

January 2025

Editorial Policy

This Editorial Policy is primarily for use by Truro Diocesan Board of Finance Ltd staff, contractors and consultants. It may be shared with deanery and parish representatives.

- *Please see our **Communications Annual Plan** for our current priorities and aims.*

The purpose of diocesan communications is to promote the work of the Church in Cornwall, the Isles of Scilly and two parishes in Devon to those in that geographical area and beyond. We aim to inspire those in our churches in their work towards Christ-centred fruitfulness and sustainability. We aim to promote the work and beliefs of the Church of England to a general public audience.

Our Audience

- The Diocese of Truro has a wide and varied audience:
- Clergy (PtO, curates, pioneer ministers, etc)
- Rural Deans/ Deanery Lay Chairs
- Retired Clergy
- Lay Ministers - Readers, Pioneers, local Worship Leaders, Local Pastoral Ministers
- Parish 'staff' IE Parish Safeguarding Officers, PCC Secretaries, PCC Treasurers, PCC members, Churchwardens, administrators.
- Parish Volunteers IE Floral arrangers, cleaners, play group helpers etc
- Congregation members
- Interested community members
- Wider community/general public
- Partner organisations
- Schools - Headteachers, teachers, governors
- Schools - pupils & families
- Eco-interested church members/ Environmental Campaigners
- Eco partner organisations
- Social Action-interested church members/ Social Action campaigners
- Social Action Partner organisations
- National Church
- Other dioceses

Content Objective

The purpose of the Diocese of Truro Communications content is to showcase the whole diocese in its multitude of different aspects, applications and settings to the world.

KELLY ROWE

HEAD OF COMMUNICATIONS

Telephone 01872 274351 Direct Line: 01872 360033

Website www.trurodiocese.org.uk

Additional Content Objective

It is also our purpose to give the diocese community a platform to highlight their work and insights to each other and the world, and to support them in their own endeavours. We support contributors to present their own projects and to link from our channels to their own websites if desired. (Please see **linking policy** below.)

Content

- Please see the **Editorial Guidelines** for information regarding fonts, size, and use of the diocesan name etc.
- Please see our **Key Messages** document to ensure your submission fits the criteria.

We welcome submissions from deaneries and parishes, licensed and lay people, volunteers, diocesan staff, schools, and other friends of the diocese.

We hope to showcase a diversity of voices and perspectives and particularly encourage contributions from members of marginalized groups, including racial, ethnic, socio-economic, or people of differing abilities. English translations of original work in other languages are very welcome.

Your submission must be well presented in clear, academic English. The Communications team can provide advice and support.

Submissions must seek to educate a broad range of readers about the wider diocese and should inspire an interest in people previously unfamiliar with the diocese and Church of England. The submitted piece must be original work, or a translation of original work, by the author. Work previously published elsewhere is welcome, if re-publishing is permitted by guidelines of the original publisher.

We accept (and encourage) submissions from our parishes in the form of news stories, photos, interview, reports on research, case studies, personal/ faith stories, events. We welcome submissions from partner organisations.

If relevant, please include, in a separate word file, your name as you wish it to be published, followed by your credentials, and a 40 - 60 word bio.

If your submitted post is accepted by the Communications team, they will edit your work for readability, clarity, grammar, spelling, style and academic English. It will then be sent back to you for approval. There may be additional minor edits, such as previously missed typos, made in the publishing process. Your article will then be queued for publishing on various diocesan communications channels. Diocesan Communications staff reserve the right to reject any submission at any stage of the editorial process.

KELLY ROWE

HEAD OF COMMUNICATIONS

Telephone 01872 274351 Direct Line: 01872 360033

Website www.trurodiocese.org.uk

Submission rules

- The focus of submission must be relevant to the strategic aims of the Diocese of Truro and/or deanery plans.
- We withhold the right to decline articles.
- We do not accept submissions from marketing or sales companies or freelancers.
- We do not pay for submissions.

If supplying finished content (IE not requiring editing):

- All videos must be MP4. All content must hold the relevant copyright consents (and proof provided if necessary).
- All videos must be loaded to Youtube and a link supplied or supplied via wetransfer (or other online platform). If supplied via wetransfer, the video will be loaded to the diocesan youtube channel.
- All photos provided must be PNG, or JPG and high resolution. All images must hold the relevant copyright consent and proof will be required.
- Where a limited number of individuals are photographed, evidence of consent will be required (ideally in the format of a consent form). Names are also required, and ages when children are photographed.
- We do not accept AI generated content.
- All printed documents must adhere to the diocesan branding (see separate brand guidelines). We reserve the right to decline documents that do not meet the branding guidelines.
- All designed/ printed documents must be supplied as PDFs.
- All written content must be under 1,000 words and in a Word document.
- Please avoid 'insider' jargon and clearly explain any diocesan terms or acronyms that you use.

Featured Image

Each post on the diocesan website will be accompanied by a featured image that will appear in the post, as well as a click-through image on the website's front page. Please choose an engaging and relevant image. If you are including other images, please do not embed them in the Word document. Send them as separate jpgs or PNGs and ensure they are of a good size. Images that are of low resolution will not be used.

Please ensure you have copyright consent for the images you provide. **Proof will be sought.**

Please include your featured image in a jpeg file accompanying your Word file. Please choose your featured image carefully, as this will be the first thing potential readers will see, prompting them to click and read or to move on. Editorial staff reserve the right to request a different featured image, or to use one of their own choosing.

KELLY ROWE

HEAD OF COMMUNICATIONS

Telephone 01872 274351 Direct Line: 01872 360033

Website www.trurodiocese.org.uk

Accuracy, accountability & transparency

The Diocese of Truro is committed to accuracy and we strive to make it as easy as possible for our readers to bring errors to our attention. If a factual error is made, all efforts will be made to correct it as soon as possible. Where a correction is disputed, we will endeavour to work to find a mutually acceptable solution. If a request for correction is denied, we will explain the reason(s) behind this and provide you with information should you wish to make a complaint. Corrections will not be made on matters of interpretation although a note may be added at the discretion of the Head of Communications to highlight the potential for differences of interpretation.

The news articles on the diocesan website cover a distinct event in time, so they are not removed. This content may appear in general searches. It will only be removed if there is a legal or issue of distress request raised. Other information on the diocesan website will be removed as and when necessary to ensure it is correct, relevant and up to date.

To ensure transparency, we will disclose any potential conflicts of interest.

We avoid the use of anonymous or unnamed sourcing. In the rare instance where an anonymous or unnamed source is used, we will explain the reason and provide necessary context.

If you would like to report an error, you can do so by emailing comms@truro.anglican.org

Linking Policy

We invite you to link to your own websites or social media/A Church Near You sites as well as other relevant Church of England sites in your text. We'd also love if you link to other pages on the diocesan website. Please limit links to outside websites to three per post.

KELLY ROWE

HEAD OF COMMUNICATIONS

Telephone 01872 274351 Direct Line: 01872 360033

Website www.trurodiocese.org.uk