

Unitarian Universalist Church of Annapolis Communication Policies

The Communications efforts at the Unitarian Universalist Church of Annapolis support the church's global ends' statement, to "Create the Beloved Community by inspiring and empowering all souls to live bold and compassionate lives."

Communications will *inspire* individuals through providing resources and stories of our church community, our action, and our message.

Communications will *empower* individuals by providing accurate, clear, and timely information about ways in which the community is living out our values within and outside our walls.

There are multiple means of communication at UUCA:

- In the Know
- Highlights
- Order of Service
- Church Website
- E-mail Blasts
- Ministers' Blog
- Facebook
- Yahoo Group
- YouTube Channel
- Brochures and Pamphlets
- Narthex Table Space
- Narthex Display Case
- Community Bulletin Board

In order to best utilize these means of communication, this document provides the Policies regarding each form of communication, including its purpose, primary contact person, pertinent deadlines (if applicable), and guidelines.

These policies are in place for several important reasons:

- We wish to support those people who are seeking to communicate with our church by providing clarity on the best way to proceed.
- We wish to support members and friends of the church in finding the relevant information they need about upcoming events, relevant stories and inspiration, and contact with one another.
- We wish to support newcomers and those who are seeking our church in finding the relevant information they need without overwhelming them with unnecessary information.
- We wish to best utilize our staff resources of time and energy.
- We do not wish to unnecessarily duplicate efforts.
- We wish to be clear and concise in our communication, so as to improve the overall communication experience of all involved.

Remember... This is a group of people striving to build the Beloved Community. We assume right intentions first, and seek to build relationships above all else.

Please contact a minister if you are concerned about our communication efforts.

While these many means of communication are often, we hope, effective, they are secondary to the benefit of face-to-face contact and word-of-mouth communication. Never underestimate the power of talking to people about your event or issue!

Specific Communications Policies

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In the Know (weekly e-news)

Purpose: The purpose of “In the Know” is to communicate accurate, timely information regarding church activities.

Contact: Michele Reese; intheknow@uuannapolis.org

Applicable Deadline: Mondays at noon

Guidelines: Send articles to intheknow@uuannapolis.org. They should follow the format as presented below:

Weekly Events: Any event from Wednesday (the day the email is sent) to the following Wednesday. Events should have a title, date, time, location, contact information, and a brief description (no more than 50 words). If there is a longer description, a link can be provided to a website or flier.

Example: Mindfulness Practice Group – Dharma discussion

When: Thursday, May 6, 7:00 – 8:30 PM

Where: Sanctuary

What: Join the MPG for silent meditation followed by discussion.

Contact: Mary Smith; msmith@gmail.com

Announcements: Announcements will run for two weeks and are limited to notices only. Events will not be posted in this section. Announcements should have a title and a brief description (no more than 50 words). An example of an announcement would be “the Endowment Board is seeking grant proposals – check out our table in the narthex for an application and guidelines”. Special church fundraisers or other similar announcements may run for longer periods of time, but those will be at the discretion of the administrative team.

Upcoming Events: Events in this category fall in the two-week out period (see calendar example below) and are *out-of-the-ordinary events*. A regular meeting of a church program will not be publicized in the Upcoming Events section... unless there is a special agenda for that evening (see the MPG example below). Upcoming Events should have a title, date, time, location, contact information and VERY brief description. If there is a longer description, a link can be provided to a website or flier.

Example: MPG Book Signing with Brad Warner

When: Thursday, April 12, 7:00 – 9:00 PM

Where: Sanctuary

What: Brad Warner joins the MPG to discuss his latest publication.

Click here for more information.

Contact: Mary Smith; msmith@gmail.com

Save the Date: Events in this category fall in the two to six-week out period (see calendar example below). Again, regular meetings of church programs will not be publicized here. Save the Dates are limited to church events that happen at infrequent times (i.e. seder, stone soup). Events should have a title, date, time and location.

Example: MPG Day of Mindfulness

When: Saturday, August 10, 10:00 AM – 4:00 PM




Where: Sanctuary

What: Join the MPG for a Day of ‘Mindfulness and the Arts’. Bring a bag lunch or a vegetarian dish to share.

Contact: Mary Smith; msmith@gmail.com

April 2012

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

-  Weekly Events
-  Upcoming Events
-  Save the Dates

All submissions are subject to editing.

Highlights (monthly newsletter)

Purpose: The purpose of “Highlights” is to illustrate how UUCA is working toward the Beloved Community, and how we live out our UU principles.

Contact: Michele Reese; highlights@uuannapolis.org

Applicable Deadline: the 15th of the month

Guidelines: Send articles to highlights@uuannapolis.org. Submissions should be “story”-based and approximately 350 words or less. They should relate to the UUCA community at large and/or our UU principles. They could be about past events, or outreach efforts, and could even include a “gratitude corner”, membership information, or chalice lightings for use at home. Articles can be inspirational in nature, or can relate to the monthly worship theme. Currently, the opening page will be taken from the minister’s blog. **All articles are subject to editing.**

“Highlights” will be published on the 4th Tuesday of the month, and dispersed via the following methods:

- printed and mailed via USPS (upon request only)
- printed and available for pick-up at the church
- electronically at www.uuannapolis.org

An email notification indicating the availability of the latest newsletter will be sent out using Constant Contact on the day of dispersal.

Order of Service

Purpose: The purpose of the Sunday Order of Service is to provide an outline of the worship service, acknowledge lay and shared ministry for that Sunday and provide summary information about upcoming church events and programs.

Contact: Michele Reese; oos@uuannapolis.org

Applicable Deadline: Wednesdays at midnight; unless otherwise announced

Guidelines: The following guidelines are with regard to the “Announcements” section of the Order of Service: Items listed in the Announcements will be limited to UUCA and UU programs and events, occurring that Sunday and in upcoming weeks. Send items for print to oos@uuannapolis.org. Submissions should be 50 words or less, and contain basic information such as – name of the event, date, time, location, brief description and contact person with email or phone number. To provide more detailed information, direct the reader to pick up a flier or visit a display table in the narthex (see display table reservation policy).

Inserts will be considered on a case-by-case basis. They should be sent as an MS Word or MS Publisher document to fit a half-sheet of paper (5½ by 8½ inches). All inserts must come through the order of service email account – please do not drop them off in the office expecting them to be included without first speaking to the office staff.

All submissions are subject to editing.

Church Website - www.uuannapolis.org

Purpose: The purpose of the Church website is to provide a constant Internet presence for UUCA, as an outreach for seekers and newcomers, to provide information about upcoming events to members, friends, and seekers, and to provide information and processes for internal church business to church members and friends.

Contact: webmaster@uuannapolis.org

Guidelines: Information will be posted to the website which is accurate, up-to-date, and related directly to UUCA.

E-mail Blasts

Purpose: The purpose of an E-mail blast is to provide time-sensitive, specific information to members and friends, about church programs and events that shape direction, mission and vision of the congregation.

Contact: Susan Eckert; seckert@uuannapolis.org

Applicable Deadline: Please allow 48 hours to process your request

Guidelines: E-mail blasts will be limited to UUCA programs and events, specifically:

- Congregational meetings, called by the Board of Trustees, in which all members are expected to attend and a quorum is required to conduct business;
- Congregational events, programs or meetings that shape direction, mission and vision of the congregation such as Welcoming Congregation, Anti-Racism, Strategic/Long-Range Planning, the annual Stewardship Campaign
- Memorial service announcements for long-time, active members when there is insufficient time to use other forms of church communication.

Other forms of communication listed in this policy should be used for publicizing most church programs and events. Requests for church-wide e-mailings must be approved by a member of the Administrative Staff Team.

Ministers' Blog -

Purpose: The minister's blog is a forum for your UUCA ministry team (Senior Minister, Associate Minister, Faith Development Minister, and Intern Minister) to communicate their thoughts, hopes, and resources in an informal way with interested parties.

Contact: Ministers (Rev. Fred Muir: fmuir@uuannapolis.org, Rev. John Crestwell: jcrestwell@uuannapolis.org, Rev. Christina Leone: cleone@uuannapolis.org, Intern Minister: "First InitialLastName"@uuannapolis.org"

Applicable Deadline: Ministers will post to the blog at least each Wednesday, possibly more often. Each minister will post at least once per month.

Guidelines: Ministers will post information, thoughts, and ideas related to the monthly theme, to UU/UUCA events or issues, or other pertinent or related topics. They will not post personal or random information. The blog posts will not be used solely as a mechanism to promote events, although related events might be posted along with a minister's thoughts on an issue or topic.

Facebook - www.facebook.com/UUCAnnapolis

Purpose: UUCA groups have several "closed" Facebook pages to communicate with and between members (e.g., Green Sanctuary, FoXY, UU's Raising Children) but UUCA itself has an "open" Fan Page which is overseen by the staff.

Anyone within or outside of UUCA can "Like" the Fan Page to follow our conversations, see posts, and comment on the page. The goal of the UUCA Facebook page is to continue the conversation from sermons, meetings, and events, and to promote a public forum for our faith and values.

Contact: Michele Reese, mreese@uuannapolis.org

Applicable Deadline: Anyone can post to the UUCA Facebook page, any time. Ministers and staff will post something daily to keep the conversation going, as well as monitor the day's posts.

Guidelines: Please keep your posts related to UU/UUCA events and/or our values and 7 Principles.

Yahoo Group - annapolisuus@yahoogroups.com

Purpose: The Yahoo Group is an e-mail Listserv which is moderated by a UU member (not staff) and connects church members for discussion of issues related and unrelated to the church.

Contact: To subscribe, send an email to: annapolisuus-subscribe@yahoogroups.com

To unsubscribe, send an email to: annapolisuus-unsubscribe@yahoogroups.com

Guidelines: Please be respectful.

UU/ UUA Pamphlets

Purpose: Generic information about Unitarian Universalism and the Unitarian Universalist Association is provided in the narthex in the form of pamphlets for newcomers and those who seek such information.

Contact: Rev. Christina Leone: cleone@uuannapolis.org,
Membership Team: membership@uuannapolis.org

Guidelines: So that we are on the same page, and so as not to overwhelm newcomers, contact Rev. Christina or the Membership Team if you have a specific pamphlet you would like us to display. The Membership Team will re-evaluate the existing brochures and take an inventory to re-order new brochures each summer.

UUCA Connection Catalog (Religious Exploration and Connections)

Purpose: The Connection Catalog is produced three times per year to give information about opportunities for learning for all ages, social and deeper connections, and inspirational practice opportunities at UUCA for the coming quarter-year.

Contact: Rev. Christina Leone: cleone@uuannapolis.org

Deadline: If you wish to facilitate a Connections class, please choose dates for your class in the appropriate term (see below), reserve the rooms with Michele (mreese@uuannapolis.org) and send a short description to Rev. Christina by the dates noted below:

Fall term (Nov-Dec 2012)

Winter term (Feb-April 2013)

Spring term (May-June 2013)

Children's Religious Exploration information will be included in each iteration of the brochure. Community Group, Covenant Group, and Inspirational Practice Group information will be included in each iteration of the brochure as long as your group is active and open to newcomers.

Standing on the Side of Love and Justice Brochure (Social Justice)

Purpose: The Standing on the Side of Love and Justice Brochure is produced annually each fall to give information about ongoing opportunities for social justice and social action for the coming year.

Contact: Rev. John Crestwell, jcrestwell@uuannapolis.org

Deadline and Guidelines: If you wish to have your ongoing social justice effort included in the annual Standing on the Side of Love and Justice brochure, send a description of your program, contact information, relevant dates, and a JPEG image to Rev. John by **September 15, 2013**.

Narthex Table Space

Purpose: The purpose of the narthex display tables is to publicize an event or a cause, and possibly to recruit volunteers or participants for your event.

Contact: Michele Reese; mreese@uuannapolis.org

Deadline: Space is granted on a first-come, first-served basis to groups that meet the criteria below

Guidelines: Because we have limited space in our narthex during coffee hour, there are a limited number of tables to be used for display. Table space is **limited to church-sponsored groups, programs, and activities**. All requests must be coordinated through the church office. On a typical Sunday there are three tables, or six half-tables, available for display use. The office will assign tables based on the information received when the request is made, as well as on availability. Requests for table space will be granted for no more than one month at a time, with a few exceptions (for example, UULM-MD during the legislative session). All display materials must be kept neat and orderly. When placing your display, look for a card taped to the table with the designation of your group or activity. Please do not

use anyone else's space, or put out display materials without first contacting the church office. **Easels will no longer be allowed in the narthex area for display purposes.** They crowd the area, and often block other group's information.

Poster Policy:

Purpose: To publicize an upcoming event to the church community.

Contact: Michele Reese; mreese@uuannapolis.org

Guidelines: In an effort to keep our walls, doors, etc. uncluttered – and to ensure that members and friends are well-informed about events and programs – the administrative staff has decided to institute the following policy with regard to the posting of flyers and posters:

Keep in mind that there are many and varied ways to communicate your event or program – Facebook, *In the Know*, *Highlights*, Order of Service announcements, narthex display table space, the display case located in the narthex, as well as the bulletin board located inside the lower entrance door. If you still wish to hang a poster or flyer, we ask that you bring it to the office where the staff will take care of displaying it in an appropriate place and manner. Note that, with the exception of Facebook and Yahoo Group postings, *all* of the above-mentioned methods of communication need to come through the church office.

Narthex Display Case

Purpose: The purpose of the narthex display case is to inform the church community of upcoming events.

Contact: Michele Reese, mreese@uuannapolis.org

Deadline: Please allow two (2) business days for your item to be posted in the display case

Guidelines: Due to limited space, these guidelines are similar to that of the narthex display tables. Materials placed in the case are limited to those from church-sponsored groups or programs. Please do not tape items to the outside of the case. If there is no office staff on duty, simply place the item on the desk in the church office with a note requesting that it be placed in the case. You can also email items to the address above.

Community Bulletin Board

Purpose: The Community Bulletin Board is located across from the nametag wall in the alcove in the church narthex. This is a venue for all non-church-related postings for community interest. Items appropriate for the board are wide-ranging -- For example: Annapolis theatre or chorale events, UU Bed & Breakfast opportunities around the country, newspaper clippings of potential interest to the community, and notice of a UUCA youth offering babysitting to the community, among others.

Contact: Michele Reese, mreese@uuannapolis.org

Guidelines: The staff reserves the right to remove outdated, inappropriate, or offensive material from the Community Bulletin Board.