

Publicizing Events/News via MinistryLink (email and web)

We do our best to include submissions from congregations and ministry partners. We include items in our email news, website, calendar or social media at our discretion.

We request that items be received in our office *four weeks* before you would like to see publicity. (In other words, if you have an April 1, event, with March 15 registration deadline, and would like the word to go out around Feb. 15, then we should have material Jan. 15.) This is an ideal circumstance, and items received with less notice are handled as best we can, but we cannot guarantee that late arrivals will be published.

Synod Communications does not have the resources to write announcements for outside entities, so we request that you provide the following items when you submit information for publication:

1. A two- to three-sentence “teaser” giving the who, what, when, where and why of the event or article. In other words, this short blurb should entice the reader to click for more information. These appear in our e-news.

An example:

Wet Toes Weekend at LTSP

Know someone discerning a call to ministry? The Lutheran Theological Seminary at Philadelphia’s Wet Toes Weekend is an excellent opportunity for them to get acquainted with what its like to be part of the LTSP community. From Friday-Sunday, **Feb. 7-9** participants will meet students and faculty and have a seminary classroom experience. Get all the details at <http://ltsp.edu/WetToesWeekend>

2. If desired, a two- to three-paragraph summary/news release for possible inclusion on our website/calendar.
3. A brochure/registration form (if you have one) in one of the following formats: PDFs are preferred, Word documents are acceptable. *Please note that we cannot develop teasers or summaries from brochures. We cannot publish brochures/forms without this information, as readers will not be able to effectively find them without direction from e-news or website.*
4. A photograph or logo, if desired.
5. A link to information about the event on your website. We encourage you to publish events on your own site as well as submitting to MinistryLink.

Submit information via email to sepanews@sepa.org