

2020 News Brief Schedule

| <u>Monthly issue:</u> | <u>Deadline:</u> | <u>Distributed on:</u> |
|-----------------------|------------------|-----------------------------|
| February 2020 | January 22 | Feb 2 |
| March 2020 | Feb 19 | March 1 |
| April 2020 | March 18 | March 29 |
| May 2020 | April 22 | May 3 |
| June 2020 | May 20 | May 31 |
| July 2020 | June 17 | June 28 |
| August 2020 | July 22 | August 2 |
| September 2020 | August 19 | August 30 |
| October 2020 | September 16 | September 27 |
| November 2020 | October 21 | November 1 |
| December 2020 | November 18 | November 29 |
| January 2021 | December 14 | December 24 (Christmas Eve) |

Guidelines — Supplying an article and photos

Our News Brief offers quick access to church news and events, providing friends / guests with a “snap shot” of what happens at Ingomar Church. When supplying content, please be concise.

WORD COUNT: For articles such as the Mission Focus, please strive for 200 words or less in length. You may provide more, but it will be edited to fit available space. If your story is long, the additional information may be published on the website. Please supply your text as a Microsoft Word document.

Helpful hints:

- Answer: who, what, when, where, why, and how? Clear is always better than clever.
- Avoid insider lingo and acronyms (like WEC, CLC, ICEC, VBS, etc.)
- Use words that are understandable to someone who has never stepped inside a church.
- Keep it brief – people are much more likely to engage with concise content.
- Communicate what is desired *for* people, not *from* them. Describe real outcomes and benefits to them.
- Present readers with opportunities, rather than to-do's.
- Be authentic, informal, sincere, positive, and fun.

PHOTOS: Ideally, one or two photos enhance the story (if possible, please send several, providing multiple options from which to choose for publication). Please send high-resolution jpegs (digital images taken with smart phones/mobile devices are great). Please include captions for each photo in your Word document.

Send Word document and JPEG photos as attachments to Mark Gulden, Communications & Marketing Manager:

mgulden@ingomarchurch.org