

The Lutheran Magazine

News guidelines for congregations

The Lutheran carries news of interest to Lutherans in the United States, including:

- ❖ Stories (with an Evangelical Lutheran Church in America [ELCA] angle) about innovative programs and ideas.
- ❖ Stories about Lutherans and their involvement in church and society.
- ❖ Hard news stories involving ELCA members, churches, agencies or institutions such as disasters, controversies, legal actions and statements of actions relating to an event or situation in the news.
- ❖ Trends and developments in religion or society – studies, surveys or statements.

The Lutheran cannot use routine reports on anniversaries, birthdays, installations, scouting awards, groundbreaking, dedications, ordinations, missionary commissionings, new missions, college or seminary graduations or other events which occur on a regular basis.

The Lutheran likes pictures included where possible. Color photos should be sharp, clear and action-oriented. Give a photographer credit whenever able. Avoid busy backgrounds when taking pictures – avoid large group shots, ribbon-cuttings, or check presentations. If a check is funding a unique ministry, for example, show a couple of people involved in some aspect of that program rather than the check presentation. It is much more interesting to people and tells more of the story.

The “FACES” section carries items about honors and special recognition given ELCA members. The person’s congregation must be identified. Include a good head-and-shoulders color photo, if available.

Send stories and pictures about your youth aged 9 – 15 to “Youngchurch.” Articles should be by, about, or of interest to that age group.

Use inclusive language. Include a married woman’s first name, not just her husband’s name.

The Lutheran is published monthly.

Editorial requirements for the ***La Crosse Area Synod Supplement*** to ***The Lutheran*** are similar to those of ***The Lutheran***. The supplement is published four times a year. Deadlines/publication dates are:

- ✓ June 1st for the September issue
- ✓ September 1st for the December issue
- ✓ December 1st for the March issue
- ✓ March 1st for the June issue

Submissions for both the ***Synod Supplement*** and ***The Lutheran*** may be sent to:

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