

EDITORIAL CRITERIA FOR *FUMC WEEKLY*

In general

Each submission is limited to 3 mentions total with the exception of calendar events which receive calendar placement 1-3 months out and then move to a weekly section with more detail as the event approaches. Images must be photos of events or logos at 300 dpi, no clip art. No reformatting or movements of sections is permitted. Placement, text treatment, colors and design must adhere strictly to Style Guide.

Caution: when content does not fit into template, editorial advisor can help decide whether to suspend content until future issue can support it, edit content to useable size, or if ruled critical, decide where to place it without compromising integrity of design.

Cover

- **Date** changes weekly
- **THIS SUNDAY** changes weekly and includes day-of events/announcements only. Copy comes from staff or congregants. Word count <80. Limited to 2 thumbnail images.
- **175th Anniversary** info will include Hour of Service Info that will remain until end of the year, and Trivia supplied by Sherry McHale who will change weekly. Word count for top section <80, trivia word copy <60.

Inside left

- **Calendar** changes weekly. New dates/events supplied by staff or congregants. Info for Calendar will stretch 3 months out. Events are added and drop off dates as needed. Re-occurring events listed in THIS WEEK are not also included in monthly calendar. Listings include date, name of class/event, time and one room number.
- **Red call-out box** is used for *urgent* call-to-action (volunteers or attendees) as decided by pastors. Each call-to-action is limited to 3 mentions. If nothing urgent, use call-out box for changes in office hours/closures, parking, or other details related to church involvement. Word count <30.

Inside right

- **Upcoming Events** are selected based on priority. Copy supplied by staff or congregants. Copy limited to a span of 2 months out with only 3 repeats. Limit is 6 events per page. Word count <65. Limited to 2 thumbnail images.
- **Faith in Action (ministries)** are based on priority. Limit is 2-3 mentions per page. Word count <85. Limited to 1 thumbnail image.

Back cover

- **What we believe** remains the same each week.
- **Worship** covers sermons for month or season. Info provided by pastors. Limited to 4 sermons. List includes date, religious season if appropriate, scripture lesson, and title or theme of sermon.
- **Prayer requests** change weekly. Follow format given. Limit is 3 mentions and then names must be resubmitted.
- **Church Business** covers finances, facility, planning and other administrative news and updates. Limited to 2 submissions for section. Alter flowers limited to 1 mention a month. Word count <70.

- **Gifts & Tributes** includes seasonal or special donation requests. Limited to 16 special requests/year, remaining weeks use Tributes. Word count <60. Donor name fields can remain the same.

Content

- Submissions must abide by deadline or be suspended until next issue
- Use only content pre-approved by pastors
- Respect word counts for all sections
- Respect rules of repeat (3x or fewer) for articles and prayer
- Solicit content from staff, layman and all committee chairs
- Publish upcoming event details AND event followup/results
- Do NOT move or eliminate locked content such as logo, header and We believe . . .
- Print url (www....) for outside organizations whenever possible

REMEMBER, this is a *weekly* publication. If something doesn't fit one week, it can fit another week.

Images

- High resolution (300 dpi+) images only
- Color photography preferred - no duotones
- Photos with square edges and gray frame on front cover and no frame on back cover
- No filters or special edge effects
- Licensed and FUMC photos of people
- Licensed graphic logos of other organizations