14 QUICK TIPS FOR SOUTHERN TIDINGS SUBMISSIONS

1. **For the official word on *Southern Tidings* articles,** refer to the Style Manual.

2. **Limit word count to 500** (350 is preferred) and send as a Word document to your local conference communication director.

3. **Send a maximum of 2 high resolution photos** (300 dpi) to accompany the article as separate attachments. Do NOT alter color settings, brightness, etc. of the photos.

4. **Include action photos that are descriptive of the event**, rather than just group photos of people posing for the camera without any context. One guiding question for the selection of photos is, What would people learn about the event if all they had is your photos to tell the story?

5. **Be mindful that most cell phone pictures will lack the desired clarity** and the Tidings staff will ask for an alternate photo, sometimes leading to a delay in the article's publication.

6. **Send article and photos at the same time** in the same email, to avoid confusion and promote efficiency.

7. **Articles should answer the questions**, *Where* did the event take place and when did it happen?

8. **Articles should be submitted within the same month as they take place** to keep the facts straight and memories fresh. The Tidings staff doesn't accept stories more than 6 months old.

9. **Articles should answer the question**, *Who* planned the event and *who* were the recipients of honor (ex: a centenarian's birthday) or service (ex: community guests at a health fair) at the event?

10. **Articles should answer the question**, *What* makes this event of unique, historical, inspirational, or instructional importance beyond my local congregation?

11. **Articles should answer the question**, *Why* should the quarter million constituents of the Southern Union care about your event?

12. **Articles should answer the question**, *How* does the reported event or activity advance the mission of the Church?

13. **Read the article aloud to yourself before sending**. This can be a helpful way of discovering missing words and punctuation, as well as listening to how the story flows.

14. **Have another member read your submission** and see if they have any recommended revisions before you se