



**A Guide to  
Having Your  
Parish and School  
Events Publicized in  
The  
Gulf Pine  
Catholic**

# **BACKGROUND**

*The Gulf Pine Catholic* is the official publication of the Catholic Diocese of Biloxi, which was established on June 6, 1977.

*The Gulf Pine Catholic* follows in the rich tradition of the Catholic press in Mississippi which dates back to 1954, when *The Mississippi Register* was established to serve the needs of the Catholics in the state. In 1970, the weekly publication's name was changed to *Mississippi Today*, a publication which served the entire state until January, 1983, when it discontinued serving the Diocese of Biloxi. For the next eight months, the Diocese of Biloxi functioned without a newspaper. However, on September 9, 1983, that all changed with the publication of the very first edition of the *Gulf Pine Catholic*.

Today, the *Gulf Pine Catholic* is delivered to over 16,000 homes in the following counties: Covington, Forrest, George, Greene, Hancock, Harrison, Jackson, Jefferson Davis, Jones, Lamar, Lawrence, Marion, Pearl River, Stone, Walthall and Wayne.



# **CONTACT INFO**

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# **BENEFITS OF PUBLICIZING IN** **THE GULF PINE CATHOLIC**

## **WHO BENEFITS?**

**You Do:** Publicizing your activities reminds those involved that what they're doing is important. It's rewarding and encouraging.

**We Do:** We're doing our job when we keep parishioners from throughout the Diocese of Biloxi informed about what's happening in and around their individual parishes.

**Everyone Does:** Publicity encourages participation, shares information, gives inspiration and invites imitation.

## **WHAT'S NEWS?**

- Conferences or seminars on topics that are important to Catholics and the community
- Innovative educational or liturgical programs
- Parish involvement in local issues
- Human service efforts
- Programs concerning family life
- Fresh approach to vocations
- Unusual youth activities
- Outstanding speakers
- Parish projects on matters of public interest
- Pro-life activities
- Activities, upcoming events, elections, special programs of parish groups and organizations (such as parish councils, CCD, altar societies, St. Vincent de Paul societies)
- Special parish events (bazaars, anniversary celebrations, etc.)

**WE NO LONGER RUN  
SCHOOL HONOR ROLLS!**

## **SORTING OUT THE NEWS**

As a parish/school correspondent, you will be responsible for informing the *Gulf Pine Catholic* of any and all events happening within your parish community.

Parish events, such as meetings, special liturgies, names of new group officers, socials, etc., may be submitted to be included in our “Diocesan Events” page. They need not be sent separately.

Major news and feature stories, such as a parish or school anniversary, a pastor’s or religious’ anniversary, the beginning of a significant program (such as major building projects), require more in-depth coverage. You may either send in a reminder so we may go to your parish or school and cover it, or you may submit a story yourself which we may re-write if necessary.

Please do not call us on the day of an event to ask us to come cover that event, unless it is breaking news. When possible, we ask that you please give us ample notice, at least three weeks, of such events and we will do our best to cover such events.

If you submit a news item to the *Gulf Pine Catholic*, please do so with the following information in mind.

**What’s happening in your parish and school?** Articles and photographs about parish and school events and accomplishments are published in each issue of the *Gulf Pine Catholic*. Articles and photos should be sent within two weeks of the event. See **Photographs** on how to send photos.

### **ATTENTION ALL SCHOOL PRINCIPALS, TEACHERS, DRE’S AND CCD TEACHERS!!!!**

**PLEASE MAKE SURE THAT ANY CHILD WHOSE PHOTO OR NAME IS INCLUDED IN ANY SUBMITTED NEWS ITEMS HAS BEEN GIVEN THE PROPER PARENTAL CONSENT TO BE PHOTOGRAPHED FOR THE NEWSPAPER. ALSO, SHOULD A PHOTOGRAPHER FROM THE *GULF PINE CATHOLIC* COME TO YOUR PARISH OR SCHOOL TO TAKE PHOTOS, PLEASE ADVISE THE PHOTOGRAPHER OF ANY CHILD WHO DOES NOT HAVE PARENTAL CONSENT TO BE PHOTOGRAPHED.**

## **WRITING THE NEWS**

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 name is spelled correctly. If it is necessary to “write” any information, please print clearly. We also need a contact person and daytime phone number in case we have questions.

News releases traditionally are written so that the most important information appears in the first paragraph. The beginning of the story should answer the questions: WHO, WHAT, WHEN, WHY, WHERE AND HOW. The sentences which follow should give amplifying information, details, background and color, in descending order of importance. This is known as the “Inverted Pyramid” style of writing and it allows an editor to pick up important facts in the first few lines. Also, if space is limited, it permits the story to be cut from the bottom up without destroying the story’s essence.

A quote from a person involved in the event will enliven and personalize your story. If you use a quote, place it in the middle or end of your release. Be sure to identify the person quoted by full name, title, or affiliation with the event.

Do not refer to someone as Mr. John Doe or Mrs. Jane Doe. Simply write John Doe or Jane Doe in the first reference and, after the initial reference, please refer to the individual by his or her last name.

For example: John Doe has been selected as the *Gulf Pine Catholic’s* 2012 Honors Scholar. Doe is the son of Jack and Diane Doe. Please refrain from using the person’s first name after the first reference.

## **SUBMITTING YOUR INFORMATION**

Whenever possible, please submit news items and photos via email. We will accept news items by fax and through U.S. mail, but priority is given to items that have been submitted via email. Depending on space availability and the timeliness of your news submission, there’s no guarantee that your news item will run in the next available issue. We will make every effort to run news items in as timely a manner as possible.

## **PHOTOGRAPHS**

We will be happy to come out and take photos of major events when able, but we ask that you please give ample notice. However, we rely mainly on submitted photos.

# **RULES FOR SUBMITTING PHOTOS**

1. Prefer photos to be emailed
2. High resolution 300 dpi minimum .jpg format
3. Black and white photos are OK but prefer color
4. Do not send Polaroid photos
5. Set camera for highest resolution
6. Prefer school mug shot when receiving news of students' awards
7. If photo is brought into office, must be high quality (we will scan and give right back)
8. Make sure photos are in focus and sharp
9. Do not send photos embedded in Word document, send separate .jpg photos
10. Please do not use cameras that stamps date on photo. If using one, please turn that feature off.
11. Please do not submit photo copies of photos

Please be creative with your photos. We strongly encourage you to submit action photos, rather than photos of rows and rows of people. (Confirmation and First Communion photos are an exception). If you must submit a group photo, please make sure subjects are tightly spaced.

Identify each person in the picture with full name and title or relationship to the event in the order of position in the photo.

Be sure to label it with a **brief** description and include the name, address and phone number of the person submitting the photo. If this identifying info is not included, the photo will not be published.

Due to limited space, press releases may be edited down to fit space.

If you submit multiple photos of an event, we cannot guarantee that we will publish every photo.

If a photo(s) is mailed and you wish for it to be returned, please include a self-addressed, stamped envelope.

## **DEADLINES**

Deadlines are absolutely necessary in order to produce a bi-weekly newspaper. Any news items and photos should be submitted by 4 pm on the Thursday preceding publication date.