

## **Publication Submission Guidelines\***

*Produced June 2016 by the Director of Communications for the Virginia Synod.*

The Virginia Synod welcomes stories and photographs of ministry to share with its audience. Stories and accompanying photos are accepted for the Weekly Update E-News (which is sent out each Thursday), the monthly Virginia Synod Lutheran, and the web site ([www.vasynod.org](http://www.vasynod.org)). As a service to our congregations "job opportunities" notices may also be submitted for posting on the synod's website. See the details below about all of these items.

### **Weekly Update:**

The Weekly Update E-News is a publication of the Virginia Synod sent by e-mail to subscribers. Send announcement submissions to [pilat@vasynod.org](mailto:pilat@vasynod.org) by Tuesday at noon to be included in the Thursday Weekly Update. Any announcement submissions submitted after Tuesday at noon that meet the event/announcement submission guidelines listed below will be included in the Weekly Update for the following Thursday. All submissions should include the name and e-mail of the contact person. Please put the words "For E-News:" in your subject line.

### **Story Submissions:**

Submissions should be sent in the form of a Word document and include a photo whenever possible. Each story submission should include a contact person's name and e-mail address. Priority will be given to articles that include accompanying photos. The director of communications in collaboration the editor of the Virginia Lutheran and/or the synod bishop will make the final determination of what will be included in publications.

Write the who, what, when, and where of the story. Write about the personality and personal characteristics and attitudes of the people in the story. Write about the social, geographical, educational, or political issues related to the story. Tell us how this person/situation has touched the heart of the community or a congregation. Preferred length for articles is 300-800 words.

Send your story to [pilat@vasynod.org](mailto:pilat@vasynod.org). If further information about your story is needed, someone will contact you. Thank you for sharing.

### **Photo Submissions:**

Photos should be submitted in digital JPEG or PNG format and have at least 72 dpi (dots per inch) for web publications. Clearly name the JPEG/PNG files. In addition, photos should not violate copyright laws and be used only with permission of the subject. If you are unsure of what is required or how files should be submitted please contact [pilat@vasynod.org](mailto:pilat@vasynod.org)

### **Event/Announcement Submissions:**

Event announcements may be submitted to the Virginia Synod by representatives of the following: the ELCA, committees or task forces of the Virginia Synod, Virginia Synod congregations, Virginia Synod Rostered Leaders, ELCA affiliated organizations or mission partners of the Virginia Synod. Announcements that are submitted by sources other than those previously listed may not be included in Synod publications, however the director of communications and/or the synod bishop will make the final determination of what will be included.

Event details should be sent at least four weeks prior to the event, if possible. Event announcements will be posted twice in the bi-weekly Synod E-news and then just before the event occurs (or just before the registration deadline occurs). If the event is sponsored by the Virginia Synod, the event will also be included on synod website in the events calendar section. Other events will be added to the calendar of events on the website at the discretion of the director of communications.

All announcements should include the name of the sponsoring group or congregation, city, a contact person with contact information, and a Web site address, if available.

Please put the words "For E-News:" in the subject line and send the following information in the email:

- Event Name
- Sponsoring Group
- Date & Location
- Cost
- Registration Deadline
- A two- to three-sentence "teaser" giving the who, what, when, where and why of the event or article. In other words, this short blurb should entice the reader to click for more information. These appear in our e-news.
- A brochure/registration form (if you have one) in one of the following formats:
- PDFs are preferred, Word documents are acceptable
- A photograph or logo, if desired.
- A link to information about the event on your website.
- Any additional information and link to more information/contact person

### **Job Opportunities:**

As a service to our congregations and mission partners, notices about "career opportunities" will be posted on the synod's web site on the "Job Opportunities" page. The notice should be submitted to Emily Pilat ([pilat@vasynod.org](mailto:pilat@vasynod.org)) as a Word document and include a contact person's name and email address. Notices will be published for two months unless extensions are requested. Please notify Emily Pilat when the position is filled.

### **Discouraged submissions:**

The following submissions will not be included in Virginia Synod publications:

- Congregational fundraising announcements
- Donation requests

\*These guidelines may be amended by the bishop's staff and director of communications as needed.