

## Editorial Guidelines for The Church Network Publications

*The Church Network® (TCN) is an inter-denominational, professional, Christian organization which exists to serve the Church by advancing professional excellence in individuals serving Christ through administration in local churches.*

*InSight* is a journal of The Church Network®, a nationwide network of leaders serving in church administration. *TheLINK* is the association's monthly e-newsletter. All articles submitted to *InSIGHT* or *TheLINK* should be in line with the above mission statement. Because of the special purpose and unique formula and in order to make sure your article is appropriate, please read these notes before you write.

### A. Technique

1. Write in a conversational style, but using grammatical and punctuation standards set out in the *Associated Press Stylebook*. Remember that all readers may not have the technical background of the writer. Do not use contractions.
2. Write for individuals, not the world at large. Avoid jargon and use technical terms carefully. If technical terms are used be sure to give explanations or reference for the reader to learn more.
3. If you use footnotes, end notes, and/or bibliography give **complete** reference to the source using proper format.
4. Make your piece practical. Help people! Add something to their professional and personal lives.
5. Write about your administrative experiences, procedures you have used, or problems you have solved that would be beneficial to other administrators.

### B. Content & Style

1. Most articles offer guidance in a particular area of the writer's expertise. *INSIGHT* provides resources and practical helps to assist in the professional and personal development of our readers. The contents of *INSIGHT* center around the following: budgeting, finances, and accounting; human resources; facilities management; strategic planning, office management; information technology; human resource management; transportation; church organizational structure; and church leadership. We do accept inspirational articles and material on life balance and personal growth.
2. Use your introductory paragraph to draw the reader in, but speak directly to the point of the article. This introduction should be short—sometimes more than one paragraph, but seldom more than two. A transitional statement should follow your introduction. Tell the reader what the article is all about. You set the direction. Entice the reader to finish reading. Promise something. The body of the article may be set out in any logical form. You may, if you like, insert major and minor headings to help your reader.
3. Be careful not to use the article as a self-serving promotional piece. Be as objective as possible when dealing with products or services offered by a number of sources. If you are the supplier of a product or service, do not use the article to promote yourself or your company.
4. Photographs that explain or complement the article are welcome. These should be high-resolution and should be submitted electronically.

### C. The Submission

1. Articles should be submitted electronically as e-mail attachments to [editor@thechurchnetwork.com](mailto:editor@thechurchnetwork.com). We can accept files from most versions of word processing software, such as Microsoft Word and WordPerfect, and in most any format, such as .doc, .wpd, .rtf, .txt. **Please do not submit articles in PDF format.** Text will be reviewed and edited. You should be sure the document is “unlocked” and available.
2. Articles may vary in length. Generally article length will vary from 800 to 2100 words. In rare cases we may accept a longer article or break content into a multi-part article. Short articles may be used in *TheLINK*.
3. Include your contact information: Name, mailing address, phone number, and email address.
4. Include your name as you wish it to appear in the byline and include three sentences of biographical data about yourself. It is helpful to include information that shows readers you are qualified to write on that particular topic, but subtlety is often best.
5. Include a high-resolution digital photograph file for use with your article in the publication.

### D. The Audience

The audience for *InSIGHT* consists of church business administrators or other church staff who do the work of church management and leadership development. A subscription to the *InSIGHT* is a benefit of membership.

### E. TCN Publications

TCN accepts material for the *InSIGHT*, *TheLINK*, and resource books. Before publication, articles may be edited for purposes of space and/or clarity. We reserve the right for final decision on all articles submitted for publication. Author will receive a complimentary copy of the publication and can make special arrangement for additional copies through the editor’s office.

Send material for publication in either *InSIGHT* or *TheLINK* to [editor@thechurchnetwork.com](mailto:editor@thechurchnetwork.com).



Phil Martin, CCA, CAE  
Deputy Chief Executive Officer and Editor  
The Church Network  
100 N Central Expy Ste 914  
Richardson TX 75080-5326  
800-898-8085  
FAX 972-699-7617