

## Submission Guidelines for *The Weekly*

**Submission deadline: Thursday, 5:00 pm**

### About *The Weekly*

*The Weekly* is a Chancery publication for the employees, parish staff, clergy, and religious at the Diocese of Oakland. *The Weekly* is sent out every Monday to all the parishes and schools in the diocese, and a number of other Catholic Organizations. When Chancery holidays fall on a Monday, *The Weekly* will be sent out on Tuesday. The most current issue can be found online at [oakdiocese.org/TheWeekly](http://oakdiocese.org/TheWeekly).

### Submission Guidelines

- The following items can be submitted to *The Weekly*: announcements for events, concerts, retreats, academic lectures, and job openings within the Diocese.
  - Announcements that do not fall under these categories (e.g. open houses, pilgrimages, etc.) will be referred to *The Catholic Voice*.
- Submitting announcements does not ensure publication. All announcements will be reviewed for approval, and approved announcements will be edited for clarity, conciseness, and tone.
- Accepted announcements will run in *The Weekly* for two weeks. The most effective time to submit announcements is **3-4 weeks before an event occurs**.
- Please submit event announcements online at [oakdiocese.org/WeeklySubmission](http://oakdiocese.org/WeeklySubmission).
- Email submissions will also be accepted if emailed to [TheWeekly@oakdiocese.org](mailto:TheWeekly@oakdiocese.org). Please include announcements as plain text either in the body of the email or attached as a word document using the following format:

Example

Annual St. Patrick Dinner Dance  
March 12, 2011, 5:00 – 7:00 pm  
St. Patrick Parish Hall, 825 Seventh Street, Rodeo  
Jane Doe, 510-799-4406, janedoe@gmail.com  
[www.stpatrickrodeo.org](http://www.stpatrickrodeo.org)

Share the luck of the Irish at the St. Patrick's Annual Dinner Dance on March 12. The celebration begins at the 5:00pm Mass, followed by a no-host cocktail hour. Traditional Irish food will be served at 7:00pm. Enjoy the sights and sounds of Irish bagpipers, dancing and song. Dance the night away with DJ music. Tickets are \$35 per person. For more information, call the Parish Ministry Center at 510-799-4406

- Please do not include stylization (e.g. indentation, bullet points, numbering, underlining, bolding, all caps, etc.). Failure to do so may interfere with announcement publication
- Flyers may be attached to supplement announcements submitted using the format seen above.
- Parish events are eligible for inclusion on the diocesan website calendar. Please indicate if you'd like to include the parish event on the calendar.

### Inquiries

If you have any additional inquiries about *The Weekly* or updates to currently published announcements, please email [TheWeekly@oakdiocese.org](mailto:TheWeekly@oakdiocese.org).

### Additional Publicity Around the Diocese

For opportunities to publicize your announcements directly to parishioners, please contact our diocesan newspapers for more information:

- **Datelines for *The Catholic Voice*:**  
Carrie McClish, 510-419-1074, [Datelines@oakdiocese.org](mailto:Datelines@oakdiocese.org)
- **Advertising for *The Catholic Voice* & *El Heraldo*:**  
Camille Tompkins, 510-419-1081, [ctompkins@oakdiocese.org](mailto:ctompkins@oakdiocese.org)