

Bethel Lutheran Church Publication Guidelines

How to Contact Us:

Bethel Lutheran Church
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www.bethelwinchester.com

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General Guidelines

Vision of our publications

- Content will faithfully represent our congregational vision: “A community maturing in faith and building passion for Christ”
- Content will balance the need to inform, to encourage, and to build the Bethel community, with the need to protect the safety and privacy of individuals, and with the need to respect intellectual property rights

Purposes of our publications

- Effective and timely distribution of information to the congregation
- Stories and features which sustain a flourishing Christian community at Bethel
- Trustworthy sources of information about the Lutheran denomination and the Christian faith (i.e. references to Lutheran, Christian or other resources, such as websites, books, music, other media)
- Sources of inspiration, encouragement, knowledge and strength for all who wish to explore faith and/or live out their faith, whether they regularly attend Bethel or visit the church or website.

Content generation and approval processes

- In case of questions or conflicts, distribution of any content under the auspices of Bethel Lutheran Church is subject to the ultimate discretion of Pastor, Council.

Distribution of materials

As of this writing, due to limited office resources, ministry teams are responsible for designing and producing ministry-related materials such as postcards, brochures, displays, etcetera. Check with Bethel office for supplies. We can also provide some assistance with mass mailings. Contact us for more information.

Use of Information and Privacy Protection

- Contact information published in the Bethel church directory, website or other church publications is distributed so members and friends of Bethel can communicate about church-related activities. This contact information should not be used for marketing purposes, political lobbying, or for other reasons that might bring up legal issues (in the case of politics) or make people reluctant to share their contact information with us and with one another. Contact information

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Publication and Use of Information Guidelines

Bethel Lutheran Church

Author: Anna K. Havron, Director of Communications

provided to Bethel Lutheran Church may not be harvested for other mailing lists (marketing, sales, promotions, political groups, political lobbying, etc.).

- See “Website Guidelines: Online Safety and Privacy” and “Online Calendar Guidelines” sections below for additional online safety protections

Copyright and Intellectual Property Rights

- We make a reasonable effort to observe copyright and/or secure licenses for all material published by Bethel which is not owned by Bethel Lutheran Church
- All original material is copyrighted by Bethel Lutheran Church, and may not be used other than for personal purposes, without written permission
- Special contributors (article writers, photographers, performers, videographers, etc) grant permission for Bethel Lutheran Church the nonexclusive right to publish and archive content in Bethel’s materials (website, newsletter, bulletins, brochures, etc); contributors retain copyright.

Advertising

At this time, we do not accept advertising in Bethel materials, including the *Bethel Banner* newsletters, the weekly worship bulletin, and the Bethel website.

Additional Publication Guidelines not covered in this document

This document describes the audience, scope and guidelines for Bethel’s publications. For further usage and copyright guidelines, we currently refer to these two resources:

- ELCA Publishing Standards Manual, available on the web at: www.elca.org/secretary/guidelines/ELCAPublishingStandards.pdf
- The Chicago Manual of Style, 15th edition

***Bethel Banner* newsletter guidelines**

The *Bethel Banner* is our monthly newsletter, published 11 times a year (December and January is a combined issue) and distributed for free to Bethel members and others who request a subscription. It is published in print and an electronic version is also posted on the website. People may subscribe to either the paper or the web edition of the *Banner*.

Audiences:

Primary audience: members and friends of Bethel Lutheran Church

Secondary audience: visitors; people who are looking for a new church home

Newsletter project scope:

- A ministry tool to inform and engage members and friends in current events of Bethel Lutheran Church, in a timely fashion (news, updates, wrap-ups about Bethel’s ministries, projects, classes, special events and congregational activities)
- A source of inspiration and guidance in our faith walks (personal essays, photo spreads, pastor’ letters, interviews, quotes, features, etc.)

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- Information pertaining to Bethel gets preference over information available from other organizations (i.e. instead of recapping information available elsewhere, we will refer readers to the source, to leave more room for information about Bethel)
- Commemoration of milestones in the lives of members and friends (i.e. ‘Around the Congregation,’ Birthdays and Anniversaries)

How to submit an item for the Banner:

Email or write a note to the managing editor of the *Banner* (as of this writing, Communications Director Anna Havron). The timing of publication depends on the space available – some items without a deadline may be used in later issues. In case of questions about whether an item belongs in the *Bethel Banner*, the Communications Director will consult with Board Chairs and/or Pastor.

Newsletter Privacy and Security Protections:

- The PDF version of the *Banner* posted online is encrypted against search engines, and locked against editing changes.
- Newsletters are not archived on the website. Only the current month’s version is available. Back issues available upon request.

Recordkeeping

- Paper copies and electronic files of the *Bethel Banner* will be archived permanently at the Bethel offices. Electronic files include both the Publisher file used for the print version of the *Banner*, and the Adobe Acrobat PDF file used for the electronic version of the *Banner* posted on the website.
- Records of all submissions of *Banner* news items and articles will be kept on file for two years, either as printed records or electronic. If printed, email headers will be included as identifiers.

“This Week at Bethel” Weekly Email Message

“This week at Bethel” is distributed mid-week.

Audience:

Members of Bethel Lutheran church

“This Week at Bethel” Scope

TW@B serves as a reminder of events coming up within the next week, which are potentially of interest to the entire congregation (i.e. Shrimp Boil).

How to Submit an Item for “This Week at Bethel”

In the interest of keeping this weekly message short and relevant to its readership, we review items to see that they are: 1) coming up within the next week, and 2) apply to the entire congregation. If you would like to include something in “This Week at Bethel,” please contact the Bethel office.

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Website Guidelines

Our website address is www.bethelwinchester.com .

Audiences:

Primary audience: Members and friends of Bethel Lutheran church who enjoy getting their information from the web

Secondary audiences:

- People who are interested in learning more about our congregation
- People who are looking for a new church home (visitors, people relocating to the area, people who are planning to transfer from another church)
- People who are interested in learning more about the practices and beliefs of Christianity in general and the Lutheran denomination in particular
- Affiliate organizations (other churches, faith-based organizations, etc.)
- Seekers, nonbelievers who are looking to understand the viability of Christianity (website as outreach ministry)

Website Project Scope:

- Website is an up-to-date source of information and resources for Bethel members, friends, and people considering Bethel as their church home. It includes:
 - Church calendar
 - Electronic version of *Bethel Banner*
 - Current event information
 - Forms and documents
 - Donation information and links
 - Cancellation information of events in case of inclement weather
 - Links to other resources, related publications (i.e. ELCA and Virginia Synod materials; resources on faith, etc.)
 - Background information and updates about ministries, projects and other congregational activities
 - Resource for worship materials (sermons, study guides, devotionals)
 - Resource for understanding Bethel's vision and mission
 - Resource for understanding Bethel's history
 - Guidance for visitors, prospective members (worship service and leadership-related information; as well as resources on Christian beliefs and practices)
- Website is not an archive (aside from archiving features on blog software). Time limits will be determined for posting past sermons (i.e., no more than the previous three months), devotionals, and other material on a case-by-case basis
- Website is also a unique ministry and outreach tool to make the case for Christianity as a viable intellectual, emotional, and spiritual worldview, and the importance of belonging to a practicing Christian community

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How to submit an item for the website:

Email or write a note to the managing editor of the website (as of this writing, Communications Director Anna Havron). In case of a question about whether an item belongs on the Bethel Lutheran Church website, the Communications Director will consult with Board Chairs and/or Pastor.

Website privacy and security protections:

The following safety and privacy protections will be followed for all material placed on the Internet.

- The full names of individuals in photos will not be listed on the website, aside from staff and formally appointed leadership (board members and board chairs)
- Personal emails, addresses and telephone numbers will not be posted on the website
- Last names of minors will not be posted
- Full names and photos of persons writing opinions, essays or personal statements for use on the website will not be posted without written permission of the author
- Church directory will not be published online
- PDF materials posted on the website which list member names and personal information (i.e. birthdays and anniversaries, ‘Around the Congregation’ in the electronic *Banner*) will be encrypted against search engines

Brochures, Flyers and Handouts

Includes booklets, brochures, flyers, handouts, postcards and other materials developed by staff or ministry teams

Audiences:

Primary audience: members and friends of Bethel Lutheran Church

Secondary audience: visitors; people who are interested in learning more or participating in our ministries, partnerships and projects; people who are looking for a new church home

Project scope:

Determined case by case, but generally, handouts provide in-depth or specific information about various programs and ministries related to, or affiliated with, Bethel Lutheran Church.

How to request distribution of your brochure or handout:

See “General Guidelines” section above for publication processes, copyright and use of information.

Online Calendar Guidelines

This website calendar serves as the central calendar for Bethel members and staff. It is viewable by anyone with Internet access.

Audiences:

Primary audience: members and friends of Bethel Lutheran Church

Secondary audience: visitors; people invited to attend Bethel events; people who are interested in learning more or participating in our ministries, partners and projects; people who are looking for a new church home

Project scope:

- A time management tool to inform members and friends of Bethel by recording the times, locations, and descriptions of events scheduled at, or pertaining to, Bethel Lutheran Church
- A tool to manage the uses of Bethel's physical resources (i.e. provides a record of groups reserving audiovisual equipment, reserving specific classrooms, etc.)
- Due to limited space on the calendar, calendar entries pertaining to events held at Bethel or coordinated by and for Bethel members, get preference over events submitted by other organizations

How to submit an item for the calendar

Email or write a note to the Bethel office or to the Communications Director (as of this writing, Anna Havron) and include the time, date, and description of your event, plus any equipment and/or specific room requests. In case of a question about whether the item belongs on Bethel's calendar, the Communications Director may consult with Board Chairs and/or Pastor.

Calendar privacy and security protections

- Baptisms, weddings, funerals, reservations for private gatherings and other special events will be listed on the calendar, but without identifying family names

Recordkeeping

- Printouts of the calendar at the beginning of each month, at the end of each month, and the calendar insert sent with each issue of the *Bethel Banner* will be kept on file for two years
- Records of all submissions of calendar events, as well as all change and cancellation orders to calendar events, will be kept on file for two years, either as printed records or electronic. If printed, email headers will be included as identifiers, or if it's a verbal change, notes will include the date the item was requested, and the name of the person who submitted the event.