



EASTERN SYNOD of the
Evangelical Lutheran Church in Canada

POLICY STATEMENT
FOR
THE EASTERN SYNOD LUTHERAN

THE EASTERN SYNOD LUTHERAN is published by the Eastern Synod of the Evangelical Lutheran Church in Canada. It is intended to serve the people of the Eastern Synod of the ELCIC. It shall seek to foster a sense of unity and understanding within the synod. To facilitate this, it shall attempt to awaken a lively dialogue on vital issues by reflecting different approaches and points of view. It shall be mailed to every member household of the congregations of synod. A subscription fee shall be assumed from the regular benevolence giving from each congregation.

THE EASTERN SYNOD LUTHERAN shall endeavour to:

- introduce to the constituency those people who give leadership in congregations, the seminary, the synod, and the church.
- promote, explain and offer commentary on the programs of the synod and the church, and encourage people to support them.
- provide a broad selection of articles concerning the activities of congregations and parishioners.
- provide articles which are devotional and inspirational in nature.
- provide topical analysis of the affairs and concerns of our time and serve as a forum for readers' views and reactions.

Obituaries of clergy who were listed on the active and/or retired roll of synod shall be published. Brief obituary notices shall be mentioned in TESL and Synod Notes for pastors' spouses.

RELATIONSHIP TO THE WIDER CHURCH

As a publication of the Eastern Synod, THE EASTERN SYNOD LUTHERAN shall have a priority to publish news and stories of events directly related to the synod. Articles relevant to national church concerns will not normally be published in the synodical paper. However, articles of national relevance which may also have a significant impact upon the synod constituency will be promoted (e.g., national church appeals).

THE EASTERN SYNOD LUTHERAN will promote the national publication (CANADA LUTHERAN) through advertisements and stories or articles reprinted by permission.

Articles, letters and opinions from constituents in the other synods of the ELCIC will be forwarded to the respective synodical editors or the national editor, unless the content specifically relates to Eastern Synod issues.

THE EASTERN SYNOD LUTHERAN will provide material to CANADA LUTHERAN suitable for publication in the synods section of **CANADA LUTHERAN**.

RELATIONSHIP TO OTHER SYNODICAL MEDIA

THE EASTERN SYNOD LUTHERAN will provide previously published material for posting to the synod WEB SITE as appropriate and at the discretion of the Editors.

ADVERTISING

THE EASTERN SYNOD LUTHERAN accepts advertising as a service to readers and as a source of income to support the synodical publication. Advertisements contrary to the stewardship policy of the Eastern Synod will not be accepted. Final decision rests with the synod staff person. Advertisers may be subject to a check through the Better Business Bureau or other agencies as to financial responsibility.

Congregations of the Eastern Synod wishing to advertise congregational events will receive one ad per year free of charge. Subsequent ads will be charged the existing rates. Size of the initial ad will be left to the discretion of the editor, in consultation with the synod staff person.

It shall be the policy of THE EASTERN SYNOD LUTHERAN to publicize synodical and ELCIC events. These events shall have priority for space in the publication. The first insertion is free; the second is ½ price; each additional insertion will be at the full rate. All other promotion of non-Eastern synodical or non-ELCIC events shall be subject to regular advertising rates.

THE EDITOR

To fulfil the above functions, the editor shall have freedom of information, freedom of inquiry, and the right to exercise editorial decisions.

The editor's responsibility is to solicit, receive, edit and organize material. The editor is not required to serve as a reporter for congregational or synodical events, but may report on synodical events at his/her discretion.

Adopted: Eastern Synod Council – March, 2002

Revised: Eastern Synod Council – November 2005