Voice of The Redeemer

Deadline for Content – <u>First Monday of the previous month of publication</u>
i.e.; First Monday in September for October issue
and emailed to <u>ken@theredeemer.org</u>.

New Format

- The new format will be organized around the principle themes of:
  Worship – Mission – Fellowship
  and the layout of the issue will reflect that.
  These themes are an outgrowth of the goals in our most recent strategic plan "Spiritual Center" (Worship); "Mission Within and Beyond Our Campus" (Mission) and "Parish Vitality" (Fellowship).
- The front page will feature "looking forward" pieces with a lead piece and two smaller ones below.

Content Policies

- Managing Editor will prepare a general editorial content/calendar which will be discussed and augmented by the staff (during staff meetings) in advance of publication.
- In general, feature articles should be no more than approximately 300 words. Every feature article should be accompanied with a photo or graphic.
- If photos are submitted, please send them as "attachments" to emails NOT in the body of the email or in the body of a document.
- When writing or reporting on an event or ministry, it is helpful to obtain at lease one quote from a parishioner participant, i.e., what it meant to them, how it changed them, etc.
- We will develop a schedule to have a parish ministry highlighted in each issue with quotes from parishioners along with photos.
- As a community building effort, issues will include a "Parishioner Profile" and "Newcomer Profile."
- In addition, if we hear of a parishioner being honored or participating in a community event outside of The Redeemer, please let us know so that it can be published in The Voice.
- Look at a recent issue of Voice of The Redeemer to get an idea for the type and size of articles that are published. Back issues are available at: <u>www.TheRedeemer.org/voice</u>.
- All articles, listings, etc., should be submitted with <u>complete information and written with all the material included</u> that you want the listing to contain and in the form you want the article to appear. In other words, submitted print ready.
- All submissions are subject to editing.

Respectful Suggestions That Spare Editors' Sanity and Acid Reflux

1. **READ, THEN RE-READ YOUR COPY**

   Read for accuracy: Proof your wording. Typos happen. Catch them if you can.

   Read for clarity: Does your wording make sense? Is your information clear?

   Read for completeness: Do meeting notices include date, time, location, other necessary details?

   In Short: Pretend you're the copy's reader, not its author. Would everything in the piece make sense to someone seeing your words for the first time? If not, do the necessary.

2. **FOLLOW COPY RULES**

   Most common bloopers:

   a) **Dates**
      Correct: **Friday, October 1, (NOT 1st) 2014**

   b) **Church Reference**
      Correct: **The Redeemer. Both initial capped**

   c) **Capitalization**
      Proper nouns, names, etc. are capped. Events ("parish picnic") are not. When in doubt, don't cap.

3. **KEEP IT SIMPLE AND DECLARATIVE**

   Avoid clichés and hackneyed wording. Use sparingly: "fellowship"; "mission"; "youth"; "stewardship"; keep wording fresh.
   Keep adjectives to a minimum.
   Keep references obvious or include clarifications. Not everyone knows, for example, who Paulo is, or the location of the choir room.

4. **KEEP IT COMPACT**

   Space is limited for all of us. Standard word count for any one piece is 300 – 350 words, perhaps less. Keep writing tight and to the point. Contact Ken with questions, concerns or for special space dispensation.

5. **THANKS !**