



*Diocese of  
San Jose*

## Diocesan Bulletin Policy and Procedures

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*Diocese of San Jose*

### Document Revision

Author	Office	Version	Date	Description
Clarisse Balistreri	Communications	000	01/03/2011	This document is a process and procedure of the Diocesan Bulletin Policy and Procedures.
Rose Jiminez	Communications	001	02/13/2012	Update to original document.
Liz Sullivan	Communications	002	09/03/2014	Update to original document.

## Scope of the Policy and Procedure

The purpose of this policy and procedure is to assist in the creation and publication of the DSJ Diocesan Bulletin (DB). It is a reference for regular, frequent, or occasional contributors to the bulletin as well as the DSJ staff and trusted volunteers.

## Overview

The Diocesan Bulletin is one of the primary communication vehicles for DSJ Chancery, parishes and trusted volunteers. It is published every week on Monday. However, if a holiday falls onto Monday, the DB will be published on Wednesday. It is used to effectively communicate to our community what is happening within the Diocese, our parishes, our community, and the world at large. The following policies and procedures are specific to the Diocesan Bulletin (DB).

The Diocese of San Jose (DSJ) DB uses an electronic mailing system to send an email to a large distribution list for the purpose of communicating to all DSJ employees and selected trusted volunteers.

The DB contains a variety of information that is collected from various sources and placed into specific categories. Depending on the content submitted, these categories can vary from edition to edition. Examples of categories may include but are not limited to:

- Clergy Information
- Diocesan Leadership Team Communications
- School Information
- Chancery Information and Announcements
- Pastors/Administrators Information
- Requests to include announcements in parish or school bulletins – specifically announcements for parishioners and parents
- Public Announcements
- Event Reminders
- Articles of interest about the larger (national and international) Catholic Church

## Guidelines and Requirements for Diocesan Bulletin content

- **Appropriate content** - Subject matters should pertain to the Catholic Church, the interests of the community of the Diocese of San Jose, and be approved by the Bishop of the Diocese of San Jose. Articles are expected to further the mission and vision of the Diocese of San Jose, to be respectful, and to not do damage to the reputation of the Diocese of San Jose, its agencies and/or workers. Examples of acceptable contents include:
  - Employee procedure, process, health benefits or other important announcements
  - Training workshops and event announcements
  - Survey request announcements
  - Broad announcements to supervisors, clergy or select DSJ employees
  - Announcements from Chancery departments
  - Community Public Announcements that are relevant for the Diocese
  - Death announcements and funeral arrangement information for individuals well-known throughout the Diocese

- DSJ and parish event announcements and invitations.
- DSJ related news
- DSJ related surveys
- Articles of interest about the wider Catholic Church
- Baptismal searches
- Generally, the DB does not publish content that falls under the following categories:
  - Articles or announcements directed at a specific parish or school audience
  - Obituaries, death announcements and funeral arrangement information for individuals who are not well-known within the Diocese or within a large sub-group of the Diocese
  - Announcements of community events unrelated to the Diocese of San Jose and its mission
  - Announcements of political events unrelated to the social justice mission of the Diocese of San Jose
  - Content which is contrary to the mission/vision of the Diocese of San Jose
- All submissions should be relevant to the DB targeted audience.
- All submitters will be identified with the published piece
- **Follow copyright laws** – Diocesan employees should ensure that they have permission to utilize copyrighted material.
- **Approval** – All submissions must be approved by the Communications Department. Submitters must follow approval guidelines for their content, and are subject to editing by the editors and corrections by the proofreaders prior to sending.
- Representatives cannot send attachments of documents that are confidential and contain sensitive information such as performance reviews, disciplinary and/or corrective actions, attorney-client privileged information, personnel information, and individual health or medical information. Information pertinent to employees only will be housed on DSJ’s security-protected intranet, and a password-protected link to DSJ’s website must be used to view the document.
- A violation of the guidelines may result in the rejection of the submission.

## Responsibilities

### *DSJ Office of Communications Team:*

- On behalf of the Bishop, consults with the Moderator of the Curia, the Bishop’s Cabinet for any major changes to bulletin content or issues that arise
- Maintains ultimate responsibility for the publication of DB
- Manages the content submissions and communicates requests to contributing writers
- Provides layout coordination and production support
- Transmits the content for the bulletin to the email blast web system
- As the authorized sender of the DB, maintains the security of the email system by safeguarding system passwords.
- Ensures that the DSJ email blast system is used solely for the purpose intended – professional communication for and by the Diocese of San Jose.
- Reviews the completed bulletin for grammar, typographical errors, etc., before the bulletin is transmitted.

### ***Contributing Writers:***

- Contribute articles to be published under a specific category
- Provide content for the bulletin
- Follow guidelines and policies
- Encourage submissions and readership of the bulletin

### **General Procedures:**

- The DB is published on Monday, unless a Holiday falls on a Monday, then the DB will be published on Wednesday.
- Content submission deadline is 12:00pm the Friday before publication.
- Content can be repeated on one day two weeks in a row if requested. Offices or individuals requesting a submission be repeated should consult with the Office of Communications staff for the maximum publicity.
- Content shall be **no more than 30 words**. Office of Communications reserves the right to edit submission to reach this word limit.
- Only abstracts of the content will appear in the DB email, the entire content will be hosted on the DSJ website and the DB will link to that complete content.
- Attachments do not go out with the DB but rather are published on the DSJ website with a link from the DB.
- Prior to submission, those submitting articles or announcements should ensure that the content has been approved through local channels. Final approval will be through the Director of Communications (**DoC**).
- Submissions may be denied for publication. If this happens you will be notified by the Office of Communications immediately.
- Follow publication schedule deadlines when submitting articles. Established deadlines will be followed without an extraordinary exception, so please plan accordingly.
- Be aware that all articles are subject to editing by the communications team and corrections by the proofreaders.

### **Content Submission Process:**

- Submit articles via Make An Announcement Submission online through the website at <http://www.dsj.org/news-events/make-an-announcement>.
- Spell-check and grammar-check articles prior to submission.
- Please provide requested publication frequency with a beginning date and an ending date.
- Any group wanting to use the Diocesan Bulletin should consider this as only one aspect of their overall communications plan. We strongly suggest that you contact the Office of Communications for complete promotional planning at [communications@dsj.org](mailto:communications@dsj.org)

### **Content Approval Process:**

- The Office of Communications will provide the initial approval of content submissions based on experience of content for the web site and the diocesan calendar.

- New submissions that have initial approval will be collected and sent to the DoC shortly after submission deadline for final approval.
- If approved by the DoC, submissions will be included in the next publication of the bulletin or the requested publication date, whichever is appropriate.

## Diocesan Bulletin Diagram Workflow

