

HARE KRISHNA MELBOURNE *FOLK NEWS*

GUIDELINES FOR WRITERS 2021-22

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 is Aniruddha Dasa.
- Content, editing and graphic design are managed by Rasanandini (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 **2021-2** the months covered are:

- **DIWALI season:** October-January (4 months), issue published on **MONDAY SEPTEMBER 20 2021**
- **GAURA PURNIMA season:** February-May 4 months), issue published on **MONDAY JANUARY 17 2022**
- **JANMASTAMI season:** August-September (2 months), issue published on **MONDAY JULY 11 2022**

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

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 13 weeks. *Writing deadlines* fall 9 weeks before the first festival of the season.

Our 2021-2 *writing deadlines* are:

- **2021 DIWALI season:** FRI AUGUST 6 2021
- **2022 GAURA PURNIMA season:** FRI DECEMBER 10 2021
- **2022 JANMASTAMI season:** FRI JUNE 3 2022

THANK YOU FOR YOUR INTEREST, HARE KRISHNA