

Dear Ministry Leaders:

As you probably noticed when you came to church last weekend that we now have three flat screen TV's in the Gathering Area. These will feature a continuous loop of key ministry events and will replace the pulpit announcements. This is an exciting communications alternative for our parish community.

As a Ministry Leader, you may submit news to be broadcast on the TV's.

- **deadline for submitting copy is noon on Friday for the following weekend (8 days later)**
- **submit TV news items to: [penny@stbrendans.net](mailto:penny@stbrendans.net)**
- helpful if you **put "TV News" on the email Subject line** so it distinguishes it from bulletin submissions.

**Some pointers for your TV News messages:**

- Timely items – happening now...not way off in the future!
- Fresh items every week – we don't want people to get bored and ignore the TV News because it is the "same old news every week"
- Short copy - no more than 3-4 bullets - it will be on the screen for only a few seconds.
- Be very brief...fewer words mean a larger font with more visibility and impact.

We are putting a few messages up now and hope to have it in full production by the beginning of the school year. Thank you!

Questions? Call me at 876.1272, ext 224 or email me at [penny@stbrendans.net](mailto:penny@stbrendans.net).

Penny