

# SUBMISSION GUIDELINES

The communication department publishes stories about God's work in Wisconsin. These include stories of personal testimonies, baptisms, outreach events, Pathfinders, education, or other fruitful and unique things Jesus is doing through and for people.

## Kinds of Submissions

**News stories** are generally brisk and to the point. They need to answer who, what, where, when, why, and sometimes how. Reports of special church services or programs should show how they affected people for God. Ask yourself, "Would I be interested in reading a story like this?"

**Facebook** posts are brief comments and announcements of items of interest to the Wisconsin church family. While the words are few, usually between 0 and 100, pictures are very welcome. People love seeing pictures of fellow believers and what they are doing for Jesus. Pictures we can post are unlimited, but usually between 1 and 50.

**eNewsletter** articles include items such as you would find in the Lamp Letter, but includes local church events, Wisconsin Budget giving, and is a more timely update on moves, retirements, and upcoming events as it is a monthly item.

**Feature stories** are similar to news stories, but written in a warmer style, dealing with ideas and concepts. Feature stories are often more in depth and personal.

**Testimonies** are generally told in first person. They share how people, events, and the Holy Spirit worked together to lead the author closer to Jesus.

## Each Story Should:

1. Deal with events that happen in Wisconsin. Mission trips and missionary efforts of people from Wisconsin are accepted.
2. Be of interest to people in Wisconsin.
3. Avoid a promotional tone or requests for funding, allowing the Holy Spirit to prompt the reader to action.
4. Be brief and to the point, not exceeding the word count specified below.

## Writing Guidelines

1. Keep news articles and testimonies to 300-350 words, feature stories to 500-600 words.
2. Use simple words and sentences.
3. Use personal quotes. Instead of "A good time was had by all," quote someone explaining what they enjoyed the most.
4. Cut needless words and sentences.
5. Include the author of the story, what church they are a member of, what they do for work, and title if applicable.
6. Revise, rewrite, and reread your story. A second or third draft is usually better than a first.

7. If possible, send at least one clear picture pertaining to your article. Pictures must be sent separately from your article as an attachment. They also should be of high quality (300 dpi).

### **Submission Deadlines**

1. Submit stories for the Lamp Letter, Facebook, eNewsletter or website to [jedge@wi.adventist.org](mailto:jedge@wi.adventist.org) or [droat@wi.adventist.org](mailto:droat@wi.adventist.org).
2. Web: Our goal is to post new stories/events as they come in the News & Events section.
3. Facebook: Our goal is to post new materials as they come in.
4. eNewsletter: Submit items before the first of each month.
5. Due date for submitting Lamp Letter articles to communication department for upcoming issue:

### **DATE DUE**

April 1 July 1 October 1 January 1

Lamp Letter Issue

May August November February

Submission of article does not guarantee publication. Editor reserves the right to edit articles for content, length, grammar, style and readability. For more information, contact Juanita Edge at [jedge@wi.adventist.org](mailto:jedge@wi.adventist.org).