

Publication Policies of the Southeastern Minnesota Synod

Revised 7/26/2012

Event listing criteria

We are happy to promote events on our website, 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 congregation 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 a PDF for printing 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: website, e-newsletter, and *River Crossings*.

Events should be submitted via an online form available at semnsynod.org/calendar If this is not possible, events may be submitted by phone or hard copy.

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

Website listing

All submitted events that meet the above criteria are listed at semnsynod.org/calendar

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 the web calendar. Meetings will not typically be published in the e-newsletter or *River Crossings*. If a new group is starting, it may have a one-time announcement. 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.

Events of particular interest to children, youth, families, and those who minister with them will be posted at semnsynod.org/cyf/cyf-calendar. Events from the regular calendar will be duplicated on this one and additional events may be added at the discretion of the synod's Children, Youth, & Family Ministry Coordinator. These events will be posted in the CYF e-newsletter. Events only posted on this calendar will not be posted in the general e-newsletter or *River Crossings*.

E-newsletter listing

With the exception of regular meetings as mentioned above, all new events will receive a one-time listing in the e-newsletter the same week they are posted on the web site. They will be listed again the week before they occur in the "A Week Ahead" section of the e-news. If there is a registration deadline, it will also be listed under "Urgent Deadlines" in the week before the deadline. Only the event name, date, and location are listed for events. There will be a link to the online calendar 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. This will be done at the discretion of the communications director.

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. 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 fundraising 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. 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 Table)

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.

Typically mailing lists will be shared by emailing a Microsoft Excel spreadsheet or Microsoft Word or PDF file of formatted labels. In some cases hard copies will be provided.

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).

Job Listings for Synod Congregations and Ministry Partners

Job listings may be posted on the website (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), email it to 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 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 – a free service offered by Thrivent, and an ELCA churchwide web page is also available for this purpose – www.elca.org/careers – another free service.

Listing Non-Event Items in Synod Publications

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. Email your news to 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.