



HERALD

Editorial Process

Presented by Debbie Michel
Communication Director



For Lake Region Conference Camp Meeting
Camp Wagner, June 20, 2023



Lake Union Communication Department

The Lake Union communication team desires to be light-bearers. We want to be used by God to show the world His loving and generous character as we support the Lake Union administration, local conference communication directors and constituents.

Here are some ways the communication team serves the Lake Union:

- Produces the Lake Union Herald, the official nine-volume per year publication of the Lake Union Headquarters, and manages its circulation
- Maintains the Lake Union Headquarters' website
- Provides video and film production services
- Offers communication enrichment workshops
- Develops educational resources
- Liaison for news media

About Debbie Michel

Debbie Michel has served as communication director for the Lake Union Conference since 2021. In that role, she leads communication efforts for the Great Lakes region and serves as editor of the award-winning Herald magazine. Before joining the Lake Union, she was a journalism professor at Andrews University where she launched the award-winning student-run publication, Envision magazine, which continues to this day. The Jamaica-native and New York transplant graduated with a bachelor's degree from Brooklyn College in the City University of New York and a master's degree from Columbia University's School of Journalism. She worked as a television producer for NBC News based in New York City for 11 years. Together with her husband Jean Michel they are raising a teenage daughter, Christiana.



Lake Union Herald Facts and Figures

- Established 1908
- Circulation 31,000
- Every member (or household) of the church in Lake Region, Wisconsin, Indiana, Illinois and Michigan gets a free copy. Mailing list updated by church and conference clerks.
- Published 9 times a year (combined issue Jan/Feb, June/July and Nov/Dec)
- Mission is to “Tell the stories of what God is doing in the lives of His people in order to encourage, inspire, educate, advance and unify the church in the Lake Union.”



Publisher: Ken Denslow (Lake Union president)

Editor: Debbie Michel

Back Pages Editor/Circulation: Katie Fellows

Display Ad Manager: Felicia Tonga

Freelance Copy Editors: Kaara Baptiste and Pat Spangler

Freelance Graphic Design: Robert Mason

Contributing Editors/Correspondents: Writer from the five conferences and two entities (Andrews University and UChicago Medicine | AdventHealth System)

Every member is welcomed—in fact, encouraged—to contribute to the magazine.

Production Cycle

Planning: Publisher and Editor brainstorm and suggest possible themes for the upcoming year.

Producing: Editor contacts contributors about writing features articles to go along with the theme. Scour conference newsletter for potential articles. Ask conference communication directors about possible stories on certain big events. Herald editors will also cover events.

Proofing: Editor, Back Pages Editor, Copyeditor proof articles before layout, and then again after the pages are designed.

Packaging: Gather photos. Graphic designer gets files a week before issue goes to press.

Printing: Files uploaded to printer usually around the middle of the month and magazines mailed about two weeks later from Southwest Michigan printer.

Herald Magazine Overview

Our **mission** is to "tell the stories of God at work in His people in order to encourage, inspire, educate, advance, and unify the church in the Lake Union Conference."

Each five years, based on the focus of administration, our area of emphasis shifts. This quinquennium it's Mission to the Cities, Mentorship and Growing Our School Enrollment.

Core values – Connecting, Impacting, Celebrating

- We believe in connecting members with current news, information and resources for effective ministry.
- We believe in impacting the lives of our members by sharing inspirational and insightful articles that help them prepare for Jesus' soon return.
- We believe in celebrating with our members the evidence of God's transforming grace in their lives.

Vision – Members and leaders across the Lake Union rely on the Herald to keep them informed about what's happening in our Union, conferences, churches, schools and healthcare organization.

Strategy – As the union's flagship vehicle for communicating with members and leaders, the Herald must continue to evolve and grow in quality and substance, be relevant, reliable and an inclusive source for news, information, resources, and inspiration.

We have diversified our communication channels and so for every issue we aim to have a digital companion piece.

Sections for you to contribute

Sharing Our Hope

This column focuses on stories and methods of evangelism. Churches and schools are encouraged to submit stories of successful outreach initiatives that may illustrate creative methods for reaching those in our community.

Word Requirement: 1,000 words

Photo Requirement: 2-3 high resolution images (300 dpi in JPG or TIFF format). Provide name of photographer.

Captions: Use full sentence captions, identifying individuals in the photo from left to right with first and last names.

Telling God's Stories

Two pages of each Lake Union Herald are dedicated to sharing stories about how our readers see Jesus working in their lives or in the lives of others. Sometimes these are stories of new members who discovered the joy of Jesus. Other times, they are experiences of God's intervention in the lives of His children. Please send us your most inspiring stories.

Word Requirement: 1,000 words

Photo Requirement: One high resolution image (300 dpi in JPG or TIFF format); preferably not a baptistery photo.

Captions: Use full sentence captions, identifying individuals in the photo from left to right with first and last names. Provide name of photographer.

News

The News sections feature interesting news stories from schools, churches, Sabbath school classes, and ministries within the Lake Union.

Word Requirement: 350-500 words

Photo Requirement: Two high resolution images (300 dpi in JPG or TIFF format).

Captions: Use full sentence captions, identifying individuals in the photo from left to right with first and last names. Provide name of photographer.

One Voice

This column features articles written by creative teens and young adults who have something to say to their church and/or peers. The Lake Union Herald is looking for stories of faith and challenge written by readers between the ages of 13 and 35.

The editorial staff reviews articles submitted for this column. If selected for publication, a \$150 scholarship is paid.

Word Requirement: 450 words

Photo Requirement: One casual photo of author (300 dpi in JPG or TIFF format)

Captions: No caption needed.

On The Edge

Profile of a youth or young adult who is stepping outside their comfort zone and living out their faith.

Word Requirement: 450 words

Photo Requirement: One casual photo of author (300 dpi in JPG or TIFF format)

Mileposts

Weddings, birthdays, anniversaries, reunions, and obituaries can be submitted to us for publication in the Herald magazine. We publish 50, 60, 65, 70, and 75th anniversaries and centenarian (100th) birthdays.

Please note for obituaries that we accept a longer obituary and photo, but it will only be published online due to spacing in our publication. For all other mileposts, photos will be published in the magazine.

Please submit your milepost in the corresponding form found through our Milepost page at www.lakeunionherald.org/milepost

Articles and photos should be submitted to: herald@lakeunion.org

Lake Union Herald 2023 Topics

Issue Date	Topic
January / February	Sojourner Truth Black Adventist History
March	Mission to the Cities
April	Adventist Christian Education I Choose to Teach!
May	Dwight Nelson Retirement Camp Meeting & Camps
June / July	UChicago Medicine AdventHealth
August	Safeguarding Our Children
September	Andrews University
October	I Choose to Preach!
November / December	Blessed are the Peacemakers

What is News?

Impact – An event with a big impact; i.e., a large number of baptisms; hundreds attended an evangelistic campaign.

Prominence - very well-known person spoke/attended a event. i.e., A mayor addressed a youth rally.

Unique – something that usually doesn't occur every day; i.e., Nine-year-old raises \$10,000 for hurricane victims.

Controversial – i.e, Town prevents Pathfinders from marching through streets on Sunday.

Currency – related to theme or time of year, i.e., Youth went on Reformation Tour; Public Campus students honored. (Please do not to date our publication by submitting Thanksgiving/Christmas story several months after the event.)

Usefulness – Not necessarily new, but is helpful and the audience can learn something, i.e., how to engage youth

Emotional - We're drawn to moving stories that appeal to our emotions. i.e., Parents encounter God after death of child.

Writing the News Story

Leads: hard news vs. soft news

Who, What, Where, Why,
When and How

Quote People

Give us scripture references and version of the Bible you're using.

Avoid passive voice

Wrong: Abraham Henry was given an award by the Lake Region Conference.

Right: Abraham Henry received an award from the Lake Region Conference.

Give context

Eg. State-of-the-art library opens. What prompted this?

Lake Region Conference Article Submission Form

OUTLINE GUIDE FOR SUBMITTING ARTICLES

Use this worksheet to collect information for your news articles. Fill in the blanks and then, using the information, write your article.

DATE OF SUBMISSION: _____

STORY HEADLINE: _____

SUBMITTED BY: _____

CONTACT INFO: _____

AUTHOR'S JOB TITLE: _____

CHURCH/SCHOOL: _____

CONFERENCE: _____

WHO was involved?:

WHAT happened?:

WHEN *did it occur?:*

WHERE *did it happen?:*

WHY? *(purpose of the event):*

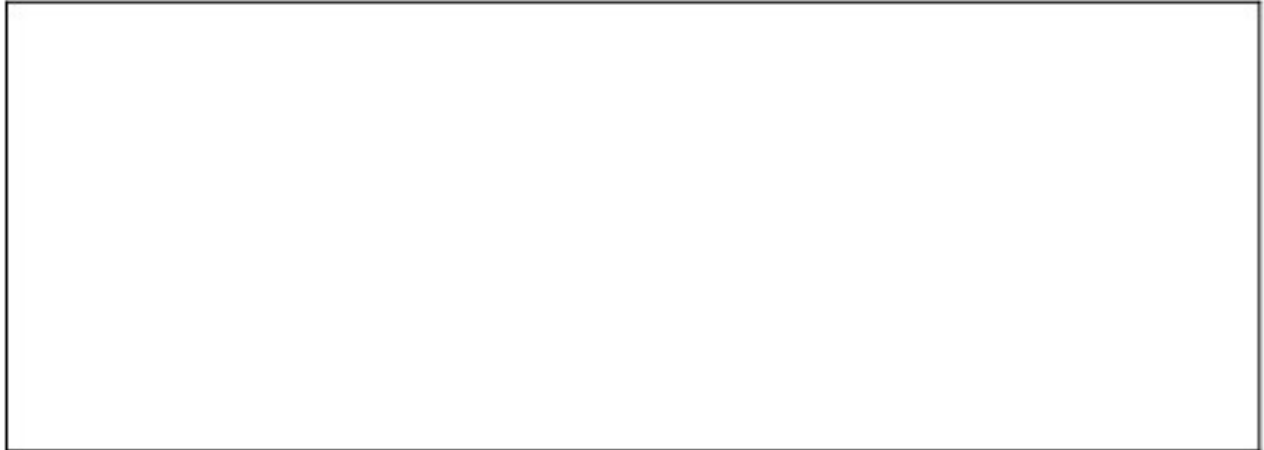
Other Items of Interest:

Quotes from people who attended (if available):

Are photos available? _____

Photographer's Name: _____

Photo Captions (create a caption for each photo):





Seventh-day Adventist® Church

LAKE UNION HEADQUARTERS

OTHER COMMUNICATION RESOURCES

Lakeunionherald.org

Up-to-date news about recent conference, entity or union-wide events. Download the Herald.

Weekly Newsletter

Sign up at:
bit.ly/herald_eneews



Socials



Follow us @lakeunionherald on Facebook, Instagram, YouTube, LinkedIn, Twitter, Flickr and TikTok

Team Directory

8450 M 139
Berrien Springs, MI 49103
www.lakeunion.org
269-473-8200

Debbie Michel
Communication Director
editor@lakeunion.org
269.473.8245

Felicia Tonga
Assistant Communication
Director
felicia.tonga@lakeunion.org
269.473.8240

Katie Fellows
Communication Assistant
Back Pages Editor/ Circulation
circulation@lakeunion.org
269.473.8244