



Publication Submission Guidelines

Produced by the NC Synod communications coordinator, August 2011.

The NC Synod welcomes stories and photographs of ministry to share with its audience. Stories and accompanying photos are accepted for the bi-weekly Synod Servant E-News, the quarterly NC Synod Supplement to *The Lutheran*, the NC Synod blog, and the website. As a service to our congregations "career opportunities" notices may be submitted for posting on the synod's website. See the details below about all of these items.

The Synod Servant E-News is a publication of the North Carolina Synod (NC Synod) sent by e-mail to subscribers. Send submissions to ncsynod+enews@gmail.com at least two weeks prior to the date of publication. 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 communications coordinator in collaboration with the coordinator's supervisor and/or the synod bishop will make the final determination of what will be included in publications.

1. 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 your heart.
2. Print a Story/Photo Release form from the website [Communications, Publications]. Talk to the subject of your story and obtain their permission to send the story (with or without actual names) and a picture for the collection.
3. Send your story to ncsynod+enews@gmail.com.

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 format and have 72 dpi (dots per inch) for Web publications and 300 dpi for print publications such as *The Lutheran*. Clearly name the JPEG

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 ncsynod+enews@gmail.com.

Event Submissions:

Event details should be sent at least six weeks prior to the event, if possible. Event announcements will be posted once in the bi-weekly Synod E-news and then just before the event occurs (or just before the registration deadline occurs). In the interim the event will be included on the home page of the synod Web site in a Google calendar format at the discretion of the communications coordinator or assistant. 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, include your event brochure or flyer in PDF format, and send the following information in the body of the email:

Event Name

Sponsoring Group

Date

Location

Any additional information and link to more information/contact person (not to exceed three sentences).

Career Opportunities

As a service to our congregations notices about "career opportunities" will be posted on the synod's Web site on the "Congregations/Congregations Seeking Leadership" page. The notice should be submitted to Rick Godby (rgodby@nclutheran.org) as a Word document and include a contact person's name and e-mail address. Notices will be published for two months unless extensions are requested. Please notify Rick Godby when the position is filled.

Discouraged submissions:

The following submissions will not be including in Synod Servant E-News:

- Congregational fundraising announcements
- Items offered for sale
- Donation requests

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

8/4/11