

# **Publication Policies of the Southeastern Minnesota Synod**

*Revised 3/25/2008*

## **Event listing criteria**

We are happy to promote events on our web site, and, if space allows, in our print publications, provided they meet the following criteria:

1. The event is sponsored by an ELCA or ELCA-affiliated entity.
  - Examples of this:
    - An event featuring an ELCA-affiliated group (i.e. the St. Olaf Choir)
    - An event sponsored by an ELCA church or group
    - An event sponsored by a ministry partner of synod (i.e. Minnesota Council of Churches, LSS, etc.)
2. The event is not a party for a particular person, i.e. a retirement party, birthday party, anniversary party, etc.
  - In the case of parties for rostered personnel, the people throwing the party may request mailing labels for other rostered personnel in their conference from the synod office. (Please see “Mailing Labels” section below for more information.)

The communications director, executive assistant, and bishop all reserve the right to refuse to publicize any event if they deem it to be inappropriate content for our publications: web site, e-newsletter, and *River Crossings*.

The synod does not claim responsibility for the accuracy of the information published, and the listing of an event does not necessarily mean that the view expressed at the event are those of the synod.

## **Ways events will be promoted by the synod office**

### ***Web site listing***

All submitted events that meet the above criteria are listed on the synod web site until the event has passed.

Educational events and events that don't fit into the categories below will be featured on the “Additional Events” page. The events listed on this page are listed in the e-newsletter calendar as applicable (see “E-Newsletter Listing below). These events may be listed in *River Crossings*, space permitting.

Congregational events, such as suppers, bake sales, bazaars, auctions, festivals, anniversary celebrations, etc. will be listed on the congregational events page on the synod web site. The

events listed on this page are listed in the e-newsletter calendar as applicable (see “E-Newsletter Listing below). These events may be listed in *River Crossings*, space permitting.

All concerts will be listed on the concerts events page of our web site. The events listed on this page are listed in the e-newsletter calendar as applicable (see “E-Newsletter Listing below). These events may be listed in *River Crossings*, space permitting.

All events that are regular meetings of an established synod group will only be listed on our meetings page. Meetings will not be published in the e-newsletter or *River Crossings*. If a new group is starting, it may have a NewsByte featured on the web site, e-newsletter, and in *River Crossings* and meeting times may be referenced in news about existing groups. If the group would like more publicity for an upcoming meeting, they may request an electronic mailing list from the synod office to send out a postcard or letter to those who may be interested in attending (see below for mailing label information). In some cases actual labels may be provided. The synod office will not provide labels for every meeting, however. The group is responsible for developing and maintaining its own mailing list.

Youth Events will be listed on the youth events page. The events listed on this page are listed in the e-newsletter calendar as applicable (see “E-Newsletter Listing below). These events may be listed in *River Crossings*, space permitting.

The “Synod Content for Church Publications” page consolidates a list of all pages for events and publications that may be of interest to “people in the pews.” Information from these pages may be used in congregation publications such as newsletters, bulletins, etc. Any editorial content (newsletter columns, etc.) must be credited to the appropriate author.

### ***E-newsletter listing***

New events listed on the general/educational “events” page will receive a one-time listing in the e-newsletter the same week they are posted on the web site. The “A Week Ahead” in the E-News will be used to list events for the coming week. “Urgent Deadlines” lists events with a deadline in the coming week. Only the event name, date, and location are listed for events. There will be a link to the listing online for more information.

Events of particular importance to the synod (typically sponsored by the synod, a synod committee, or a synod ministry partner) may have a story in the e-newsletter, but only once for each new piece of information (ex. dates announced, registration available, last chance to register, etc.).

### ***River Crossings listing***

*River Crossings* has a small “upcoming events” calendar, on which selected events will be listed each month. Events are selected for this calendar based on their proximity to the synod, the size of the event (larger events get priority), and the size of the intended audience for the event. Events are also listed based on space available.

If space allows, and if an event is of particular importance to the synod, more information about the event will be printed elsewhere in the issue. Southeastern Minnesota Synod-sponsored events

will generally receive the most publicity, since *River Crossings* is a synod publication. The Lay School of Theology, for example, often has a flyer printed on the second to last page, since these are synod-sponsored events. The Theological Conference will be featured in a brochure and occasionally a news brief in *River Crossings*. Synod Assembly receives lots of space and frequent mentions because of its size and importance as an event for the entire synod.

## **Mailing labels**

Labels will be provided to ELCA related institutions, ministry partners supported by the synod budget, conferences, congregations and pastors where the purpose of the mailing supports the mission and ministry of the synod's members, rostered personnel, congregations and the synod itself. In no case will labels or mailing lists be provided for fund-raising unless approved in advance by the Executive Committee. If the synod staff denies a request for labels an appeal may be made to the Executive Committee.

There are limitations to creating mailing labels with the synod office's current capabilities. We can only sort and print mailing labels based on the groups that are established in our database. For example, the following are possible mailing lists:

- All rostered personnel in a conference (i.e. Blue Earth River Conference)
- Generic labels to "Youth Director" or a similar program staff position, addressed to every congregation in the synod
- All congregations in a particular set of zip codes (Rochester area, for example)
- All rostered personnel and spouses
- All senior and solo pastors, or all associate pastors
- All members of a particular committee (i.e. the Congregational Renewal Team)

We can't make labels for lists that have exceptions or are too specific. For example, we can't do labels for:

- Pastors from one conference, plus two pastors from another conference who also wish to be invited to an event.
- A specific list of people who don't fit into an established category (i.e., labels for just Joe Smith, Stacy Jones, Steve Johnson, and Susie Larson)

Please understand that the synod office wants to help you, but we are limited by the capabilities of our software.

Where possible, the synod office would be happy to e-mail a mailing list as a Microsoft Excel spreadsheet or Microsoft Word document, instead of printing and mailing labels.

## **E-mail Lists**

We will provide lists of e-mail addresses for rostered personnel only on rare occasions, and only to established ELCA groups (i.e. synod conferences, committees, or the churchwide office). This is generally not the best way to communicate with rostered personnel, as many do not have e-mail access, and some of the e-mail addresses we have change frequently.

## **Job Listings for Synod Congregations and Ministry Partners**

Job listings may be posted on the website ([www.semnsynod.org](http://www.semnsynod.org)) only. Only ELCA or ELCA-affiliated organizations are eligible to list job openings on the website. This would include congregations in the Southeastern Minnesota Synod and synod ministry partners (colleges, seminaries, camps). If your organization has an opening (this does not include pastoral vacancies), please email it to [livingood@semnsynod.org](mailto:livingood@semnsynod.org). These openings will not be published in either *River Crossings* or the synod E-News. You are responsible for notifying the synod ([livingood@semnsynod.org](mailto:livingood@semnsynod.org) or call 507-280-9457 or 800-426-6376 in Minnesota) once the position has been filled.

Other job listing options include: Lutherans Online – [www.lutheransonline.com](http://www.lutheransonline.com) – a free service offered by Thrivent, and an ELCA churchwide web page is also available for this purpose – [www.elca.org/hr/career.html](http://www.elca.org/hr/career.html) – another free service.

## **Listing Non-Event Items in Synod Publications**

The synod's "NewsBytes" page features short news items of interest to the synod. If you have a news tidbit you'd like to share, please e-mail it to the communications director. NewsBytes must be directly ELCA, synod, or partner institution-related.

We want your congregation's news! If your congregation has a unique ministry, hosts a different kind of event, does something special – anything remotely worth hearing about, let us know. E-mail your news to [livingood@semnsynod.org](mailto:livingood@semnsynod.org) or call us at 507-280-9457 or 800-426-6376 in Minnesota.

The synod does not print any advertising in its publications.