

# Congregation Beth Shalom

## THE BULLETIN GUIDELINES 2023-2024

- **Below are bulletins listed by month, information to included in those bulletins, and due dates.**
- **10 issues** of the bulletin will be produced, **double issues** will be December/January and June/July.
- **Due dates are firm and reminders** will be sent approximately **one month and one week before due date.**
- Monthly columns should **not exceed 330 words.**
- Articles/ads should be submitted as soon as they are ready and we encourage you to submit before the deadline. **Once the bulletin is submitted, information cannot be changed or added.**
- Articles/Ads should only be **submitted by a Vice President, Event Chair, or CBS Staff.** If you have someone else working on an article or ad, they should send it to you for final approval and submission.
- **Articles/Ads should be submitted as quarter page or half page ads.** Full page articles/ads are limited and depend on space and are determined once materials are submitted.
- Content should be **submitted as a word document, camera ready pdf or jpg**, which is already properly sized (¼ or ½ page ad or full page if you have prior approval).
- Ads should **include the registration URL information and contact information** for questions, Reservation forms are discouraged.
- **Bulletin articles/ads should be e-mailed** to Deanne Friedman [DFriedman@BethShalomNB.org](mailto:DFriedman@BethShalomNB.org); or **placed in bulletin drive folder on shared drive for CBS staff members**

---

The Executive Director and Director of Communications have the authority to make design changes/corrections to all articles/ads submitted and omit them if necessary.

The Clergy and CBS President have the authority to discuss the content of any article with the author. This protects the author and the synagogue.

Congregation Beth Shalom Director of Communications and staff will edit and proof the bulletin.

# Congregation Beth Shalom

## THE BULLETIN DATES 2023-2024

### Bulletin

#### **August**

- Rabbi Melman/Cantor Stoehr/Tracy Safron suggests

#### **September**

- Rabbi Chapman/Michael
  - Rosh Hashanah, Yom Kippur, Simchat Torah, Shemini Atzeret

#### **October**

- Rabbi Melman/Cantor Stoehr/Tracy Safron suggests

#### **November**

- Rabbi Chapman/Michael

#### **December/January**

- Rabbi Melman/Cantor Stoehr/Tracy Safron suggests
  - Chanukah

#### **February**

- Rabbi Chapman/Michael
  - Purim

#### **March**

- Rabbi Melman/Cantor Stoehr/Tracy Safron suggests

#### **April**

- Rabbi Chapman/Michael
  - Pesach, Yom HaShoah, 2023-2024 SH & MC Slates, CBS Board Slate/Annual Meeting

#### **May**

- Rabbi Melman/Cantor Stoehr/Tracy Safron suggests
  - Shavuot, President's Event (usually takes cover)

#### **June/July**

- Rabbi Chapman/Michael
  - Services Under the Sky/Havdalah Under the Stars

### Due Dates

**Wednesday , July 5**

**Tuesday, August 1**

**Tuesday, September 5**

**Monday, October 2**

**Wednesday, November 1**

**Tuesday, January 2**

**Thursday, February 1**

**Friday, March 1**

**Monday, April 1**

**Thursday, May 2**

# Congregation Beth Shalom

## THE BULLETIN LAYOUT 2023-2024

- 1** Rabbi's Column (Rabbi Melman/Rabbi Chapman alternate)
- 2** CBS President
- 3** Cantor's Notes (every other month)/  
Executive Director (every other month)
- 4** Religious School
- 5** B'nai Mitzvah/Youth & FYC Programming
- 6-7** Adult Education/Programming & HAZAK
- 8-9** Sisterhood President Column, events, Judaica Shop
- 10-11** Men's Club President Column, events
- 12** Social Action
- 13** Tracy Safron Suggests (alternating months)/Shabbat@CBS
- 14-19** CBS Happenings/Holidays
- 20** See What's Happening at CBS
- 21** Birthdays, Anniversaries, Leagrams
- 22** Milestones, Memorial Plaques, Bimah Flower Fund,  
Death Members
- 23** Yahrzeits
- 24-25** Donations
- 26-27** Ads
- 28** Service Times/Candle Lighting
- 32 pages** June/July and December/January issues

(Layout is subject to change)