

e-Life Policies and Guidelines

Christchurch Anglican Diocese weekly electronic newsletter

Introduction and Purpose:

Anglican e-Life is a weekly publication distributed by the Anglican Diocese of Christchurch. It is designed for electronic distribution only. A weekly e-Life newsletter is one of the services the Diocesan Centre provides to parishes. It is distributed each Wednesday between 12 noon and 5pm. A number of people are involved in the e-Life publication who work hard to make it as attractive and informative as possible.

Diocesan events are the primary focus of e-Life with parish focussed events and external parities a secondary focus.

The Editorial Team for e-Life consists of the Media Officer, the Bishop and the Administration Assistant.

The purpose of Anglican e-Life communication is to:

- Provide a way for the Bishop to speak with the Diocese
- Provide key communication about important Diocesan events and administrative tasks eg synod gathering, report deadlines, vicar inductions
- Highlight events and achievements within the Diocese
- Notify members of the Diocese about opportunities to participate and contribute
- Promote avenues to grow personal faith.

General principles:

Guidelines:

- Information or events should be relevant to the entire Diocese.
- Events/information coming from the Anglican Centre, by the Diocesan Ministry Team, Theology House, Anglican Care, the Cathedral, CSN or important Inter-faith events have priority.
- Parish events, unless run on behalf of the Diocese, usually have many avenues for promotion therefore, will be supported, but not at the expense of Diocesan events.
- Correspondingly, a new format is being introduced from 21 Aug 2019, and e-Life promotions will now be in three sections: Diocesan, parish and other, and a 'Save the Date' section (if appropriate).
- All content, events and promotions are at the Editorial Team's discretion.

Content:

- The content, events and promotions should be relevant to the entire Diocese.
- 'Buy, sell and exchange' advertisements and the like, including notices for commercial gain will normally not be accepted.
- Suitable Diocesan-wide events will also be promoted on the *AnglicanLife website calendar*. Events will remain on the website's events calendar until they occur. A link to the events page will be provided each week. This list occurs in chronological order.
- The Editorial Team reserves the right to edit or reprioritise any supplied content.

Insertion parameters:

- Generally speaking, within each section, the events advertised will be in date order.
- Events and notices will normally be promoted for 3 weeks maximum. Diocesan events may be promoted over and above this general guideline. Any extension is at the discretion of the Editorial Team.
- Due to the fast nature of e-publications, events more than 6 weeks out will generally be promoted

as a one-liner in the 'Save the Date' section.

- Notwithstanding the 'Save the Date' section, Diocesan events that need a longer lead-in time, such as where registrations need to happen well before the event itself, are able to be promoted earlier.
- Occasionally important events will be promoted over and above these guidelines, at the discretion of the Editorial team.

Format of advertisement or notice:

- It is the advertiser's responsibility to draft the copy for their advertisement.
- Notices and event advertisements are recommended to be limited to 100 words. If more text is provided, edits may occur at the Editorial Team's discretion.
- Copy can be supplied by email or via a word document.
- Advertisers are encouraged to provide images and links to further information (websites or flyers etc) to add value to their advertisement. If branding is applicable, please supply this as well. If there is a **Facebook event** for this submission, please include the link to that as well.
- Please note: If an advertiser supplies an advert in **picture format only** (ie PDF, JPEG, TIFF, GIF or PNG), inclusion in e-Life may be compromised. This is because smaller screens (tablets, iPads and cell phones) often can't show the data and people who use plain text emails only or who don't show pictures on their emails, also can't see it. Therefore a word document with the appropriate key information should accompany any picture-only file. No Diocesan events will be accepted/promoted in picture-only format as the risk of compromise is significant.
- If critical information is missing from the advertisement, such as place or time, publication may be delayed. It is the submitter's responsibility to ensure all information is appropriately supplied.
- Copy for notices or events should be supplied to e-Life@anglicanlife.org.nz

Timing for submission:

- Items for promotion need to be received **by 5pm Monday prior to the Wednesday** publication.
- Late adverts will be considered at the Editorial Team's discretion. Urgent late notices, received on the day of publication (Wednesday) will only be included under exceptional circumstances.

Photo of the week:

- Parishes and individuals are encouraged to submit content for consideration for the 'Photo of the Week' section in e-Life.
- It is the submitter's responsibility to ensure consent has been given by all for use of the photo. Verbal consent is acceptable if diarised/emailed.
- An explanation of the photo content and the name of the photographer should also be supplied.

Feedback on this publication is always welcome.

If you have any questions about these guidelines or for more information, please contact e-life@anglicanlife.org.nz or

- for technical support, such as format and attachments etc, call **Scott** on 03-348-7202
or
- for editorial advice, call **Scott** on 03-348-7202

