

## WRITING GUIDELINES

### Who can submit stories to the GLEANER?

Anyone can. But we want only stories that accurately represent your church, school or other church-related group. You should be either the designated spokesperson for your organization or have permission from the pastor, principal or leader of the group to submit an article. This protects you as the writer, as well as the group you represent and of course the credibility of the GLEANER.

### News stories the GLEANER editors are particularly looking for:

- Stories that have ideas to encourage church growth that other Northwest churches can try. What unique programs or ideas have you recently tried at your church?
- People's conversion stories that show their journey. Instead of a photo of a person or group that was baptized with a sentence or two giving their names and date and location of baptism, write a story that focuses on relationships. Why was someone attracted to this church? Who encouraged them to become a member and how did they do it? *Example:* see "Grants Pass Woman Baptized at 100 Years of Age" on page 25 and "Nine-year-old Preaches First Sermon" on page 28 of this November issue. Be sure to include a photo of the individual or family the story is about perhaps with the person who brought them to Christ.
- Stories that support Christian education at all levels.
- Stewardship stories that illustrate the blessings that flow from trusting one's entire life to God. These stories might deal with Sabbathkeeping, health, relationships, tithing, freedom from addiction or many other topics.

### How to write news stories for the GLEANER

- **Give the most important information first.** Answer the questions Who? What? When? Where? Why? and How? within the first two paragraphs.
- **In the body of the story fill in the details.** Make it interesting to the whole NPUC, not just your local area. Ask yourself, "What would someone who was not here want to know about this?"
- **Stick with the facts.** Do not sermonize, editorialize or use your story to thank the people who were involved.
- **Use action words.** Adjectives and adverbs should be used sparingly. Avoid using forms of the verb "to be" as much as possible. Write in active voice rather than passive voice. *Example:* Rather than writing, "The church was painted by the members," try "the members painted the church."
- **Identify each person by first and last name in the first mention.** Last names are used in further mentions (unless two names are used with the same family name). In all GLEANER stories, social and professional titles are not used (Dr., Mr., Mrs., Prof., Eld., etc.).
- **Identify the role or title of each person you've identified** to show their connection to the story. The name comes first, then the institution/organization they're connected with, followed by their title within that organization. *Example:* Larry Unterseher, Montana Conference youth director; Don Hutchison, Eagle (Idaho) Church head elder; Jan Paulson, General Conference president.
- **Be brief.** Limit news stories to about **350 words**. To save space, dates and states are abbreviated following the Associated Press style—not the two-letter postal abbreviations.

- **Identify the story's author.** At the end of the story provide the author's name as it should appear in print, the e-mail/ mailing address and a *daytime phone number* the GLEANER staff can call when clarification is needed. If the author has a title that directly relates to the story (such as church communication leader), please include it. *Example:* Shirley Downing, Sitka (Alaska) Church communication leader; Tammy Onstott, Cornerstone Christian School (Bonners Ferry, Idaho) home and school leader.

## PHOTOGRAPHY GUIDELINES

### Selecting your photos

Vibrant photography adds an important element to your GLEANER story. Acceptable photos will:

- Help the reader understand the story better.
  - Be clear, sharp, attractive and colorful.
  - Illustrate some kind of action in the story.
  - Avoid portraying subjects in unflattering poses (such as with wet hair after a baptism).
  - Always have a full-sentence *caption* describing 1) what is happening in the photo, 2) who the people are (unless the group is too large) and 3) why they're in the photo.
- The best photos show *action*, so try to avoid submitting photos with rows of people smiling for the camera. Baptismal tank photos should be avoided because they're so overused—and particularly avoid photos that only show the baptismal candidate in profile. And, because quality is more important than quantity, please limit the number of photos you submit to your three best photos per article.

## Writing photo captions

- **Online**—write the caption in the space provided when linking your photos in *MangeEverything.com*. This is the best way to submit your high res JPEG (.jpg) photos.
- **E-mailed**—number each photo you're submitting by changing the photo's file name to the name of the story followed by the photo number, starting with "1."
- **Mailed**—Use a return address label and write the photo number on the label (starting with "1"), then stick it to the back of the photo. At the end of your story, make a list of the photo numbers with their captions. Printouts of digital photos do not scan well. If you can't submit them online or via e-mail, send them on a CD-ROM in JPEG (.jpg) or Windows-compatible TIFF (.tif) files, following the above protocol for file names and captions.

## SUBMISSION GUIDELINES

### How to submit news stories

There are three ways to submit news stories. They are listed in order of preference:

- **Online** at *gleaneronline.org*. (To find the directions online, click on "Contributor's Information" in the left column.)
- **E-mail** to *gleaner@nw.npuc.org*. Microsoft Word documents can be attached to the e-mail, or the story can be copied and pasted into the e-mail message space if some other word processing program was used. DO NOT embed photos in e-mail or Word documents. Send them as separate, attached files.
- **Mail a hard copy** of the double-spaced, *typewritten* story to *GLEANER Stories, P.O. Box 871150, Vancouver, WA 98687*. Plain solid black type should be used (no decorative type) on plain white paper, free of hand corrections, so that a scanner with optical character recognition (OCR) software can

correctly interpret the words. Be sure your printer is working properly and forming complete, clearly visible letters. Scanners cannot recognize type that is broken or otherwise defective or too light.

**Handwritten** stories cannot be scanned and are unlikely to be published due to time pressures and difficulty of ensuring accurate interpretation of handwriting.

### How to submit photos with stories

Photos should be linked online right along with the story, e-mailed as *attachments* with the story (not *embedded* in a Word document or e-mail message) or prints mailed to the GLEANER office accompanied by a hard copy of the story—even if the story has already been e-mailed. (Enclosing a hard copy of the story in the envelope ensures the proper matching of photos with story.) Photo credits will be published if the photographer's name is included. Credit the original source of any photos that are being republished.

If submitting photos taken with a **digital camera**, ensure that your camera captures at least three megapixels. Further, make sure that your camera is set to its "highest-quality" mode and is on "largest size." For **scanned images**, scan at 300 pixels-per-inch with a minimum size of 4 x 6 inches. Please do not use CMYK mode; use RGB mode instead (most scanners' default). Virgin JPEG (.jpg) files should be saved at the highest possible resolution. Avoid degrading the image by re-saving a .jpg file to the same filename.

### How to submit announcements

GLEANER publishes announcements about upcoming events and opportunities for involvement as a service for NPUC churches, schools, organizations and institutions at no cost to the organization. Announcements may be placed free-of-charge the first time but are considered classified ads for any further placement. Announcements that contain dollar figures for entrance fees

or other references to cost are considered classified ads. Announcements for organizations outside the NPUC are placed as space is available. Announcements are submitted in the same manner as news stories.

### How to place paid advertising in the GLEANER

To place an advertisement, please refer to the GLEANER Advertising Policy that is published in the advertising section of most issues and at *gleaneronline.org* when you click on "Advertising Information." Call the GLEANER advertising coordinator at **(360) 816-1483** if you have any further questions.

### How to obtain FAMILY forms and how to submit them

Go to **GLEANERonline.org** to submit Family information online and click on Submission Information. If you can't go online, have someone print out for you the PDF document for a Birth, Wedding, Obituary, Anniversary or Birthday form that you will find there. The information may also be typed just as it appears in the print edition and submitted by e-mail. Please refer to the GUIDELINES that are printed in each issue of the GLEANER for a reminder of what specific information should be included in each type of announcement. Always include the submitter's name, daytime and evening phone numbers and/or e-mail address for clarification purposes.

### How to send a letter to the editor for possible publication

Letters should be addressed to *gleaner@nw.npuc.org* or to GLEANER Letters, P.O. Box 871150, Vancouver, WA 98687. All letters printed must bear the full name of the writer and his or her resident city and state, and preference will be given to letters originating within the NPUC territory. Please limit your letter to 150 words. Letters critical of personalities will not be used, nor will letters sent anonymously.