

2021 News Brief Schedule

<u>Monthly issue:</u>	<u>Deadline:</u>	<u>Distributed on:</u>
January 2021	December 15, 2020	December 24, 2020 (Christmas Eve)
February 2021	January 21	Feb 1
March 2021	Feb 18	March 1
April 2021	March 22	April 1
May 2021	April 20	May 1
June 2021	May 19	June 1
July 2021	June 21	July 1
August 2021	July 21	August 1
September 2021	August 19	September 1
October 2021	September 21	October 1
November 2021	October 20	November 1
December 2021	November 17	December 1
January 2022	December 13	December 24 (Christmas Eve)

Guidelines — Supplying an article and photos

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

WORD COUNT: Articles such as the Mission Focus are 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 at the discretion of the communications team. 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 we want for people, not what we want from them. Describe real outcomes and benefits to them.
- Present readers with opportunities, not to-do's.
- Be authentic, informal, sincere, positive, and fun.

PHOTOS: Ideally, one or two photos will enhance the story (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:

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