

Guidelines for Content in *The Lutheran Connection*

The Lutheran Connection is Toronto Conference's newsletter that includes information from newsletters received from Toronto Conference congregations and special requests from congregations. This information is distributed to all Toronto Conference clergy, members of Conference Council, CLRPs, Synod Deans and a few other interested people. Distribution by email is encouraged and mailed where requested.

Included in the newsletter are:

- Excerpts from the pastors' messages
- Notice of events within congregations
- Invitations for special congregational events
- Notice of events (community and ecumenical) where congregations are involved
- Special invitations from congregations for social or worship events
- Ads requesting staff (Sunday School, Vacation Bible School, Youth Leader, etc.)

Ads for non-church related information and events are to be declined.

Ads for events of a controversial nature are not to be published in general. Exceptions will be made upon discussion with the Dean and Conference Council.

There is no charge for congregational information to be included in our newsletter. Costs are covered by annual fees requested from the congregations.

Other Requests

Requests from individuals in our Conference or individuals or organizations not part of our Conference need to be reviewed by the Dean and Conference Council for appropriateness in including in our newsletter.

We will decline requests to place ads from individuals looking for positions.

If we approve including information (flyers for any outside requests) in addition to our regular printing, or the cost incurs additional postage, costs should be covered by the requestor.

These guidelines should also be followed for requests to include information on the Conference web site.

Approved by Toronto Conference Council June 14, 2005