



# PRESBYTERIAN Connection

The Presbyterian Church in Canada • presbyterian.ca

## WRITER'S GUIDELINES

The *Presbyterian Connection* newspaper is produced by the Life and Mission Agency of The Presbyterian Church in Canada.

The *Connection* is a Christian newspaper that strives to unite Presbyterians from across the country through stories, reflections, interviews and articles, allowing us to share and develop our faith. The newspaper is designed to be informative, educational and fun. It is distributed four times per year, free of charge.

The goal of the newspaper is to further equip leaders, connect congregations and missions, facilitate communication and highlight denominational work—strengthening our denominational ties across the country.

### SUBMISSIONS

All content for the newspaper is compiled and edited by the Communications Office of The Presbyterian Church in Canada, under the guidance of the General Secretary. Submissions will be selected based on relevance to a national Presbyterian audience, editorial policy, each issue's focus, timeliness and the amount of content received.

The Associate Secretary, Communications, and/or a member of the Management Team reserves the right to edit or decline any submission, as deemed appropriate.

Unsolicited articles from individuals or organizations not affiliated with The Presbyterian Church in Canada will not be accepted. Submissions that are self-promotional, overly editorialized, discriminate or push a particular agenda will not be accepted.

### ARTICLES

Average article length should be approximately 500–800 words and ideally include at least one high-resolution photograph. Photo consent forms, which are available on the PCC website, should be completed for photos, as needed, especially for photos of children or for photos taken in private spaces, such as someone's home.

Feature articles normally require advance approval from the Communications Office.

Articles must be sent to Barb Summers in the Communications Office at [connection@presbyterian.ca](mailto:connection@presbyterian.ca).

### STORY IDEA

To submit an idea for a feature article, news piece or other content, contact Barb Summers at [connection@presbyterian.ca](mailto:connection@presbyterian.ca) or 1-800-619-7301 ext. 243.

### LANGUAGE

The PCC has an inclusive language policy that states, "Great care should be taken to avoid language that is demeaning or that stereotypes others on the basis of sex, race, ethnicity, sexual orientation, class, income, geography, mental and physical characteristics, and age." This policy is in accordance with the PCC vision statement that says, "We will be a loving, inclusive community" and is to be followed for all submissions.

The Presbyterian Church in Canada

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## **AUDIENCE**

Authors should assume that readers are familiar with main themes of Christian faith but not necessarily the finer points of the national denomination. All acronyms must be spelled out in first usage. Writers must remember that they are writing for a diverse and multigenerational audience.

## **STYLE AND TONE**

The writing style is informal. The language and vocabulary must be accessible to a broad audience that includes people from a variety of education backgrounds and English comprehension levels. First-person articles are acceptable. The tone of the newspaper is upbeat and optimistic. The newspaper seeks to inspire, engage and create hope for the future.

## **DEADLINES**

All deadlines are published at [presbyterian.ca/connection](http://presbyterian.ca/connection). Note that publication dates and deadlines may change without notice.

## **ADVERTISING**

For advertising inquiries, contact Stuart Teather at Fenn Company at 1-800-209-4810 ext. 23, or email [presbyterian@churchadvertising.ca](mailto:presbyterian@churchadvertising.ca).