

## **Media: Sunday Order of Service announcements**

Submission: Wednesday, 9:00 a.m.

Publication: Thursday

Submissions to: Director of Communications and Membership at [uucr@uucr.org](mailto:uucr@uucr.org)

### Guidelines:

- Announcements of upcoming UUCR events/programs or invitations to visit a post-service information table, and submitted by UUCR staff members and UUCR members and friends.
- Personal announcements, those supporting a political candidate or those submitted by people/organizations not affiliated with UUCR will not be included.
- Space limitations may prevent inclusion of all items submitted. Publishing priorities are:
  - 1) Communications from the minister or other UUCR staff members
  - 2) UUCR (or UUCR-sponsored) events, programs and announcements
  - 3) Events/announcements from other UU organizations, including the Central East Region (CER) and the Unitarian Universalist Association (UUA)
  - 4) Events/announcements from other local organizations with which UUCR is affiliated (e.g. Community Ministries of Rockville, if submitted by a UUCR staff member or member/friend.
- Announcements should provide basic facts in no more than 75-100 words (or less). Avoid editorializing and provide information on who, what, when, where, and contact information (a person or a website) for questions and further details. Due to demand and space limitations, **all announcements are subject to editing** by the Director of Communications and Membership.
- Separate inserts are kept to a minimum out of respect for the purpose of the Order of Service and must be approved for inclusion by the minister.
- Announcements should be coordinated with program/committee/group website postings.

**Media: UUCR E-Weekly (weekly electronic newsletter)**

Submission: Wednesday, 9:00 a.m.

Publication: Usually sometime on Wednesday and no later than Thursday

Submissions to: Director of Communications and Membership at [uucr@uucr.org](mailto:uucr@uucr.org)

Guidelines:

- Announcements of upcoming UUCR events/programs or brief reports on activities, and submitted by UUCR staff members and UUCR members and friends.
- Personal announcements, those supporting a political candidate or those submitted by people/organizations not affiliated with UUCR will not be included.
- Publishing priorities are:
  - 1) Communications from the minister or other UUCR staff members
  - 2) UUCR (or UUCR-sponsored) events, programs and announcements
  - 3) Events/announcements from other UU organizations, including CER and the UUA
  - 4) Events/announcements from other local organizations with which UUCR is affiliated (e.g. Community Ministries of Rockville), if submitted by a UUCR staff member or member/friend.
- Brief announcements are more likely to be read. They should provide basic facts in no more than 150-200 words (or less). Avoid editorializing and provide information on who, what, when, where, and contact information (a person or a website) for questions and further details. **All announcements are subject to editing** by the Director of Communications and Membership.
- Timely announcements are more likely to be read. Announcements will not be published more than one month before an event and will not be published more than four weeks in a row.
- Major congregation-wide events and announcements (e.g., items related to the canvass) may run longer, be greater in length, and/or be highlighted in a special section in the e-news.

- For the sake of timeliness, UUCR E-Weekly may, on occasion, include announcements that appear in the *Quest* “Thinking of You” column, such as reports of hospitalizations, condolences, etc.
- Announcements should be coordinated with program/committee/group website postings, including links to program/committee/group website pages.

**Media: *Quest***

Submission: Once per month on Thursday at 8:00 p.m. on the specific dates listed in the *Quest* publication schedule (usually the first Thursday of the month)

Publication: Once per month on the following Wednesday

Submissions to: *Quest* issue editor listed in the publication schedule

Guidelines:

- Columns and news articles by the minister, assistant minister, director of religious education and other UUCR staff members.
- Reports and news articles from the Board of Trustees, Lay Ministry Council and other UUCR committees, teams, and groups.
- Submissions are accepted only from UUCR staff members and UUCR members and friends.
- Only the president or secretary of the Board of Trustees (or his/her designee) may report on issues before the Board.
- Personal announcements (with the exception of “Thinking of You” items), those supporting a political candidate or those submitted by people/organizations not affiliated with UUCR will not be included.

- Publishing priorities are:
  - 1) Communications from the minister or other UUCR staff members.
  - 2) Communications directly related to UUCR or sponsored by UUCR committees, groups and teams.
  - 3) Communications regarding other UU organizations, including CER and the UUA.
  - 4) Communications regarding other local organizations with which UUCR is affiliated (e.g. Community Ministries of Rockville), if submitted by a UUCR staff member or member/friend.
- All articles in *Quest* should include a byline and individuals mentioned in articles should be contacted for permission to use their names before publication, with the exception of those being congratulated or thanked or those running for elected UUCR office.
- Brief, timely articles are more likely to be read. They should avoid editorializing and provide succinct, clear information in no more than 300-350 words (or less). Barring unusual circumstances, the same or very similar article will not be published in two issues in a row. If possible, articles should include contact information (a person or a website) for questions and further details.

**All articles are subject to editing** by the *Quest* issue editor and the Director of Communications and Membership.
- So that *Quest* is not a collection of flyers, special, single-page flyers may be inserted in the newsletter only on a limited basis. The inclusion of flyer inserts is at the discretion of the Director of Communications and Membership in collaboration with the issue editor.
- Letters to the editor may be published at the discretion of the editor as space permits. See the “Policy for *Quest*” document available on the UUCR website at <http://uucr.org/sites/default/files/Quest%20policies.pdf> for complete details regarding letters to the editor.
- Those who submit articles may make requests regarding graphics, placement, and layout. Final decisions regarding layout will be made by the Director of Communications and Membership in collaboration with the issue editor.
- Major articles regarding significant congregation-wide events and reports (e.g., items related to the canvass, congregational meetings, or election of officers) may be longer and/or be highlighted in a special layout format.

- Articles should be coordinated with program/committee/group website postings, including links to program/committee/group website pages.

**Media: All-UUCR email**

Publication: as necessary

Posted by the Director of Communications and Membership

**Guidelines:**

- Limited to exceptional or time-critical announcements, such as emergency closings or memorial services for long-time, active members when there is insufficient time to use other forms of communication. In addition, the all-UUCR email may be used to announce or promote congregation-wide events, programs, or meetings that shape the direction and mission of UUCR, such as strategic planning or the canvass. From time to time, the minister or assistant minister may use the all-UUCR email to disseminate a pastoral letter or other important message.
- All all-UUCR email messages must be approved by the minister.