

**Announcement Policy & Guidelines:  
(Specs for Announcements)**

St. Margaret of York has a number of communication outlets. These guidelines are designed to simplify and organize the communication process for the benefit of the parish as a whole.

**Inclusion:** Please make sure any event or activity representing St. Margaret of York both on or off campus have submitted an Event Request Form and been approved by the calendar prior to submitting announcements. Events and activities that have not submitted an event request form and have not been approved will not be promoted. Additionally, off campus events held during parish Mass times will not be promoted. For more information, please see our Events and Activities Policy.

All requests for announcements are reviewed before publication on any communication outlet. Sacraments, Religious Education, and Parish Functions take priority over other ministry events. SMOY ministries have priority over external Catholic ministries and events outside the parish. All announcement submissions are ultimately approved by the Pastor. He or the qualified staff will review all entries before publication. We reserve the right to edit, omit, or replace text, images, etc. due to quantity, quality, content, or space available, if necessary. Please note we will make every effort to include your announcement when it is received on time and has appropriate content for the parish, but we cannot guarantee publication. St. Margaret of York will not promote any event, group, etc. that contradicts Catholic Teaching.

**Specs:** Copy for announcements should be submitted digitally via email to [communications@smoy.org](mailto:communications@smoy.org) in text or a word document. Announcements should be brief and to the point, not “chatty” and be sure your announcement includes the who, what, when, where, why, contact person, cost if applicable, which communication outlets you are requesting announcements to appear, and when the announcement should run. Due to the limited nature of our communication efforts we cannot guarantee publication on all requested communication outlets for events that have been approved. Please see the Communication Outlets section for information on each communication that is currently being utilized.

Please don't instruct people to call the parish office for more information about your event. Additionally, please assume your announcements are being read by first time visitors to our parish and spell out acronyms.

Please refrain from using two spaces between sentences or tabs and spaces to format. These extra spaces have to be edited out and this can be a very time consuming process. Only capitalize the first letter of your sentences and please refrain from using all caps or capitalizing the first letter of every word. Thank you.

**Announcement Run Times:**

As a very active parish we often have an overwhelming amount of announcement requests. In an effort to keep our announcements fresh and give all parish ministries and groups an opportunity to share their events and activities with the parish announcements will generally be limited to a 3 week consecutive run, as space permits in accordance with priority order of announcements. *(ie. Sacraments, Religious Education, and Parish Functions take priority over other ministry events. SMOY ministries have priority over external Catholic ministries and events outside the parish.)*

**Deadlines:** Announcements requests are typically due Wednesday of the week before they are to appear in the bulletin. (10 days before bulletin date) Deadlines are subject to change due to Holidays, vacations, or publisher mandated deadline changes. You will find a deadline calendar by visiting <http://smoy.org/Media> We will do our best to inform and remind the parish about early deadlines or change in the announcement request deadline calendar.

*(Example: If announcement is to begin appearing Sunday, September 24<sup>th</sup> announcement must be received no later than Wednesday, September 13<sup>th</sup>)*

### **Communication Outlets:**

St. Margaret of York has many different communication outlets that utilize different forms of media and reach a variety of people. Below is a brief description of each communication outlet and how announcements for each outlet works. All announcements, letters, flyers etc. must be approved by the parish office before distribution.

### **“The Pearl of York Parish” Bulletin:**

The parish bulletin, lovingly called “The Pearl of York” in honor of our patron Saint Margaret of York, is the primary form of communication for the parish. The Pearl of York is produced weekly and contains a variety of content including but not limited to notes from the pastor, articles of Catholic interest, spiritual reflections, and upcoming parish and regional Catholic events and activities as space allows.

### **Bulletin Inserts:**

All requests for bulletin inserts will be specifically pre-approved by the Pastor or the qualified staff. Bulletin inserts are usually only used in grave or extraordinary circumstances.. Should your request for a flyer insert be approved there are two options available:

Option 1: The Parish Office can print your insert for a fee to cover printing costs.

Option 2: You provided the inserts by Monday the week of the bulletin. *(Example: Insert for September 24<sup>th</sup> Bulletin must be received by Monday, September 18<sup>th</sup>)*

Requests for inserts are due 3 weeks prior to publication, 4 weeks should you need assistance in creating an insert. Please submit requests to [communications@smoy.org](mailto:communications@smoy.org) and indicate if you will be printing or requesting the office to print them.

*Please note: 600 copies are needed during the Fall, Winter, and Spring; 500 copies during the Summer*

**Flocknote Parish e-News:**

The Flocknote Parish e-News is the Wednesday afternoon email sent to the parish. The Pastor or the qualified staff will determine which announcement items from the announcements requests will be highlighted as available space is limited.

**Mass Announcement Reel:**

The Pastor or the qualified staff will determine which announcement items will be highlighted for the Mass Announcement Reel as spaces available extremely limited.

**Parish Website:**

The parish website is another tool of communication the parish office utilizes. The Pastor or the qualified staff will determine which announcement items will be highlighted on the website.

**End of Mass Announcements:**

The policy of St. Margaret of York is that we do not make announcements at the end of Mass. However, certain things that are mandated by the Archdiocese or deemed crucial by the pastor may be announced by the priest celebrant or deacon at the discretion of the pastor.

**Guest Speaker Announcements:**

Unless invited by the Pastor, guest speaker announcements at the end of Mass are not permitted. If an invitation is extended, the speaker will be required to submit a copy of his/her presentation to the Pastor for his approval

**Video Announcements:**

Only Sacramental or faith based programming may seek a Mass video announcement. Permission to show video announcements must be obtained from the Pastor. The video must be less than 3 minutes. All videos must provide proof of permission to show it, including but not limited to any clips, image, sounds, typefaces, etc. used in the creation of the video. Proof of permission must be submitted to [communications@smoy.org](mailto:communications@smoy.org). Additionally, only one video will be shown and only on one weekend.

**Social Media:**

Social media is a tool of the new evangelization that brings the Church into the hands and homes of people beyond the doors of our parish. The Pastor, the qualified staff, and social media administrators, moderators, etc. determine what will be communicated through all social media outlets.

*Official School and Parish Social Media:*

The following social media outlets are the only social media outlets that represent St. Margaret of York:

Anchor.fm

<https://anchor.fm/smoy>

Facebook:

<https://www.facebook.com/smoyparish/>

<https://www.facebook.com/smoy.teens/>

<https://www.facebook.com/SMOYfest/>

<https://www.facebook.com/smoyschool/>

<https://www.facebook.com/groups/762782913885488/>

<https://www.facebook.com/groups/894034687465353>

<https://www.facebook.com/groups/541694532964976>

Instagram

<https://www.instagram.com/smoyschool/>

<https://www.instagram.com/smoyteens/>

Twitter

<https://twitter.com/smoyparish>

<https://twitter.com/SMOYteens>

<https://twitter.com/SMOYschool>

**Advertising:**

Advertisements in our bulletin are managed through our bulletin publisher, Liturgical Publishers (LPI). Inquiries for advertising should contact:

Nancy MacMillan | 859.443.2073 | [nmacmillan@4lpi.com](mailto:nmacmillan@4lpi.com)

Interested in sponsoring SMOY Fest or other St. Margaret of York events? Please contact [communications@smoy.org](mailto:communications@smoy.org) for more information.

**Announcement Due Date Calendar:**

<http://smoy.org/Media>

**Parish Office Hours:**

Monday – Thursday: 9:00am – 5:00pm

Friday: 9:00am – 4:00pm