELINES

DATE ISSUED: March 1, 1990;

Latest Revision November 2006

PURPOSE: This document outlines the policies as to the editorial content of the parish bulletin, "The Spirit", and the "Bridge", a bi-monthly newsletter. See also Policy 201, which contains more information about guidelines regarding communications about St. Ann Parish and Discovery School.

POLICY: The parish weekly bulletin, "The Spirit", is a parish public relations communication vehicle to keep the parish informed and educated. Certain guidelines must be established for uniformity.

The newsletter, the "Bridge" is a bi-monthly publication for more detailed information than the Spirit; pictures of recent events; calendars of upcoming events; and stories of interest to the parishioners.

It will be standard policy to retain the majority of parish photos, negatives, etc., for the parish scrapbooks, archives, and/or current file reference for future use.

PROCEDURES:

The bulletin operates with communication among the Editor, Pastor and staff members as needed to insure the bulletin is a public relations medium designed to unify the family of St. Ann and relay the good news of our growth in faith and action.

Material should be submitted for consideration by 12 noon Monday of each week (including holidays).

Late material received after the deadline will not be considered for publication that week.

Parish information will be tailored to fit consistent news writing style; therefore, individuals/groups will not have to prepare stories any farther than the giving of information on the "Spirit" form. Information is always to be signed, with a phone number

added in case further information or clarification is needed.

Weekly/routinely scheduled meetings will be included on the monthly calendar. For certain special events at these routine meetings, ample information should be supplied and may appear rewritten for freshness of coverage.

Parish staff and/or parish organizations desiring inserts must have prior approval of the Editorial Board (Pastor, Parish Administrator, Editor) and inserts must fit within the bulletin's publishing pre-planned schedule. This is in the interest of conserving space, reducing cost, and in maximizing the utilization of space an insert creates. Once approved, the insert must be submitted at least one week prior to requested publication date. Having two parish inserts in one week will not be standard practice.

Pastor's columns with regard to liturgical, holiday and parish programs, as well as Bishop's letters requesting printing, have prominent display in any bulletin. The "Spirit" will grow upon occasion when the news load is heavy or special occasions need coverage; this will be at the discretion of the Editor.

It will be routine policy to carry obituaries of parishioners. The Pastor, or anyone with knowledge of, should relay word of any parish-linked death for inclusion in the "Spirit". Baptisms in the parish will be printed in January as near as possible to the Feast of the Baptism of Our Lord, and deaths recorded at St. Ann during the year will be printed the first week of November or as near as possible to the Feast of All Souls. Names of those receiving the Sacraments of Reconciliation, Eucharist and Confirmation will be printed as close

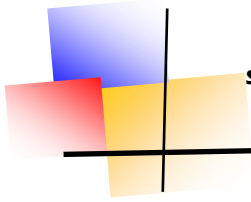
to the occasion as possible. In May, it is customary to have a graduation edition tied in with the Graduates' Mass and reception. This edition will feature individual senior photos of our parish high school graduates. Copyright laws will always be followed, especially when using cartoons and other artwork that by its nature have copyright registrations. It is NOT legal to publish a cartoon or copyrighted art item(s) even when credit is given to the artist. Written permission must be sought to publish copyrighted material. The bulletin will not utilize quotations from the Internet and World Wide Web unless they are in the public domain to safeguard against copyright infringement in which the publication, parish and/or editor may be legally accountable. Personal ads will be discouraged as items of religious significance have priority.

No personal solicitations for charities, which are not clearly associated with the parish or diocese, will be authorized without the permission of the Editorial Board.

A consistent effort will be made to photograph new faces, new activities, and new programs. The schedule of altar servers will be printed in the "Spirit" for benefit of their parents who oversee their ministry. All other schedules will be communicated by mail. That mailing and the posting of the current schedule at the church will be sufficient notification to our adult ministers.

During the months of June, July and August, when parish activities are lighter, a single page "Spirit" may be printed.

The issue for the final weekend in December of each year will be pictures only "Spirit", reviewing the



year's activities.

The following articles will be included regularly:

- Mass intentions
- Offertory/Special collections
- Monthly calendar insert

The "Spirit" will be distributed only

after Mass, and ushers will collect remaining issues and put them away until the conclusion of the next Mass. Copies of the bulletin are bound on a yearly basis for historical review.

The "Bridge" is mailed bi-monthly to all registered parish members.

Pol207
11-06

PULPIT ANNOUNCEMENTS

**ST. ANN PARISH, GULF BREEZE
POLICIES AND PROCEDURES**

No. 208

Page 1 of 1

Approved by: SS

Date Approved: 11-06

**SUBJECT: GUIDELINES FOR
PULPIT ANNOUNCEMENTS**

DATE ISSUED: March 1, 1990;

Latest Revision November 2006

PURPOSE:

This document outlines the policies and procedures regarding the announcements that may be read from the pulpit at the weekend liturgies.

POLICY:

In order to maintain the dignity and

essence of the celebration of the Eucharist at the weekend liturgies, announcements read from the pulpit by the lector will be held to an absolute minimum. Pulpit announcements shall be reserved for special occasions, for important information received too late to be included in the bulletin, or for reinforcement of a special event or occasion within the parish.

PROCEDURES:

Suggested announcements will be turned into the Communications Office by noon on Thursday of each week, typed and double-spaced.

No announcement shall be more than three sentences long and

should not contain any phone number.

Suggested announcements should not repeat any information that is contained in the weekly bulletin.

Announcements shall not be placed in the church at the last minute before the beginning of Mass.

Those not left in the Communications Office on Thursday may not be considered for use that weekend.

The discretion of the celebrant will be exercised when necessary.

Pol208

11-06

SIGNAGE AND LETTERS

These items should be reviewed at least once a year for consistency and updating:

INDOOR

Pew Cards - Church

Napkin Holders in Nickelsen Hall.

Narthex Banners (pg. 9 Siegel Display Products)

OUTDOOR

Church Sign Front Building – ICP Church Signs – Post card

Campus Directional Signage - Graphic Arts

Street Light - Banners – (pg. 48 Siegel Display Products)

Banners – Seasonal to invite and decorate

MAIL

Bi-monthly or Monthly Newsletter

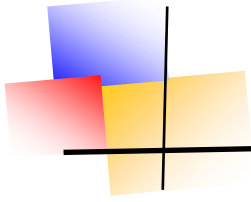
Direct Mail Postcards Special Events – Advent & Lent

Welcome Letters

Visitor Letters

Thank You Letters

Stewardship Letters †



COMMUNICATIONS MANUAL

GENERAL ST. ANN STYLE

GENERAL STYLE

The Catholic News Service Stylebook on Religion Second Edition is our basic stylebook. Copies are in the communications office.

Refer to the parish as St. Ann, no apostrophe and “s” unless speaking of some program or building (St. Ann’s Nickelsen Hall, St. Ann’s basketball team).

Our locales should always follow the name: “St. Ann, Gulf Breeze”; “Our Lady of the Assumption, Pensacola Beach.”

Our motto is “Serving the Community in Body, Mind and Spirit.”

Our slogan is “A Stewardship Way of Life Parish.”

Dates should be written as: Monday, January 16, 2006 (**no ordinals after dates**). Always spell out the name of a month and the name of a day.

Time elements:

No: “10 a.m. this morning”;

Yes: “10 a.m.”

Use Noon or Midnight rather than 12 p.m. or 12 a.m. Don’t use extra zeros. Use periods with a.m. and p.m.

No: 6:00 p.m., 6 pm.

Yes: 6 p.m.

No comma after the last item in a series of three or more.

Numbers under 10 are spelled out. Numbers over nine are numerals.

Lowercase spring, summer, fall and winter unless the season is used in a formal name such as Winter Olympics.

Extraordinary Ministers of the Eucharist on first reference, EME on second.

Buildings and rooms on campus are spelled out first reference, acronym after. Example: Chapel Conference Room (CCR).

Full name first reference to a person, last name only afterwards. Job titles after a name are lowercase.

Avoid starting a sentence with the word “there”. Be careful in your use of “this” and “which,” avoiding them if possible. The word “that” can almost always be eliminated.

We have many visitors and seasonal parishioners. Don’t assume the reader was here last week when you write up an announcement or article.

PUBLICATIONS

The logos are to be used in every possible piece of printed material.

Our Lady should always be mentioned in releases and publications.

Announcements about special events involving Our Lady and the beach should be cleared through **t h e P a r i s h Administrator/Administrative Assistant.**

The Spirit deadline is Monday Noon, including holidays. The bulletin should be finished by Wednesday afternoon. This means starting on it the Wednesday before. *Lack of planning on your part can not constitute a crisis on the Communications Staff’s part.*

Spirit announcements should pertain to the coming week, and occasionally a notice about events further out.

The last issue of the Spirit each year is a photo montage.

In odd-numbered months, the

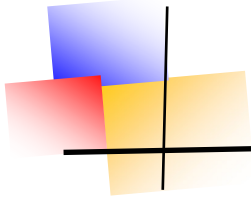
newsletter The Bridge is mailed to everyone on our database. Deadline is the 10th of the even-numbered month before. Therefore, deadlines are

The deadlines may change, however, for Advent and Lent.

More policies and styles are in the following pages.

Bridge Deadlines

December 10	January Issue
February 10	March Issue
April 10	May Issue
June 10	July Issue
August 10	September Issue
October 10	November Issue



COMMUNICATIONS MANUAL

LOGO USE POLICY

1. St. Ann logo should not be altered in any way, shape, or form. Please keep in original proportions.

2. The slogan:

a. Should be in 1 line where possible as:

Serving the Community in Body in Body, Mind and Spirit

b. Should be lined up so that “serving..” is in line to right of “Parish” in logo. This allows continuity of the whole image saying “St. Ann Catholic Parish Serving the Community...”

c. is in a typeface called “Snell Bd BT.”

3. The black and white logo should be used for black & white production (i.e. flyers and items requiring use of many copies, either on copier or on duplicating machine)

4. The color logo should be used for color production where final product will be printed in color, matching PMS (i.e. use of color-printed letterhead for individual correspondence).

5. We encourage you to use Snell typeface to match the masthead of St. Ann *Spirit*.

Notes

Until Our Lady of the Assumption Mission returns to their building, the combined logo should be used in all instances.

To maintain proportions, in Word and Publisher, resize image using only corner resizing points. Using the sizing points at direct top, bottom, or mid-side will distort the image.

The masthead to the bulletin, the St. Ann *Spirit*, uses the Snell Bd BT font. Use this font as often as you can. In order to compose text matching this font, you must have it installed on your computer.

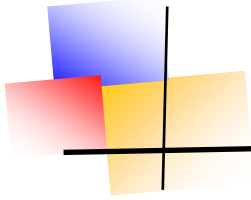
If you do not have the typeface, a copy is available in the Shared files, in the Everyone folder. To install, do the following Go to My Computer – Control Panel – Fonts. Click on File, “Install New Font”. Change drive to Shared/Shared, select Everyone folder, click on font name, click OK.

The lettering of St. Ann Catholic Parish logo with the tower is in LHF New Trajan typeface. Install this font also if you need to. †



Our Lady of the Assumption Mission

Combined Logo



PROOFREADING

- Take a break between document preparation and proofreading.
- Know the time of day when you are most mentally alert (write late; proof early).
- Change location and get good light (natural or incandescent light is better than fluorescent).
- Eliminate distractions; if interrupted, mark your place.
- Ask for help if it's very important (read back and forth with someone else).
- If several people are proofreading, ask them to use different colors.
- Save proof copy and compare corrections to it.
- Read once for spelling and grammar; read again for facts and consistency.
- For outside audience, read to identify unclear terminology or acronyms.
- Proofread from hard copy (you cannot do it effectively on-screen).
- Sometimes it is helpful to print the document in larger type or double spaced.
- Printing the document on a different color paper can sometimes help.
- Text in all caps is hard to read.
- It is sometimes helpful to read aloud.
- Learn the language of your business (acronyms, building names, titles, etc.)
- Learn proofreading marks and use them.

- Use a ruler to isolate lines.
- Be careful with electronic spelling and grammar checks; they don't catch all mistakes.
- Mark items/facts that need to be checked.
- Double check names, addresses, phone numbers and dates.
- Proofread all charts, tables, totals, numbers, etc.
- Proofread headings last.
- Create a checklist for time, date, place, dress, RSVP.
- Rush jobs are mistakes waiting to happen!
- Have someone other than the typist proofread the final version.
- Don't assume anything.
- Watch for "widows" (a single line of a paragraph at the top or bottom of a column or page) and "orphans" (a single word left alone on a line, column or page) and eliminate them.
- Make sure formatting details are consistent throughout the document, such as paragraph indents, headings, typefaces and type sizes used, etc. †

SYMBOL, EXAMPLE, MEANING

, weeks , **delete**

^ , february , **insert**

* , coursework , **insert space**

⊂ , per cent , **close up**

Sp. , **spell out**

= , , **insert hyphen**

hc / , **make letter lowercase**

≡ Cap , **make letter uppercase**

Tr , **transpose**

⊙ , PhD , **insert period**

^ , members, who , **insert comma**

¶ , end in the , **start new paragraph**

stat , **let it stand**

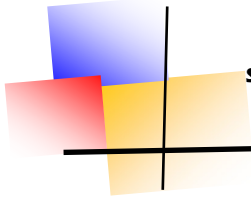
|| , **align**

⌋ , **flush right**

⌈ , **flush left**

⌋ , **start new line**

ital , **change to italic**



EVENT PUBLICITY

Part of spreading the Good News is letting our friends and neighbors know how we are living our faith through the Stewardship Way of Life. With planning and teamwork, we can tell the story of St. Ann, Gulf Breeze and Our Lady of the Assumption, Pensacola Beach, to the community and even the world.

Because St. Ann and Our Lady are such active congregations, the Communications staff may not be physically able to cover every event, but we can still create good publicity by working together.

The Public Relations Department can provide:

- Press Releases before an event, including notices to local newspapers.
- Public service announcements to local radio and TV stations.
- Articles in the *Spirit*.
- Either a camera for you to use, or a staff member to take pictures. Please remember it is a busy parish and staff may not be able to attend every event.
- Follow-up stories to local



Think action and angles in your pictures.

media with results: money raised, prizes won, etc.

In order to do all this, we need enough lead time, enough information, and enough contact with those involved to put together a good package for the media.

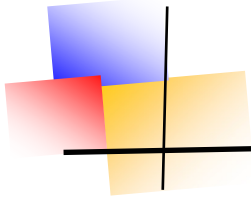
Publicity Before an Event

A *month's* notice or more is needed to get coverage in the local papers, radio stations and television stations in promotion of events. Each local paper and radio/TV

station has definite deadlines. To make the most of our opportunities, we need lots of lead time.

With all this in mind, give the Communications Office all the information you have on an upcoming St. Ann event **as soon as the event is approved by Administration.**

Send this information to Melinda@StAnnGulfBreeze.org & Libbi@StAnnGulfBreeze.org as quickly as possible. In



COMMUNICATIONS MANUAL

EVENT PUBLICITY, CONTINUED

addition, if you have good photos from the same event held in the past, please share them, as well, to help make the promotional package more appealing.

If prepared information is not available, please simply identify “who, what, where, when, why” about the event and who the appropriate contact is for more details. A phone number or email address is also necessary, as the Communications staff wants to work with you!

We will create a press release, with the information and photos you provide, as well as get it into the Spirit.

If you wish to have more external publicity than a press release before and a press release after, please inform the Communications staff.

Remember, please that the Spirit deadline is Monday noon for the following Sunday. Please use the Spirit Submission form from the front office or the St. Ann web site.

Once your print materials such as letters, promotional flyers, registration forms, etc. are completed, please share them with us by email or place them in our shared files to help with the promotion of the event. This saves time and prevents

errors in our retyping the information.

Publicity During an Event

If staff cannot come to cover the event, we will ask for help from those participating. This is not hard to do, and can even be fun!

Photos

Please ask someone to take photos of the event to help us publicize it. Remember to write down the names of the people in the pictures.

- Think action; think angles. The group picture ran in three different papers, because of the action and angles.
- Please avoid large groups standing still and two people shaking hands. Papers rarely run these.
- One or two faces close up will draw in the reader.

A limited number of cameras are available in the Communications Office. Just come by and check one out if you do not have one of your own.

The best way to get published is to be timely. If you used film to photograph the event, it should be dropped off right away for development at CVS, where we have a commercial account. Then let the Communications Office know the film is there!

The Communications Staff will pick up film to limit confusion and to track expenses. If you used a digital camera, email the best shots, with a clear list of the people in the pictures, to the staff at Libbi@StAnnGulfBreeze.org & Melinda@StAnnGulfBreeze.org

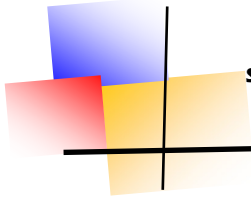
Once an event is held, please provide a St. Ann Evaluation Form right away identifying info of interest

- Number in attendance;
- Special speakers;
- Special events held;
- Contests held and winners;
- Prizes awarded;
- Names and *quotes* from people attending – and their phone numbers;*
- Results of event;
- Other info of importance/significance;
- People to thank/recognize in *Spirit*.

A typical event’s publicity

A typical event, especially a weekend one, might go like this

- For promotion of the blood drive held on a recent Sunday, we sent a press release two weeks before the event to all local papers.
- The St. Ann staff at the



blood drive called the Communications Director on Sunday with the number of people who registered and the number of pints collected.

- We took the film to CVS on Sunday.
- We sent the pictures and story by email first thing Monday morning to the press to help share the information of a good event and good people sharing the gift of life.

Deadlines

An event held on Saturday or Sunday could very well be considered old news by daily

newspapers on Monday because of their focus on upcoming events and space constraints, especially at the Pensacola News Journal.

However, we do have flexibility with our local weekly newspapers. The challenge is having the information and photos needed to meet the deadlines.

Bottom Line

The Communications Department can help you spread the news of the good works our parish carries out. However, be aware that even after the article is written, and submitted with photos on deadline, we have no

guarantee it will run, due to space or other breaking news. Just remember, the sooner we can begin and the more appealing our package with art and facts, the better the chance we have.

We have great stories to tell at Our Lady and St. Ann. Help us help you share your good news! †

GUIDELINES FOR COMMUNICATIONS WITH THE MEDIA

It is the policy of St. Ann Gulf Breeze and Our Lady of the Assumption Mission to have a dedicated effort to ensure the release of news information of our programs and events. Therefore, all written communications about parish and mission events will go through the St. Ann Communications office prior to release. Authorized personnel, i. e., the Pastor, Parish Administrator or Public Relations Director, will communicate verbally with the media.

Procedures

While the efforts of our volunteers and staff are appreciated for their initiative on behalf of

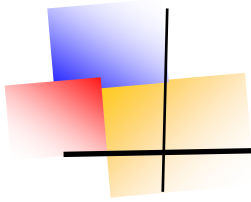
St. Ann Gulf Breeze and Our Lady of the Assumption Mission to communicate their activities, we must channel all communications through a central place to ensure continuity and accuracy.

Therefore, all written press releases or other communications with media will be submitted to the Communications Department. The preferred method of communicating this information is through the completion of the appropriate forms.

Information regarding St. Ann Gulf Breeze and Our Lady of the Assumption Mission programs will be disseminated in

a timely manner after proper review and approval. A central dissemination point within the parish will ensure that the public image of St. Ann remains that of a highly respected organization.

The proper forms can be found on the Web site or in a file at Communications Assistant's desk †



COMMUNICATIONS MANUAL

COMMUNICATION IN AN EMERGENCY

The most common emergency will be a hurricane, but other crisis situations may arise Fire, theft, injury, and so on. The following highlights of the emergency communications plan will apply to all situations.

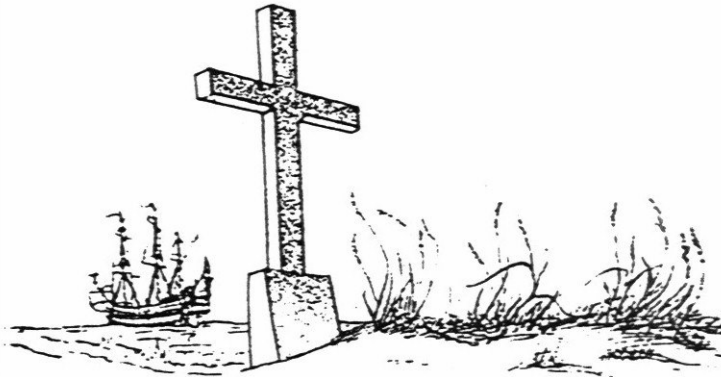
Official Spokesperson	Pastor
Alternate Spokespersons	Communications Director, Parish Administrator, Parochial Vicar
In charge of onsite newsroom	Communications Director & Communications Assistant
Location of onsite newsroom	CCR or ECR
Documenter of Events	Communications Assistant
Updated media list	Communications Director's Desk
Fact Sheet on St. Ann & Our Lady	Communications Director's Desk
Track News Media Stories	Communications Director, Communications Assistant
Press Conferences	CCR or ECR, 10 a.m., and 4 p.m.
Groups to be kept informed	Parish Council, Staff, Comm. Chairs, Diocese
Plan for communicating from strength	Pastor and Parish Administrator always available by plan in place. In Pastor's absence, Parochial Vicar or P. Admin. make decisions. Diocese contacted and referred to in appropriate matters.

HURRICANE SPECIFIC PLANS

Before leaving, take pictures of everything on campus. One copy in safe, other copy offsite
Communications Assistant, Communications Director and any available staffers to help

Communications Office computers unplugged, labeled and in the conference room
Communications Director and Communications Assistant

Prepare extra business cards for staff members
Communications Assistant



Our Lady of the Assumption Mission

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