

2023 News Brief Schedule

| <u>Monthly issue:</u> | <u>Deadline:</u> | <u>Distributed on:</u> |
|-----------------------|------------------|-----------------------------|
| February 2023 | January 23 | Feb 1 |
| March 2023 | Feb 20 | March 1 |
| April 2023 | March 22 | April 1 |
| May 2023 | April 19 | May 1 |
| June 2023 | May 22 | June 1 |
| July 2023 | June 21 | July 1 |
| August 2023 | July 20 | August 1 |
| September 2023 | August 21 | September 1 |
| October 2023 | September 20 | October 1 |
| November 2023 | October 23 | November 1 |
| December 2023 | November 20 | December 1 |
| January 2024 | December 15 | 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