

Parish Policy on Service Leaflet Announcements

Because we went to a new cost-saving service leaflet format in January 1999, it has been necessary for us to have some new procedures for the service leaflet announcements. This new format happily saves considerable paper and secretarial expense, but the “trade off” is that there are only half the column inches for announcements as were available in the previous format.

This means that announcements have to be considerably more succinct than in the past (often only one sentence and generally never more than two), and when there is not enough space for all those announcements submitted in any one week, the editor will have to establish that week's priority which will be based on (1) how time-sensitive the individual announcement is and (2) how many people in the parish it is pertinent to.

Because of space limitations, only parish-sponsored or parish-related programs may be included in the service leaflet. Announcements for other not-for-profit programs may be placed on the parish bulletin board or flyers may be put in the mailboxes in the Rotunda.

Parishioners are encouraged to submit announcements a number of weeks in advance if possible so that on those Sundays when there is extra space they can be run in an *A look ahead...* column, perhaps for several weeks. This is particularly important if the announcement is not pertinent to the whole parish and hence is subject to being “bumped” on a “news heavy” Sunday by announcements that do relate to the whole parish; are legally required (e.g. official announcements relating to canonical meetings, etc.); or relate to the liturgy being celebrated that morning.

Announcements need to be typed or printed in block letters on a full size sheet of paper. (Slips of paper, index cards, and Post-its have a way of getting lost in the Parish Office and all-too-easily falling out of the file folder they are kept in.) They should be left on in the Parish Secretary's In-box on the back-left-hand corner of her desk (the corner nearest the door) or in the Parish Office mailbox in the Rotunda. Please mark them clearly with the date(s) they should appear.

Another way to submit an announcement is to telephone the Parish Office (708 447-1604) and after the tone leave the message that this is a service leaflet announcement and for what date(s), and then read the whole announcement *clearly and deliberately*. (Do read from a written “script” in order that there are no long pauses which the automated system might interpret as the end of the message and cut you off.) The Parish Secretary will then take the announcement down and transcribe it for the file.

The Parish Secretary does the liturgical part of the service leaflet on the computer and gives the Rector a print-off to proofread. He then edits and adds the announcements and intercessions which she has collected in a file. The Parish Secretary does this on Tuesday morning. *This means that all announcements and intercessions need to be in the Parish Office each week by 9 am on Tuesday.* The Rector normally works on the service leaflet on Tuesday afternoon (which allows for time on Wednesday in case there are any extra Tuesday meetings or emergencies).

Before he goes out of town the Rector always does all of the service leaflets for the Sundays he will be away as well as the Sunday immediately following his return. Although the Parish Secretary adds intercessions and any announcements there may be room for just before she prints the week's service leaflet off, she can only include additional announcements if there is space available. Therefore everyone is urged to submit announcements at least two weeks in advance of both the Rector's Study Leave in January/February and the Rector's vacation in July. The dates of both are listed in the Master Calendar each year.

The only inserts which now are placed in the service leaflet are those directly related to the liturgy being celebrated that day. (The reason for this is that not only are inserts expensive to print, but folding and stuffing the service leaflets takes quite a bit of secretarial time. The Parish Secretary is paid by the hour, and we are required by the Vestry to live within the very tight budget for printing and bulletins as well as secretarial time.)

Flyers, though, can be put in the Rotunda mailboxes. In fact, flyers left there have a much better chance of being kept and taken home! The Parish Office will print full-sheet flyers from a submitted original for the heads of parish programs and departments if submitted a week in advance. The program's budget, however, will need to pay the parish's cost which is 6 cents a copy. (About 90 copies are needed for full distribution to the mail boxes.)

Flyers may be put in the parishioner mailbox in the Rotunda by parishioners and heads of parish programs – but only they. *All flyers, however, must be related to parish programs or other legally recognized not-for-profit charitable organizations, programs, or projects; this limitation is a legal issue and must be rigidly observed.*

The Rector will be pleased to give further information or to discuss individual program's publicity needs.