



# **THE MEMO** **BEST PRACTICES** February 2025



ARCHDIOCESE OF ST. LOUIS

# SUBMISSIONS

**Thank you for your interest in submitting Curia and/or Clergy news. The Memo is delivered to Curia and Clergy every Tuesday and Thursday. For submissions, questions, and feedback, contact Lydia Henke, [lydiahenke@archstl.org](mailto:lydiahenke@archstl.org) or 314.792.7584.**

## **General**

- Items for the Tuesday edition must be received by Monday at noon. For Thursday edition, by Wednesday at noon.
- When submitting, please specify whether your news item is for Clergy, Curia, or both.

## **Copy**

- Keep copy brief. Include the key information: Who, What, When, Where and Why.
- For added information, consider including a link to a webpage or online document.
- The Communications team may edit for clarity and length, as well as spelling, grammar, typos, etc.

## **Images**

- Images should be sized to 1080x1080, formatted as JPEG or PNG files.
- Images should be “picture heavy” rather than “text heavy.” (Let your copy communicate the details.)
- The Communications team may link – rather than embed in the body of the memo – flyers or other copy-heavy images.

## **Documents**

- The preferred document format is PDF.

## **Frequency**

- The ideal amount of times an item is included in the Memo is twice.
- We do not include the same item in the Memo back-to-back. Items need to be at least one week apart.
- Please specify if you would like your item repeated when submitting.

