

# bulletin guidelines + pointers

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## TO ALL ST. ISIDORE CHURCH BULLETIN WRITERS

Bulletin Deadline—**Friday at Noon** / Submitted to: [bulletin@stisidore.church](mailto:bulletin@stisidore.church)

One of our most important goals in the St. Isidore Church bulletin is to have consistency and continuity in our weekly publication.

In order to achieve this, please read the helpful pointers below and keep them in mind when writing your articles and publicizing your events.

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## EVENTS / ADVERTISEMENTS

All event material may be altered by the creative department to present a unified look & feel in accordance with branding guidelines. IT

Try to use minimal wording and restrict to essential information

Photos/Images should be as high resolution as possible. If images are below the necessary resolution, their size may be adjusted.

Ads may run for up to **three** weeks if space permits. Preference will be given to events that are the soonest. Please plan accordingly.

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## ARTICLES / GENERAL TIPS

For consistency, please use only one space between sentences.

The word Mass is capitalized

When writing phone numbers, use dashes, no parenthesis, no periods  
(e.g. 248-853-5390)

Times should be capitalized with a space between. (e.g. 9:30 AM or 8:00 PM)

Do not underline words in the bulletin. Use bold or italics, instead.

I appreciate your enthusiasm, but one exclamation point is adequate!

When writing about our church, please use “St. Isidore Church” (not St. Isidore Catholic Church, St. Isidore Catholic Community, or St. Isidore)

Please, no fragmented sentences

(e.g. “Hope to see you there” should read, “We hope to see you there.”)

When using a slash (e.g. and/or) no spaces necessary

If you mention God, Jesus, Lord, etc. and make references such as he, him or his—these should all be capitalized. (e.g. He, Him or His)

When typing the word email, please no hyphen as in e-mail, use email instead.

Punctuation regarding quotation marks and parentheses: it goes inside quotation marks and outside of parentheses.

And please, before you submit your article, proofread your own work!

**Thank you for your help with this!**