

## **Publication Submission Guidelines\***

*Produced September 2017 by the Director of Communications, Administration,  
and Worship Life*

Indiana-Kentucky Synod, (ELCA)

The Indiana-Kentucky Synod welcomes stories and photographs of ministry moments to share with its mission territory. Stories and accompanying photos are accepted for the *Weekly News* (which is sent out each Thursday), the monthly *I-K Lutheran*, and the web site ([www.iksynod.org](http://www.iksynod.org)). As a service to our congregations, "job opportunities" notices may also be submitted for posting.

### **Weekly Update:**

The *Weekly News* is a publication of the Indiana-Kentucky Synod sent by e-mail to subscribers. Send announcement submissions to [tdearchs@iksynod.org](mailto:tdearchs@iksynod.org) by Tuesday at noon (Eastern time) to be included in the Thursday *Weekly News*. Any announcement submissions submitted after Tuesday at noon, which meet the event/announcement submission guidelines listed below, will be included in the *Weekly News* for the following Thursday. All submissions should include the name and e-mail address of the contact person. Please put the words "For Weekly 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, Administration, and Worship Life, in collaboration with 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 [tdearchs@iksynod.org](mailto:tdearchs@iksynod.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 each JPEG/PNG file. In addition, photos should not violate copyright laws and be used only with permission of the subject. Written parental permission is required if the photo includes a minor. If you are unsure of what is required or how files should be submitted, please contact [tdearchs@iksynod.org](mailto:tdearchs@iksynod.org).

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

Event announcements may be submitted to the Indiana-Kentucky Synod by representatives of the following: the ELCA, committees or task forces of the Indiana-Kentucky Synod, Indiana-Kentucky Synod congregations, Indiana-Kentucky Synod rostered leaders, ELCA affiliated organizations or mission partners of the Indiana-Kentucky Synod. Announcements that are submitted by sources other than those previously listed may not be included in Synod publications; however, the Director of Communications, Administration, and Worship Life, 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 Synod *Weekly News* and then just before the event occurs (or just before the registration deadline occurs). If the event is sponsored by the Indiana-Kentucky Synod, the event will also be included on the 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, Administration, and Worship Life.

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 Weekly 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 descriptions appear in our *Weekly 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 contact person

### **Job Opportunities:**

As a service to our congregations and mission partners, notices about "career opportunities" will be posted in the *Weekly News*. The notice should be submitted to Thomas Dearchs ([tdearchs@iksynod.org](mailto:tdearchs@iksynod.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 in writing. Please notify Thomas Dearchs when the position is filled.

### **Discouraged submissions:**

The following submissions will not be included in Indiana-Kentucky Synod publications:

- Congregational fundraising announcements
- Donation requests

\*These guidelines may be amended by the bishop, bishop's staff, and Director of Communications, Administration, and Worship Life, as needed.



**Indiana-Kentucky Synod**  
**Evangelical Lutheran Church in America**  
God's work. Our hands.