

# HARE KRISHNA MELBOURNE *FOLK NEWS*

## GUIDELINES FOR WRITERS

### WHAT WE DO

**FOLK news**, *the Friends of Lord Krishna Newsletter*, is published by the Member Services Committee of ISKCON Melbourne. ISKCON is the International Society For Krishna Consciousness. FOLK news designed to promote Krishna-conscious philosophy and lifestyle, in accordance with the teachings of ISKCON's Founder-Acharya - His Divine Grace A. C. Bhaktivedanta Swami Prabhupada - and the directions of ISKCON's Governing Board Commission.

We provide a forum where Krishna-consciousness can be shared, and businesses run by devotees can be supported. Paid advertising may be accepted – at the Editor's discretion - from applicants who are generally recognised as regular contributors to our community.

Our content focusses on:

- explaining the significance of Temple festivals to our readers and encouraging their participation in these events.
- providing news and updates of local projects and events of interest to our devotional community.

***We welcome Krishna conscious articles, photo-essays and games from local devotees - and people interested in Krishna consciousness - of any age.***

### NEED TO KNOW

**FOLK news** is published 3 times a year to coincide with **Hare Krishna Melbourne festival seasons**.

- Our Editorial Committee Executive members are Aniruddha Dasa and Prabhu Dasa.
- Content, editing and graphic design are managed by Rasanandini ([rasanandini@iskcon.net.au](mailto:rasanandini@iskcon.net.au)). Please email her to submit your story.

Our current circulation is approximately 6,500 households.

### PUBLICATION SCHEDULE

Since Temple festivals follow a lunar calendar, the months that the magazine covers vary each year.

In **2019-20** the months covered are:

- **JANMASTAMI** season: August-September (2 months), issue published on **MONDAY JULY 15 2019**
- **DIWALI** season: October-January (4 months), issue published on **MONDAY SEPTEMBER 16 2019**
- **GAURA PURNIMA** season: February-May (4 months), issue published on **MONDAY JANUARY 13 2020** (to be confirmed)

We publish both online and in print. Paid advertising is available in our print edition only.

## WRITING GUIDELINES

### Word Counts for Stories

2 pages (eg. a <i>feature article</i> including 1 small picture)	<b>1,530 words</b>
1 page (no picture)	<b>825 words</b>
1 page photo-essay	<b>9 photos</b>
1 page (eg. a <i>normal article</i> or a <i>long report</i> including 1 small picture)	<b>750 words</b>
1 page (including the maximum number of 4 pictures)	<b>410 words</b>
2/3 page (no picture)	<b>460 words</b>
½ page (eg. a <i>short report</i> including 1 small picture)	<b>350 words</b>
<i>short story</i> for Krishna's Kids	<b>100 words</b>
<i>long story</i> for Krishna's Kids	<b>230 words</b>

For each small picture that you wish include on the page, reduce your word count by 80 words.

## GUIDELINES FOR PHOTOS OR GRAPHICS

We compose FOLK news using *InDesign* software. This allows us to adjust all the components of a page spread separately to create a clean, easy-to-read layout. We accept your own photos and graphics as long as they are of sufficient quality to print to the existing standard of our magazine.

### Photo or graphic files should be

- **300dpi** at 1:1 scale to the actual size you require. Our pages are 197mm wide x 265mm high. The printable area is 175mm wide x 245mm high.
- Generally a file of **at least 2Mb** is sufficient.
- Print processing for colour images is **CMYK**
- We prefer to work with **TIFF, PDF & JPEG** images

## WRITING DEADLINES

Full pre-production for FOLK news takes 14 weeks. *Writing deadlines* fall 10 weeks before the first festival of the season.

**Our 2019 *writing deadlines* are:**

- **2019 JANMASTAMI season:** **FRI MAY 31 2019**
- **2019 DIWALI season:** **FRI AUGUST 2 2019**
- **2020 GAURA PURNIMA season:** **FRI NOVEMBER 29 2019** (to be confirmed)

**THANK YOU FOR YOUR INTEREST, HARE KRISHNA**