

## CONTENT TEMPLATE FOR PENARTH MINISTRY AREA MAGAZINE (PMAM)

### *Introduction*

1. The content is categorised by content modules. The editor chooses the order of particular items within the content modules (i.e. deciding which should be the lead feature in any edition, for example). The modules would normally appear in the order defined by this template.
2. The content categories (see column 2. below) are: **I** = Information; **E** = Editorial Material; **P** = Pastoral; **F** = Features; **RN** = Reports & News; **N** = Notices. These content categories are used to title each section of the magazine (except information material [I]).
3. A large part of each edition should be non-routine features written by readers and parishioners. The template shows where these will appear in the sequence of material. This template cannot give a visual impression of how much feature material would normally appear in an edition of the magazine as that material is represented here by just one row of the content template table.
4. Advertisements will always be given a prominent place and be spread according to the editor's choice.
5. Words and pages: 800-840 words = about 2 pages; 400-420 words = about one page; 200-210 words = about ½ page; 100-105 words = about ¼ page.

1	2	3	4	5
<b>ITEM</b>	<b>CATEGORY</b>	<b>DESCRIPTION</b>	<b>SUPPLIED BY</b>	<b>WORD/PAGE GUIDE</b>
FRONT COVER	I	Name, Parish logo, bilingual price/month, cover framework design from parishioner with inserted illustrations to fit church year or edition theme etc.	Editor	One page
INSIDE FRONT COVER	I	Listing of standard, regular church services throughout Ministry Area (MA)	Administrators	One page
CONTENTS PAGE	I	List of contents with page numbers.	Editor	One page

EDITORIAL	E	Introduction to the content of the particular edition; messages about the magazine etc.	Editor	200-210 words
CLERGY ARTICLE	P	Reflections, announcements, information, discussion etc.	Clergy	800-840 words
FEATURES	F	Occasional, special, elective features that do not individually appear each month (necessarily) but which should, as now, be a large part of each edition of the magazine.	Parishioners and readers.	400-800 words FOR EACH FEATURE ARTICLE SUBMITTED
YOUTH WORK UPDATE	RN	News about 12+ and PYLG	Youth Worker	400-800 words
PHOTO GALLERY	RN	Photographic report of local or parish activities and scenes.	Current photographer (who may elicit contributions from other photographers in the MA).	400-420
MINISTRY AREA COUNCIL REPORTS	RN	A summary of business of the most recent meeting, notice of matters coming up in near future and indication of where formal minutes may be read.	Meeting Secretary.	400-420 words
CHURCH MONTHLY NEWS & REPORTS	RN	A brief news report from each of the five churches.	A warden (or MA equivalent).	1200-1260 words
CHRISTIAN AID	RN	A monthly news and plans article	Co-ordinator	400-800 words

ECO-CHURCH	RN	A monthly article.	Revd. Alison Reeves with Tom Blenkinsop's contributions.	400-800 words
THE SUNDAY SCHOOL	RN	A monthly news and plans article.	Sunday School Co-ordinators.	200-400 words
MOTHERS' UNION	RN	A monthly news and plans article.	Mothers' Union chairperson	400-420 words
CYTUN NEWS	RN	A monthly news and plans article.	Cytun representative	400-420 words
FROM THE REGISTERS	RN	A document of record.	Administrators.	200-400 words
SUBSCRIPTIONS REMINDER AND NEWS/GIVING TO THE PARISH	N	Subscriptions becomes a MA-wide report and reminder and 'Giving to the Parish' is placed with it.	Subscriptions Manager (with information from Penarth and Llandough side).	400-420 words
PRAYER REQUESTS	N	The Prayer Ministry Team to communicate with current Parish of Penarth and Llandough to produce a consolidated list of requests.	The leader of the Prayer Ministry Team	400-420 words
CALENDAR OF MA EVENTS	I	Communication of key events and dates across the whole MA.	Administrators (?)	800-840 words
INSIDE BACK COVER and OUTSIDE BACK COVER	I	MA contact details (without hall bookings).	Administrators	Two pages