



Editorial Guidelines & Deadlines

The editors examine submissions, which usually come in the form of a press release, to determine if they are worth a story, a brief, a calendar announcement — or do not meet our criteria for publication. If your item isn't printed in the Jewish Ledger, don't feel discouraged; feel free to call us and ask why, and please send us other items in the future.

The Connecticut Jewish Ledger is published each Friday, and the deadline to submit items for publication is a minimum of **10 days prior to the date of publication** (not the date of the event). To have an item published in the Connecticut Jewish Ledger, send it to the managing editor of the Connecticut Jewish Ledger, Lisa Lenkiewicz. While the Connecticut paper will occasionally publicize events in Western Massachusetts, the Connecticut paper's priority is to publicize events happening in Connecticut.

See attached pages for editorial deadlines and publication dates for the Western Massachusetts Jewish Ledger. To have an item published in the Western Massachusetts Jewish Ledger, send it to Stacey Dresner at the Western Massachusetts Jewish Ledger,.

To have an item published in both the Connecticut Jewish Ledger and the Western Massachusetts Jewish Ledger, send it to both Lisa Lenkiewicz and Stacey Dresner. Include the following note to the editors: For publication in both the Connecticut Jewish Ledger and Western Massachusetts Jewish Ledger.

CALENDAR LISTINGS The purpose of our calendar, known as What's Happening, is to inform readers about public events they may want to attend. For an event to be listed in the calendar, it must be open to the public and sponsored by a Jewish organization.

- **What to Send** lectures, fund raisers, workshops, concerts, festivals, programs, film screenings, special Shabbat programs, holiday programs.
- **Do Not Send** Board/committee meetings (these are only open to the board/committee members, and are not open to the public); regular daily and Shabbat services (due to space limitations, we cannot list all the services happening at every synagogue); ongoing classes.

Calendar listings must be submitted a minimum of **10 days prior to the date of publication** (not the date of the event). See attached pages for editorial deadlines and publication dates for the Western Massachusetts Jewish Ledger.

Needed For the Calendar

WHO	Sponsoring organization(s)
WHAT	The event, including guest(s) name(s) and background information
WHEN	Date and time
WHERE	Location of program, including address
CONTACT INFO	Name/phone number to call for further information (Note: This may be different from the media contact; the phone number to call for more information will be the number published in the Jewish Ledger.)

MILESTONE ANNOUNCEMENTS Milestone announcements are printed free of charge. Examples of Milestone announcements: Births, bar/bat mitzvah, engagements, weddings, anniversaries, and personal mentions (awards, honors, etc.). Forms are available. Contact the Jewish Ledger, and we'll send you the appropriate form.

OBITUARIES Obituaries are printed free of charge, as space permits. The obituaries are edited to follow the Jewish Ledger's obituary style. Obituary notices can be e-mailed, faxed or mailed to the Jewish Ledger.

BRIEFS The Jewish Ledger may edit press releases/submissions to create a brief to publish in the paper to provide readers with additional information about events and other Jewish community news.

PHOTOS We accept photos sent with calendar announcements, milestone announcements, as well as press releases. All photos must include a caption identifying each person pictured along with complete names spelled correctly. Do not send photos with more than 10 people pictured. Less is better because we often don't have space to publish photos with many people pictured. Photos can be mailed or e-mailed. E-mailed images must be at least 300 DPI (dots per inch) and sent as a JPEG image. Mailed photos will not be returned unless you provide a self-addressed, stamped envelope. Include your daytime phone number.

STORIES These are articles written by staff writers or freelance writers that the editors assign. You are invited to pitch stories to the editors with a press release or phone call. If the story is time sensitive, story ideas for the CT Ledger must be pitched a minimum of **two weeks** prior to the edition date. For the Western MA Ledger, time sensitive stories must be pitched a minimum of **three weeks** prior to the edition date.

For publication in the Western Massachusetts Jewish Ledger
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ADVERTISING CONTACT INFORMATION

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For profit businesses/organizations should call (800) 286-6397

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