

Crosslight Editorial Guidelines

Crosslight magazine, including Crosslight Online, is the gathering place of ideas, insights and stories for the Uniting Church in Australia Synod of Victoria and Tasmania. Crosslight magazine is produced bi-monthly by the Synod’s Communications and Media team.

Crosslight is focused on reaching out to UCA members, congregations and the community—locally and globally—to facilitate reflection on faith and Christian lifestyle in contemporary Australia. The primary readers of Crosslight are members of the Uniting Church.

Governance

Editorial control for any edition of Crosslight rests with the Content and Communications Manager, within the general content guidelines below. Governance of Crosslight ultimately rests with the General Secretary and any other body (group or individual as designated by the General Secretary).

Editorial decisions on content will rely on the expertise of the Crosslight editorial team to ensure:

- Content is consistent with all of the editorial guidelines in this document
- Prioritisation of content based on available space and balance of any individual edition, including the length and tone of any submitted content
- The time sensitivity of any content under consideration
- Potential interest to Crosslight’s target audience

Based on the above, content will be judged on the merit of any submission, including whether any submitted content is best-suited to the print or online version of Crosslight.

Purpose

Crosslight aims to engage its readers by:

- Examining contemporary social issues from a faith-based perspective and providing an opportunity for readers to engage in relevant conversation and debate.
- Articulating Christian faith and developing understanding of faith in contemporary life, thereby encouraging Christian discipleship and mission.
- Providing a vehicle for sharing information about the plans, programs and activities of the Church and its agencies.
- Delivering contemporary content which is relevant to all readers, with an emphasis on the Synod’s Strategic Framework.

Content

What Content will Crosslight include?

As Synod’s principle vehicle of engagement, Crosslight magazine seeks to reflect Synod’s Strategic Framework, with particular focus on:

The three strategic priorities:

- To foster diverse, gathered communities of renewal, Christian practice and mission.
- Culturally diverse mission and ministry.
- Mission and ministry with children, youth, their families and young people.

The four areas of focus:

- The identity of Jesus Christ and Christianity in a post-Christendom world.
- Multicultural and multi-faith Australia and its relationship to its First Peoples.
- Peace-making, power and powerlessness, being with and for the poor.
- Inter-faith and intercultural engagement, encounter and learning.

Crosslight magazine aims to meet many of the criteria of the statements of intent:

- To be lighter, simpler, engaging and appealing to multi demographics.
- To foster faith and deepen discipleship.
- To help share our resources.
- To deepen partnerships and trust.
- To nourish contextual expressions of the Church.
- To act together across cultures and generations.

What will Crosslight not include?

- Articles which do not accurately reflect, or directly contradicts, the attitudes of the Uniting Church and its members.
- Opinions submitted anonymously. Opinions may be submitted with a request to withhold the author's identity when published.
- Articles or opinions which are likely cause distress to readers. ^①
- Articles or opinions which are likely to threaten or damage the reputation of the Church.
- Any photographs showing people unless a completed publication consent form has first been obtained from every individual shown and retained on file. This applies equally to photographs taken by Crosslight or submitted to Crosslight. The following are the only exceptions:
 - Should the photograph be of a large group, every member of the group must be given the opportunity not to be included in the photograph.
 - Verbal consent from employees of the Uniting Church, including volunteers
 - Stock photographs for which Crosslight has a licence to reproduce them, and
 - Photographs used in advertising layouts which have been supplied by the advertiser.

Consultation

The Crosslight editorial team will consult with identified subject matter experts on any matter which requires detailed expert knowledge. This applies equally to articles written by the Crosslight editorial team and/or any material submitted to Crosslight. ^②

Any proposed article or opinion, including letters to the editor, which relate to any such matter cannot be published without firstly consulting with the relevant subject matter expert. Any content must be amended, or not published, if requested by the relevant subject matter expert.

Who writes for Crosslight?

Crosslight is compiled, edited and primarily written by the Synod's Communications and Media team, with contributions from freelance writers and Church members.

All submitted content, including articles, opinions and letters to the editor:

- Must adhere to the content guidelines above and submission process below.
- Must be received by any specified deadlines.
- Will be edited to fit the tone of Crosslight and the available word count.
- Is received with no guarantee of publication.

Unsolicited submissions are made on the understanding there is no guarantee of publication. Should a submission be accepted for publication it is at the discretion of the Crosslight editorial team if this is published in Crosslight magazine and/or Crosslight Online.

Normal practice for the submission of features and articles for consideration of Crosslight:

1. The author sends Crosslight a brief overview of what the article would be about.
2. The editorial team reviews the submitted concept and considers
 - a. Does the submission meet the aims of Crosslight?
 - b. Is it likely to contain anything which Crosslight will not print?
 - c. Is the submission best suited to Crosslight magazine or Crosslight online?
 - d. Is the submission time-sensitive?
 - e. Is the submission likely to engage a wide cross section of the target audience?
3. The editor or a Crosslight representative will respond and advise accordingly.
 - a. If the submitted concept is rejected, an appropriate reason will be provided, citing the relevant section(s) of this editorial policy.
 - b. If the submitted content is acceptable, the editor or a Crosslight representative will reply to discuss word length, tone of voice and deadline.
4. If the editor decides that a submitted article is not in a publishable state he/she will either:
 - a. Return it with a request for amendments
 - b. Rewrite it and return it for approval by the original author. If the rewritten article is not approved by original author, the article will not be published.
 - c. Decide not to proceed. The author will be advised, and provided with reasons.
5. No fee will be attached whether or not any submitted article or opinion is published.

NOTES FOR EDITORIAL STAFF ONLY:

- ① Refer also to Communications recommendations on [appropriate use of pronouns for transgender people](#)
- ② Refer to the current [Crosslight Interim Protocols](#) for list of topics and subject matter experts.

VERSION: APPROVAL	POLICY MANAGER	REVIEW DATE
1: General Secretary	Manager, Marketing Functions & Admin	March 2019