

## The Jewish Voice: Guidelines

The Jewish Voice, Jewish El Paso's newspaper for the El Paso and Las Cruces Jewish communities, represents one of a number of ways news and views are circulated through the community. People visit websites and receive emails, congregational newsletters, postcards and letters, and phone calls. The Jewish Voice comes out once a month, approximately ten times a year, but surveys have shown that a number of readers read it and even hold on to it that month.

Here are some points to get the most out of The Jewish Voice for your organization.

1. **Provide excellent photographs and short submissions.** Think about how reading patterns have changed. Keep your articles under 400 words max.
2. **Turn it in by the tenth.** If the 10<sup>th</sup> falls on a holiday or weekend, it's the next business day to be published in the following month – see calendar for exact dates. Email items to [The Jewish Voice](#).
3. **Tell people what they need to know.** Announcements of events open to the Jewish community need to include name of event, date and time, location, and contact phonenumber, email address and/or website URL for more information.
4. **Take advantage of your free quarter page.** Stay in touch! Each non-profit 501c3 partner Jewish organization has one complimentary quarter page ad to promote an event. The dimensions are 7.5 inches high x 5 inches wide - vertical.
5. **Submit engaging, readable ads.** Better to have a less-is-more approach (see above for changing reading patterns). A full-page flyer could be unreadable as a quarter page.

### Editorial Content

1. We are always looking for stories of the most interest to the most Jewish Voice readers and writers who can tell those stories. If you have ideas for local stories, call the editor and let's talk.
2. Announcements of organization meetings that don't apply to the majority of readers and ads that sell products for organization fundraising will only be accepted if space permits.
3. We reserve the right to edit for length, clarity, and interest to the community.

**OVER**

## Photographs

Good pictures add so much to The Jewish Voice. Please submit photographs that are....

- **Clear and crisp – not blurry.** People need to be still and the camera must be held still.
- **High resolution.** Email photographs as jpegs or pdfs in resolution over 500 KB. It's okay if picture is huge on your email screen – not okay if it's a little teeny image.
- **Original.** Pictures you photographed in other publications are too pixelated to use.
- **Well-lit.** Light should be on person's face, not behind them, to avoid too-dark faces.
- **Interesting.** Candid close-ups of a few engaged in activity or conversation are more interesting than a far-away shot of many people or posed pictures looking at camera.
- **Captioned.** Please provide a caption that tells us the event, the place, and the names of the people, left to right. We reserve the right what to include/list.

Thank you for your contributions to The Jewish Voice.

Questions? Email [thevoice@jewishelpaso.org](mailto:thevoice@jewishelpaso.org) or call us at 915-995-0514.