

## UUCUC Publicity Process – 2021/2022

*If you or your committee/group is offering/sponsoring an event, program or meeting, creating good publicity across many mediums is vital to its success. Please keep announcements to church-related activities only.*

Overall Publicity Procedure:

1. **Tuesday at 5pm** is latest content is due if it's going to run that week in eNews. (You do not have to wait until Tuesday to send).
2. Send an e-mail with your submission in a word document as an attachment to [pubs@uucuc.org](mailto:pubs@uucuc.org).
3. Include a photo or image – this is especially important for website and social media advertising. **Please send photos as a .jpg attachment.** Please only submit photos that you have taken, or that are license-free, or where you have written permission from the photographer to use. If you need to locate a high-quality photo with free-use copyright permissions, try [www.pixabay.com](http://www.pixabay.com), [www.pexels.com](http://www.pexels.com), [www.unsplash.com](http://www.unsplash.com), or [nappy.co](http://nappy.co).
  - a. **Photos should be minimum 750 pixels in both height and width.**
4. Use links! Help readers find and locate websites, emails, and locations to places.

**Important Reminder:** All submissions should be ready for publication, without need for further editing of content.

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## UUCUC Publication Guidelines

All submissions should be:

- Edited for grammar and spelling.
- Submitted as an attached Word document(s) – Please do not send your content in the body of the email. If sending photo or image, please include as a separate file.
- Ready for publications, without a need for further editing of the content.
- Formatted simply. We have a specific layout we use for each publication, so there's no need to spend time on fancy formatting.
- Accessible – the first usage of a term should not be an acronym. Spell out the term, and if planning to re-use the term, put the acronym in parentheses after first spelled-out usage before using the acronym. If using a term only once, spell it out, no acronym.
  - ✓ Example: write "Racial Justice Project (RJP)" before then using RJP as an acronym.

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**eNews** – Weekly email blast sent on Thursdays highlighting the upcoming Sunday service, and other upcoming church-related events and programs with brief blurbs and reminders. A typical issue includes:

- **Sunday Service Guide** – Information about the approaching next two Sunday’s worship service, and religious education for children & youth.
- **Links** – Clickable buttons to quickly guide the user to current Uniter, sermon podcasts, online calendar, UUCUC website and UUCUC Facebook page.
- **Announcements** – Publicizing your meeting and/or event is a key to success. Consider “save-the-date” teasers and announcing leading up to the meeting/event. Don’t forget to include a photo or image. Stand out from the crowd!

Submissions should be:

- 200 words or less.
- Sent to [pubs@uucuc.org](mailto:pubs@uucuc.org) and note “eNews” in the subject line.
- Submission deadline is Tuesday each week, **no later than 5pm.**

If you have a community event you would like to advertise, please feel free to post to our Members and Friend’s Facebook page (<https://www.facebook.com/groups/uucuc.members/>). If you have any questions, please direct them to [admin@uucuc.org](mailto:admin@uucuc.org).