

The Messenger Guidelines **Revised August 2017**

Purpose:

Publication (4 times/year) that features inspiring stories about the life and work of BMPC, church-wide events, ministries, and projects. Its primary purpose is NOT for promotion of dates or events (though they may be listed in pull-out box form) but to tell WHY we do what we do...and why it matters.

Frequency:

Sept/Oct/mid Nov (“Ordinary Time”), late Nov/Dec/Jan (“Advent/Christmas”), Feb/Mar/Apr (“Lent/Easter”), May/June/July/August (“Post Easter”).

Distribution:

Posted on the BMPC website, sent electronically to those who “opted in,” mailed via the US Postal Service, made available onsite on info tables

Source:

Director of Communications develops content outline for each issue; then consults with program team to assign or suggest articles

Submissions:

According to published deadlines (see website). Date-driven articles must align with print dates and tell the WHY along with the what/when/where.

Word Count:

250 words = ½ page; 500 words = full page. Most articles should be ½ page and include at least one picture. Max two ½ page articles or one page article “feature” per ministry per issue.

Photos:

Submit at least one (max: 4) images/photos, including graphics/logos (NO clip art) for use at editor’s discretion and according to space available.

Inclusion of Articles:

Articles are included at the discretion of the Director of Communications and BMPC’s Communications Committee. Check with the Communications Department to see if your story can be on the outline for an upcoming issue before writing/submitting.

Content may be further edited by the Communications Department or by the request of Planning Team for clarity or space restraints. The guidelines provided above are subject to change at any time without prior notice.