

Helpful hints and forms for

School & Parish News
Obituaries

Guest Columns

Letters to the Editor

and more

A Reader's Guide
to getting your

news

into

Arkansas
CATHOLIC

THE DIOCESE OF LITTLE ROCK WEEKLY NEWSPAPER



Malea Hargett

Dear Reader:

OK, I admit it. I stole the idea for this book from another Catholic newspaper. During an annual Catholic Press Association convention, the *Catholic Standard* of the Archdiocese of Washington supplied the editors with copies of its recent "Who, What, Where, When, Why and How? book." It gave the staff at *Arkansas Catholic* the idea that a similar booklet would be beneficial to our readers.

We hope all our subscribers will read this booklet and follow the guidelines to send us information about local stories. It is our goal to publish more Arkansas news, but we need your help. While parishioners acting in more official capacities, such as program chairman or publicity person, might find this booklet most helpful, we know there are times when everyone might want to share a family accomplishment or announce the death of a loved one.

Please feel free to call me — or anyone on this staff — to help you proclaim your good news.

Sincerely,

Malea Hargett
Editor

How to get your news and photos into print

Is it news?

If a parish or school has a coming event that invites participation, it is news. If a pastor, principal, parishioner or staff member wants to announce a special accomplishment, it is news. When a parish or school has a new program that is unique, we want to share it with our readers. Readers should ask themselves, "Would readers across the diocese be interested in learning about this news?" If the answer is yes, send it to *Arkansas Catholic*.

What should I put in my news release?

At the very least, we need to know the basics: who, what, when and where. Sometimes "why" and "how" are also important. Make sure everyone's names are spelled correctly and that the news release is typed or printed clearly. We need a contact person and phone number in case we have questions. (See example on page 5.)

HINT: The Briefs form on pages 8-9 can be used as a guide to preparing any news release.

What kind of photo can I send?

We prefer to receive e-mailed photos in high-resolution JPEG format. Color prints are accepted, but most photos with a "date stamp" can't be used.

Photos for e-mail should be scanned or shot at a minimum of 200 d.p.i., to size. Please set your digital camera for its highest resolution. If you are unsure about your camera's capabilities, please contact us.

Caption information should come along with the photo, including names of people in the photo. We prefer that the photo is action-oriented, not a posed shot. For example, you can shoot your subjects when they're looking at what they're doing, or at each other — not looking at the camera.

With any photo, whether an electronic file or a regular print, we have to apply strict standards to ensure it will look good on newsprint. Unfortunately, we cannot run every photo that is sent to us.

When do you need the story and photos?

Our deadline is 10 days before our Saturday publication date. For example, if you hope to see your announcement about a July 28 event in the July 21 issue, we would need the information by July 11. If you are requesting coverage for an event, it is helpful to send information to the editor at least three weeks before the event.

Why do you shorten or edit my submission?

An important but difficult job of an editor is choosing what will be printed in the next issue and how to make it fit in the space available. Sometimes letters, columns and news releases are too long for the space. The editor has to choose what is most important and write a shorter article. Also, the editor must edit the article to apply journalism style, which is outlined in the stylebooks for the Associated Press and Catholic News Service. Letters and columns are sometimes shortened to fit the available space, but the original meaning is not changed. Overall, concise writing is always appreciated.

What readers — and editors — need to know

Needs improvement:



Fun for the whole family

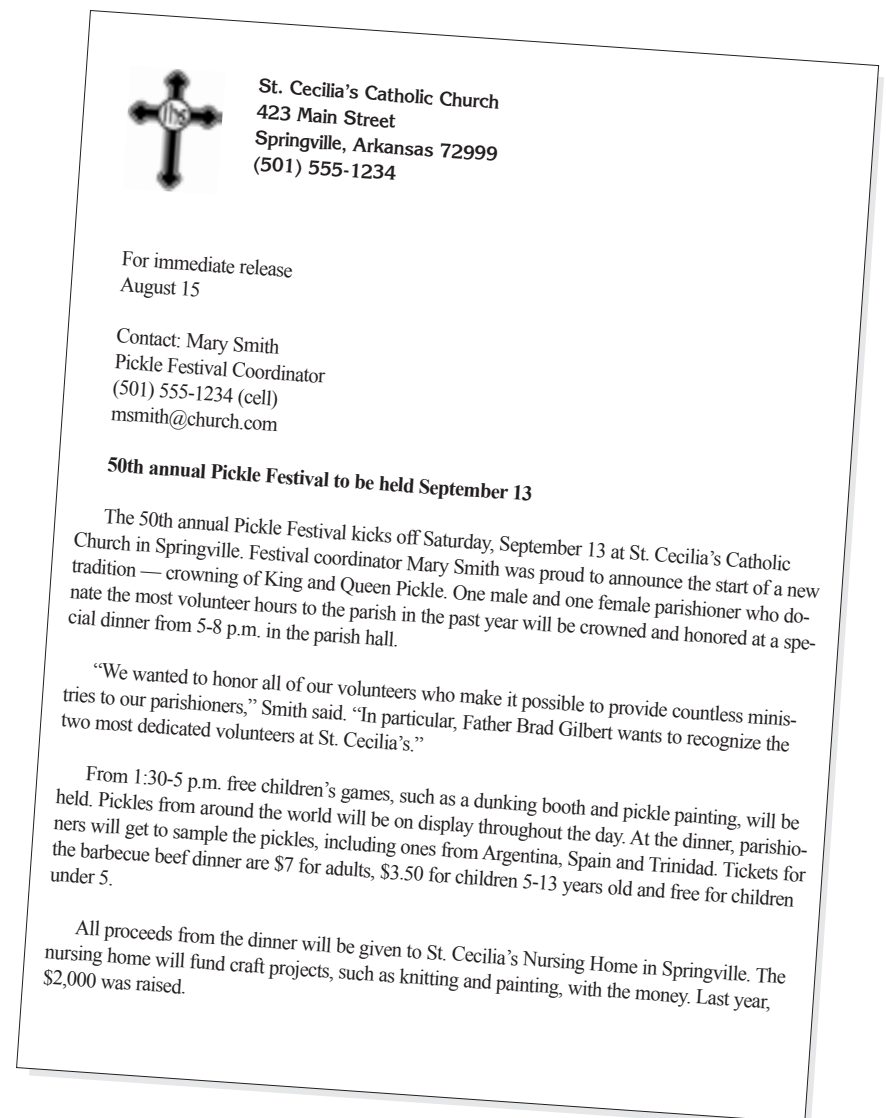
**St. Cecilia Church's
Pickle Festival**


Springville
Saturday, September 13

Pickle-eating contest
Drawings
Pickles from around the world
Games for kids
Crowning of Queen Pickle
and King Pickle
Dinner 5-8 p.m.

This flyer is all that was sent to *Arkansas Catholic* by the hypothetical parish. While this might be all that is needed to promote the event to parishioners, people outside the area might need more information — such as times of the festival and cost of the dinner. The addition of the crowning of Queen Pickle and King Pickle is barely mentioned.

Better:



 St. Cecilia's Catholic Church
423 Main Street
Springville, Arkansas 72999
(501) 555-1234

For immediate release
August 15

Contact: Mary Smith
Pickle Festival Coordinator
(501) 555-1234 (cell)
msmith@church.com

50th annual Pickle Festival to be held September 13

The 50th annual Pickle Festival kicks off Saturday, September 13 at St. Cecilia's Catholic Church in Springville. Festival coordinator Mary Smith was proud to announce the start of a new tradition — crowning of King and Queen Pickle. One male and one female parishioner who donate the most volunteer hours to the parish in the past year will be crowned and honored at a special dinner from 5-8 p.m. in the parish hall.

“We wanted to honor all of our volunteers who make it possible to provide countless ministries to our parishioners,” Smith said. “In particular, Father Brad Gilbert wants to recognize the two most dedicated volunteers at St. Cecilia's.”

From 1:30-5 p.m. free children's games, such as a dunking booth and pickle painting, will be held. Pickles from around the world will be on display throughout the day. At the dinner, parishioners will get to sample the pickles, including ones from Argentina, Spain and Trinidad. Tickets for the barbecue beef dinner are \$7 for adults, \$3.50 for children 5-13 years old and free for children under 5.

All proceeds from the dinner will be given to St. Cecilia's Nursing Home in Springville. The nursing home will fund craft projects, such as knitting and painting, with the money. Last year, \$2,000 was raised.

Committee chairwoman Mary Smith covered all the bases when she wrote this news release. We even have her e-mail and cell phone number in case we have any questions. The news release arrived in plenty of time for the editor to make sure it is printed on the Briefs page. This festival sounds kind of fun. Maybe we can have a freelancer take a few photos for a special photo page.

Please type or print

Deceased's name: _____

Date of death: _____ Date of birth: _____

Age: _____ Parish: _____ City: _____

Daytime contact person: _____ Phone: (_____) _____

Survivors

Spouse: _____

Son(s) (name & city): _____

Daughter(s) (name & city): _____

Brother(s) (name & city): _____

Sister(s) (name & city): _____

Parent(s) (name & city): _____

Grandparent(s) (name & city): _____

Great-Grandparent(s) (name & city): _____

Number of grandchildren: _____ Great-grandchildren: _____

Please type or print

News from (Parish/School): _____ City: _____

Daytime contact person: _____ Phone: (_____) _____

E-mail: _____ Check here if photo enclosed.

Who: _____

What: _____

Where: _____

When: _____

Why, How: _____

Other information: _____

Multiple horizontal lines for writing additional information.

Photos will be returned only if requested. Please enclose a self-addressed, stamped envelope to help us return your photo.

Arkansas CATHOLIC THE DIOCESE OF LITTLE ROCK WEEKLY NEWSPAPER

P.O. Box 7417 Little Rock, Arkansas 72217-7417 Phone (501) 664-0125 — Fax (501) 664-6572 www.arkansas-catholic.org

You can participate in regular features

■ **PARISH, SCHOOL & DIOCESAN NEWS**, on page 2 of each issue, is a mainstay of *Arkansas Catholic*. The brief articles and photos can be about parish and school events, new programs, personal accomplishments and coming events. We must get the information 10 days before the publication date. Because of limited space, we cannot publish honor rolls or confirmation and First Communion photos.

■ **OBITUARIES**: While most Catholic newspapers don't run obituaries regularly, *Arkansas Catholic* believes this is an important service for our readers. Unfortunately, we are limited in the amount of information we can print.

■ **LETTERS**: We want to hear from our readers about what they think of stories and columns in the newspaper. The best way to convey this is through "Letters to the Editor." Letters are more likely to be published if they address a specific article in a recent issue. We want to hear from readers when they disagree with something in an issue — and it would be nice to hear any compliments too.

■ **GUEST COLUMNS**: Stories about religious experiences or lessons learned are sometimes told best by the people themselves. Guest columns run regularly on the Columns page. We can't guarantee publication, but if you follow these guidelines your chances are greater for getting it into print.

What's happening in your parish?

Short articles and photographs about parish and school events and accomplishments are published weekly in *Arkansas Catholic*. Articles and photographs should be sent within two weeks of the event. Photographs can be black and white or color and will only be returned if requested.

Obituaries

Arkansas Catholic publishes obituaries of current and former Arkansans twice a month. The funeral home, parish or family may submit the obituary.

Information should include the person's name, age, parish, date of death and list of immediate survivors and their hometowns. Longer biographical articles are printed about religious sisters and brothers, deacons, priests and prominent lay people. Due to limited space, the publication date of the obituary cannot be guaranteed. There is no fee to have an obituary published.

Letters to the Editor

Arkansas Catholic welcomes letters to the editor on any relevant topic. Letters should be typed and no more than 300 words. The letter must be signed and include a daytime phone number. Letters will be edited for spelling, grammar, space limitations and clarity. Because of the many letters received, publication cannot be guaranteed. All letters, however, are thoughtfully read and considered.

Columns and Opinions

Arkansas Catholic welcomes submissions to its Opinion and Columns pages in the form of guest columns. Columns should be typed and no more than 600 words. Columns and letters express the viewpoint of the author and don't necessarily express the views of the *Arkansas Catholic* or Diocese of Little Rock staff.

How to reach us

Arkansas Catholic

P.O. Box 7417
Little Rock, AR 72217-7417
(501) 664-0125 or (501) 664-0340
Fax (501) 664-6572

Office hours: 8:30 a.m. to 5 p.m.

www.arkansas-catholic.org
www.facebook.com/arkansasatholic
Twitter: @arkcatholic

■ For information about special sections or about submitting articles, photos and columns, contact
Editor: Malea Hargett mhargett@dolr.org ext. 369

■ To learn more about an article in the Seeds of Faith section or Arkansas Catholic's website or to submit an obituary, contact
Associate Editor: Aprille Hanson ahanson@dolr.org ext. 370

■ If an individual, school, parish or business wants to place an ad, contact
Advertising Manager: Marie Duke mduke@dolr.org ext. 389

■ To discuss a subscription problem, change your address or start a new subscription, contact
Circulation Manager: Rose Harrigan rharrigan@dolr.org ext. 329

■ For technical information on submitting photos electronically, contact
Production Manager: Emily Roberts eroberts@dolr.org ext. 372

■ If you want to contact the publisher, write to
Bishop Anthony B. Taylor
c/o Arkansas Catholic, P.O. Box 7417, Little Rock AR 72217-7417

The last word

We appreciate our readers and how they assist us in getting out good news going on in the Diocese of Little Rock. We will thoughtfully consider all material and photos submitted. We, however, cannot guarantee publication. This newspaper is greatly aided by paid freelancers throughout the state. If you or someone you know likes to write and take photographs, please contact the editor about possible freelance positions.

We appreciate the support of Bishop Anthony B. Taylor. He regularly provides us with homilies he wants to share with readers. Working behind the scenes is Father Erik Pohlmeier, our theological consultant, who reads and approves stories and columns on theology and doctrine. Father Pohlmeier is the pastor at Our Lady of the Holy Souls Church in Little Rock.

If you see a factual error in *Arkansas Catholic*, please notify the editor as soon as possible. Corrections are published as needed on page 2.

Once your news is in the paper, will your parish leaders **read it?**

One of the best ways to help lay leaders in the parish broaden their vision — and to help develop future leaders — is to make sure they receive *Arkansas Catholic* on a regular basis. A subscription brings weekly news of current events and programs in our diocese, spiritual support and inspiration, and the Catholic perspective on national and world news to their mailbox or computer.

Please copy the subscription form below for anyone in your parish who should be — but might not be — subscribing to *Arkansas Catholic*. Once they get started they'll wonder why they waited!

Arkansas Catholic Subscription

**REGULAR
RATE**

PRINT EDITION

SENIOR DISCOUNT
(65 and older)

- | | | |
|-------------------------------------|---------------------------|-------------------------------|
| <input type="checkbox"/> \$26 | 1 year..... | <input type="checkbox"/> \$24 |
| <input type="checkbox"/> \$50 | 2 years (Save \$2) | <input type="checkbox"/> \$46 |
| <input type="checkbox"/> \$67 | 3 years (Best value)..... | <input type="checkbox"/> \$65 |

PRINT + DIGITAL COMBINATION*

- | | | |
|-------------------------------------|----------------------------|-------------------------------|
| <input type="checkbox"/> \$31 | 1 year (save \$7.95) | <input type="checkbox"/> \$29 |
|-------------------------------------|----------------------------|-------------------------------|

DIGITAL EDITION ONLY: \$12.95 a year (all ages)*

Payment enclosed \$ _____ Check no. _____

Please bill me.

*E-mail: _____
(Required for digital edition)

Name: _____

Address: _____

City, State: _____ ZIP Code: _____

Daytime phone: (_____) _____

Parish: _____

Please mail to: *Arkansas Catholic*, P.O. Box 7869, Little Rock AR 72217-7869