

2022 News Brief Schedule

<u>Monthly issue:</u>	<u>Deadline:</u>	<u>Distributed on:</u>
February 2022	January 20	Feb 1
March 2022	Feb 17	March 1
April 2022	March 22	April 1
May 2022	April 20	May 1
June 2022	May 19	June 1
July 2022	June 20	July 1
August 2022	July 20	August 1
September 2022	August 22	September 1
October 2022	September 21	October 1
November 2022	October 20	November 1
December 2022	November 17	December 1
January 2023	December 14	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: Recommended length for articles such as the Mission Focus are 200 words or less. 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 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:

mgulden@ingomarchurch.org