

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 Display Area, Table & Monitor Slides
- 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 wish to avoid 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

Table of Contents: (Will change as information is added)

In the Know... p. 2
Highlights... p. 3
Order of Service... p. 4
Church Website... p. 4
E-mail Blasts... p. 4
Ministers' Blog... p. 5
Facebook... p. 5
Yahoo Group... p. 5
UU/UUA Pamphlets... p. 5
Side with Love & Justice Brochure... p. 6
Poster Policy...p. 6
Narthex Display Area & Table... p. 6
Narthex Monitor Slides... p.6
Community Bulletin Board... p.7

In the Know (weekly e-news)

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

Contact: Jannina Ortiz; intheknow@uuannapolis.org

Applicable Deadline: Tuesdays at 11:00 am

Guidelines: An article must be submitted in order to be placed in the publication. Please send articles to intheknow@uuannapolis.org. They should follow the format as presented below:

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). If the announcement is more than 50 words, the UUCA has permission to edit it so that it is 50 words. In the case of that occurring, a link will be provided to a pdf file that includes the full announcement. An example of an announcement would be “the ABC Group 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.

Weekly Events: Any event from Thursday (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: ABC Group – Weekly discussion

When: Thursday, May 6, 7:00 – 8:30 PM

Where: Sanctuary

What: Join the ABC Group for meaningful discussions.

Contact: Mary Smith; msmith@gmail.com

Upcoming Events: Events in this category fall in the two-week out or more 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 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: ABC Group Book Signing with New Author

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

Where: Sanctuary

What: Join the ABC Group to discuss their latest publication.

Click here for more information.

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	31				



Weekend Announcements (FRI, SAT, SUN)



Weekly News (THU – WED of upcoming week)



Upcoming Events (Events 2 weeks or more out)

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: Jannina Ortiz, highlights@uuannapolis.org

Applicable Deadline: the 15th of the month

Guidelines: Send articles to highlights@uuannapolis.org. Submissions should be “story”-based and approximately 250 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 message(s) from the ministerial staff. **All articles are subject to editing.**

“Highlights” will be published on the 4th Tuesday of the previous month (i.e. October 2019 Highlights will be published on September 24th, 2019). It will be 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/publications

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: Jannina Ortiz, oos@uuannapolis.org

Applicable Deadline: **Wednesdays at noon;** unless otherwise announced

Guidelines: The following guidelines are with regard to the “Announcements” insert page 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, as space allows. 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: Rev John Crestwell, jcrestwell@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: Pam Ausiello, pausiello@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, and Intern Minister) to communicate their thoughts, hopes, and resources in an informal way with interested parties.

Contact: Ministers (Rev. Kathleen Rolenz: krolenz@uuannapolis.org, Rev. John Crestwell: jcrestwell@uuannapolis.org, Leika Lewis Cornwell: llewiscornwell@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 groups to communicate with and between members (e.g., UU Church of Annapolis Group, Green Sanctuary, 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: Josh long, jlong@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 be respectful. 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: Josh Long: membership@uuannapolis.org,

Guidelines: So that we are on the same page, and so as not to overwhelm newcomers, contact Membership Coordinator, Josh Long, if you have a specific pamphlet you would like us to display. Josh and the Admin Team will re-evaluate the existing brochures and take an inventory to re-order new brochures as needed.

Side with 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.

Poster Policy:

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

Contact: Jannina Ortiz, jortiz@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 Area & Table

Purpose: The purpose of the narthex display area & table is to inform the church community of upcoming events. The Narthex Display area is located behind the coat room & the table is under the monitor.

Contact: Jannina Ortiz, jortiz@uuannapolis.org

Deadline: Please allow two (2) business days for your item to be posted.

Guidelines: Due to limited space, materials placed in the area are limited to those from church-sponsored groups or programs. Please do not tape items to the monitor, counter or the bulletin boards. If there is no office staff on duty, simply place the item on the desk in the church office with a note requesting the place you want it displayed. You can also email items to the address above. Any information placed in these areas may be removed by office staff if deemed inappropriate or not in keeping with church policy.

Narthex Monitor Slides

Purpose: The purpose of the narthex Monitor slides is to inform the church community of upcoming events.

Contact: Jannina Ortiz, jortiz@uuannapolis.org

Deadline: Tuesday at 11:00 am; in order to be displayed from Thursday – Wednesday of the next week.

Guidelines:

Who gets a slide on the monitor? All church-sponsored groups and programs are encouraged to provide an image and logo for a slide. If the graphic is unusable (pixelated, etc.), the Administrative Assistant will communicate with you regarding it. Please make sure to include this information with your request:

what, when, where, an image (if you would like one on the slide), and 1 -2 sentences for description (no more than 50 words – any longer and the text may be edited by a staff member).

Example:

ABC Group Meeting

When: Sunday, September 8, 6:30 PM - 8:30 PM

Where: Library

What: **Quarterly Meeting**

We will discuss future events. Refreshments provided by group leaders.

When will my slide be posted? *all slide requests must be submitted via email to jortiz@uuannapolis.org before it will be added.

1. 4-6 weeks before your event: Typically, we will advertise your event as part of the SAVE the DATE listing.
2. 4 weeks before your event: Our Administrative Assistant will create a slide with text and a logo which you provide. Staff may insert a royalty free graphic to accompany the text in order to make the slide more visually interesting. Text should be minimal – the point of these slides is to serve as a visual reminder.
3. 1 week before your event: We will move your slide closest to the top of the list.
4. The day after your event – your slide will be removed.

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: Jannina Ortiz, jortiz@uuannapolis.org

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