

# Saint Helen Communication Submission Guidelines

**Purpose:** To ensure consistent, timely, and equitable communication of parish events and announcements to our community, while also maximizing the impact and visibility of each announcement.

## 1. Placement Options & Limitations:

- **Bulletin and Email Blast:** Due to limited space and a desire to keep content fresh, announcements can only be placed for two weeks at a time. Priority will be given to events that are imminent and those that have the widest relevance to our parish community. If needed, an announcement may be placed beyond two weeks on a case-by-case approval basis on the vertical screens in the church.
- **Church Screens:**
  - **Main Screens:** To ensure attendees at Mass aren't overwhelmed, only a maximum of 6 announcements will be displayed on the main screens each week. Each announcement will be shown for 1-2 cycles (approximately 2.5 minutes per total screen length).
  - **Vertical Screens:** These are ideal for longer-form announcements. While they might have slightly reduced visibility compared to the main screens, they provide an opportunity for more detailed communication.

## 2. Duration of Announcements:

- Due to the high demand and to ensure all groups have a fair chance at getting their message across, announcements will be displayed/printed for a maximum of 2 consecutive weeks.
- Occasional requests for longer durations for major, parish-wide events and initiatives can be considered on a case-by-case basis but are not guaranteed. Approved exceptions will be placed on the vertical screens in the church.

## 3. Submission Lead Time:

- All requests should be submitted at least 2-3 weeks in advance. Last-minute requests may not be able to be placed on communications platforms.
- Early submissions for events many months away will be noted but not guaranteed placement until closer to the event date.

#### **4. Prioritization:**

- Announcements are prioritized based on:
- Relevance to the broad parish community.
- The imminence of the event.
- Frequency of past communications from the requesting group (to ensure diverse groups get a chance).
- The Director of Communications, in consultation with the Pastor, will make the final decision regarding the placement and priority of announcements.

#### **5. Editing & Approval:**

- All communication submissions must be approved by both the Pastor and the Director of Communications.
- Submissions may be edited for clarity, brevity, and relevance. This ensures that the message is clear and fits within space limitations.

#### **6. Feedback & Review:**

- We appreciate and understand the effort that goes into organizing events and crafting announcements. Our goal is to support every ministry while ensuring the community receives clear and relevant communications.
- If you have feedback or concerns about this policy or a specific decision, please reach out to the Director of Communications.