Bulletin Tips

Get Organized

The bulletin is the one media channel that is on a defined schedule and requires lead-time and teamwork to accomplish. Organization and defined responsibilities are keys to sanity and success.

Consider:

- A separate public Media Planning Calendar or Event Calendar Overlay for Media deadlines.
- A Bulletin/Media Mailbox. As the editor, have contributors submit articles in 'plain text' and attach accompanying graphics/photos. Work with those who are skilled by providing specs so that they may submit 'camera-ready artwork'.

Teach Your Software

Work smart! Setup your software to your preferences.

- Adjust/turn off hyphenation
- Setup the Normal Style to your unique "sweet spot" settings
- Setup Styles and Color Schemes or better yet, create a Media Styles Sheet

Effective use of Titles and Text Editing

- Provide a "Quick Read" using titles and subtitles.
- Bullet Point articles, keep it brief

Clipart vs. Photo/Graphics

- Clipart is dead! Use Photo/Graphics
- Let them do the heavy lifting. People respond 60,000 times faster to photo/graphics than text.
- Let them put a face on your parish
- Let them show faith in action
- Here are some examples of free websites for images:
    - www.unsplash.com
    - www.pixabay.com
    - www.flickr.com
    - www.pexels.com

Have knowledge and use of a photo-editing program such as;

- Free: Google Photos, Windows Live Photo Gallery, GIMP
- Paid: ACDSee, Zoner Photo Studio, Adobe PhotoShop Lightroom
- Create a Photo Ministry

Connect Print to Web

- Active hyperlinks
- Use QR Codes
- Social Media Icons: @ and # and "For more information please visit our website"

Looking to update and improve your bulletin?
Diocesan will happily do a free analysis of your current bulletin.
Contact Tommy at 616-438-1944