

The Highland Heartbeat Guidelines & Deadlines

The Highland Heartbeat is a weekly publication featuring Highland's imminent events, happenings, features, and announcements. Content will be limited to relevant articles within 2 weeks of the publication date. (i.e. if the publication date is the 1st, articles should be relevant through the 14th)

- If a color picture is included, it is possible it may be featured on the front or back page (not guaranteed)
- Articles limited to a specific amount of words (**see page specifications**). If the word count is higher than what is specified, it will be edited by the Editing Pastor in order to fit.
- Please be sure to include which content box (**see page specifications**) you wish to have your article featured. The Communications Coordinator will let you know if the content box is still available.
- Articles must be submitted by Sunday (11:59PM) the week prior to the publication date. (i.e. Must be submitted by 11:59PM on the 1st if you'd like it for consideration on the 7th)
- For articles you would like featured for more than one week, you must submit the article again for consideration.
- Names on the prayer list in the Heartbeat are weekly names to be added to the monthly prayer list. These names will be on the prayer list for 30 days. If you'd like the name to be included after 30 days please contact the church office or the Communications Coordinator to re-add them.
- To request a name to be added to the Prayer List, please contact the Communications Coordinator or call the church office.

The Process

1. Review guidelines and deadlines to ensure your article meets the criteria
2. Submit article to the Communications Coordinator
3. Articles are then reviewed by the Communications Coordinator and the Editing Pastor for publishing.
 - a. The Editing Pastor will make the final determination on submitted articles
 - b. The Communications Coordinator handles the layout, organizing, and publishing of The Heartbeat.

NOTE: Please keep in mind that space is limited, and we will do all we can to accommodate the church's needs.

Example: How to Submit an Article

Step 1: Writing your article

- Go to www.highlandpc.org > Welcome > Publications
- Read over the Guidelines & Deadlines as well as the Page Specifications to ensure you meet all criteria
- To find your word count in Microsoft word, click “review” at the top of your screen then “word count”

Step 2: Submitting the article (via e-mail)

EXAMPLE:

Good Morning,

Attached is my article and photo for this week's Heartbeat. I'd like to have content box #2 if it is still available. Thank you!

Hello! Yes, that box is available for your article. Thanks!

OR

Hello! I'm sorry it looks like box #2 is unavailable. However, box #6 is available if you'd like to shorten your article.