

# DIOCESE OF EASTERN PENNSYLVANIA

Guidelines for submitting photographs, artwork, news items and announcements to the Diocese of Eastern Pennsylvania communications department

## Glory be to Jesus Christ!

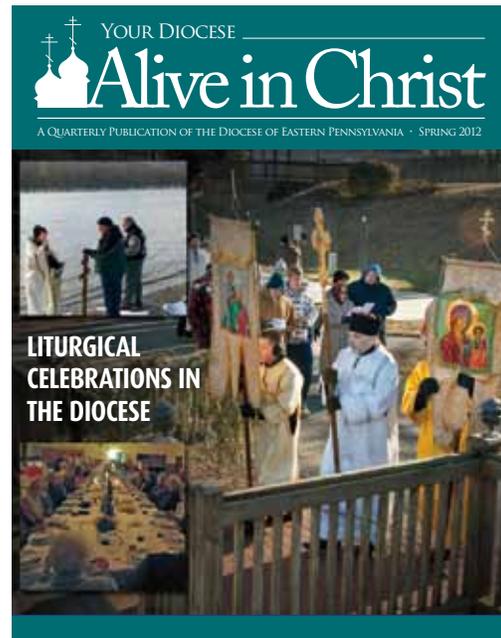
Submitting material to the communications department for publication on the Diocesan website and in the Diocesan Magazine - Alive in Christ - is strongly encouraged. Ideally, each parish in the Diocese will provide news and events on a monthly, if not weekly basis. It is important to share your accomplishments and activities and Liturgical life - both as a tool for revitalization and a way to show what your parish is up to. It also serves as a way for other parishes to get to know their neighbors, and provides a forum for ideas for parishes to use.

With this in mind, this primer was created. It spells out what to send, where to send it, and how to send it. If there are ever any questions, the communications contact is strongly encouraged to contact the communications department at [doepa.communications@gmail.com](mailto:doepa.communications@gmail.com)

## The Diocese has 2 primary means of Public Relations:



Diocesan Website  
[www.doepa.org](http://www.doepa.org)



Diocesan Magazine  
Your Diocese Alive in Christ

**BOTH ARE CONTENT DRIVEN BY THE PARISHES IN THE DIOCESE**

The best way to submit material is to send it via email - send to **doepa.communications@gmail.com**

Typically, content is posted first to the website, then published to the Magazine.

Articles can be attached as a separate word document or written inline in the email. PLEASE attach photos separately - do not embed in MS Word document.

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1. Just about everything submitted is posted/published - WITHIN REASON. The communications department is the final arbiter regarding appropriateness of material.
2. ALWAYS SHOOT AND SEND THE LARGEST FILE SIZES YOU CAN. While camera phones can work, it is always better to shoot with a digital camera. You will definitely see a difference between the 2. It is important to supply photos that are large enough for publication. ALWAYS shoot and send the LARGEST JPG files you can. The picture might look good on a 1" square LCD Screen, but will degrade when enlarged for use on the website and in the magazine. As a rule of thumb, set your camera to highest quality, save as JPG and send these photos.
3. JPG (JPEG) Photos are preferred. a .BMP photo will look pixelly/blurry. Please supply JPG.
5. It is also preferred that the parish review the photos and send only the "good ones." Think quality and not quantity. However, digital pictures cost nothing but space on a drive - please shoot more than 1 picture of an event.
6. Supplied photos are always checked over for color balance, brightness and contrast, and saved optimized for the web. If you wish to enhance your photos with a program like Adobe Photoshop, feel free.
7. PLEASE DO NOT USE SPECIAL EFFECTS - programs like "Instagram" allow "neat" effects to be applied to photos - please save this for your photo album and send normal photos to the Diocese.
8. Always supply a written article written in the 3rd person. That is, do not write "On April 15, our parish celebrated..." Rather, write "On April 15, 2012, the parish of St. John the Baptist in Edwardsville celebrated..." Please include dates, parish name, and location.
9. Please provide captions and names for photos. Yes, a picture tells a thousand words, but it is also nice to know who you are looking at, not to mention being identified for everyone to see.
10. If links are sent from photo sharing services such as Picasa, Photobucket, etc., the photos will not be posted. Downloading and re-uploading hundreds of photos is too time consuming. A link will be posted in announcements, but a proper photo gallery will not be made available on the diocesan website. Please email the photos.
11. When emailing photos, it is best to put all photos into a folder and compress it with a program like zipit.
12. If the file is too large to email, contact the communications department and you'll be given other instructions.

**If there are EVER any questions, email [doepa.communications@gmail.com](mailto:doepa.communications@gmail.com)**