EMCC Together Magazine Style Guide

Consider The EMCC Together Audience

- EMCC Together is for "people in the pews." Our widest EMCC audience includes lay people, church volunteers, ministry leaders, and pastors across Canada. Topics should be relevant to a wide audience.
- EMCC Together is designed to be read by all generations and multiple cultural groups.

Consider the Theme of the Upcoming Issue

Each year, we have a new theme for our EMCC Together Magazine determined by the President. For our upcoming theme, see our submission page here.

For the best chance of publication, please consider writing on a topic related to the upcoming theme. We do publish a few articles unrelated to the theme in each magazine, when our editor believes the article is well-written, timely, and relevant to our audience.

Submission Process

1. Please submit all articles **by September 30th** for consideration in the upcoming annual magazine. Submissions received after this date will be considered for the following year.
2. Please submit a pitch to communications@emcc.ca with your completed article attached as either a Word or Google document. Sign off your email with your name and the church you attend and/or ministry you serve in.
   a. Your pitch should follow this format:
      i. **Article Title:** 1-3 sentence description of the main idea of your article.
      ii. Example: **6 Ways We Collaborate With Others for the Kingdom**: When God called my family to leave a small city and move to the east end of Toronto, I had to start collaborating with other people and ministries in order to see Kingdom growth in our corner of the

city. This article shares 6 practical ways God led me to do this and the fruit that has come to our ministry as a result of collaboration.

3. Our editor will respond within 2 weeks. If your article is accepted for publication in our magazine, you can expect one or two rounds of content revisions with our editorial team. We maintain the right to make any necessary changes for publication, including the title. All revisions will be sent to the author for approval before publishing.

Self-Editing

- We expect writers to self-edit their article before submission for grammar, tone, and readability. Review this style guide to ensure you're following all of our best practices before submitting your article.
- One great way to self-edit is to read your article out loud. This helps you identify any awkward phrases, overly long sentences, and grammatical errors.

General Style

- All articles should be in agreement with [The EMCC's Articles of Faith](#).
- Articles should be between 500-1000 words.
- Use subheadings to divide sections.
- If sharing a story, write in first person voice so that it reads as a testimony instead of a news article.
- Use vocabulary that can be understood by everyone. Refrain from using theological language only understood by seminary trained leaders or speaking only to those who are in paid ministry positions.
- Write in a friendly, encouraging style, as if you are walking alongside someone in a disciple-mentor relationship.
- Support claims with Scripture whenever possible.
- Include your current author bio at the end of your article along with a link to your website (if relevant).

Citing Scripture

- Spell out the names of books of the Bible when referencing them within the main article text. Abbreviate them when citing Scripture parenthetically. Use the most common abbreviation from [this list](#).
- Use the NIV translation unless it's necessary to use another to make your point. If you quote from another translation, note it in your parenthetical reference immediately following the verse. If using NIV, you don't need to note your translation.

- - Example: "What you have heard from me in the presence of many witnesses, commit to faithful men who will be able to teach others also." (2 Tim. 2:2, CSB).
- Separate parenthetical references with multiple chapters/books with a semicolon. Separate non-consecutive verses from the same chapter with a comma.
  - Example: (See John 3:16; Rom. 3:23; 6:23; Eph. 2:1–16).
  - Example: (See 1 John 4:7–8, 16, 19)

References

- Cite your sources as footnotes using [Chicago Manual of Style formatting](#).
- Insert citations into your Google Doc by placing your cursor right after the word you want to cite, then navigating to the top Google Doc menu and clicking INSERT → FOOTNOTE. A superscript number will appear in the text. Type your citation in the footnote at the bottom of the page.
- For books, please remember that you must include a page number.

Numbers and Punctuation

- Spell out numbers ten and less. Over ten, use numerals.
  - Example: two, nine, 15, 143.
- Use the Oxford comma: Separate each item in a list with a comma when there are three or more items listed
  - Example: At the store, he bought bread, milk, and cheese.
- Italicize book titles and names of publications. Use quotation marks for poems, songs, hymn titles, and articles.

Capitalization

- Capitalize names that refer to God (King, Savior, Lord, etc.), and pronouns that refer to God.
- Capitalize Bible, Word, and Scripture, but not biblical or scriptural.

Reposting Policy

Once your article is published in our magazine, we ask that you wait six months before publishing it on your own website or personal blog. Please include a link at the top of your post to the digital magazine on our website: https://www.emcc.ca/emcc-home/engage/stay-informed/emcc-together-magazine