

UUCUC Publicity Process – 2020/2021

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. (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. See specific publications for word limit.
3. Include a photo or image – this is especially important for social media advertising and Uniter. Due to space constraints, we are unable to use all submitted photos in eNews or Order of Service, but they are incredibly important for effective advertising on social media. **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, www.pexels.com, or www.unsplash.com.
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.

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.

Uniter – Bi-annual newsletter. A typical issue includes:

- **Articles** – In-depth mini-articles from the Minister, Director of Religious Education, Board of Trustees, Committee Chairs, Group Leaders and Staff.
- **Sunday Service Guide** – Information about worship services, religious education for children & youth, and morning discussion topics.

Submissions should be:

- 300 words or less. Longer items may be published with approval of the minister and/or administrator.
- No news announcements. Those should be publicized in the weekly eNews.
- Sent to pubs@uucuc.org and note specifically “Uniter” in the subject line.

General Annual Schedule (Mark your calendars - Set alarms)

Fall/Winter Uniter (Covers: October - March)
Submissions Due: September 15, no later than noon
Distribution: First full week in October

Spring/Summer Uniter (Covers: April - September)
Submissions Due: March 15, no later than noon
Distribution: First full week in April

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:

- 150 words or less.
- Sent to pubs@uucuc.org and note “eNews” in the subject line.
- Submission deadline is Tuesday each week, no later than 5pm.

Order of Service (OOS) – Weekly publication outlining the Sunday service. A typical issue includes:

- **Announcements** – Brief blurbs about upcoming events and/or meetings.
- **Calendar** – A listing of meetings and events for the upcoming week.
- **Religious Education (RE)** – News, updates and the happenings in RE.

Submissions should be:

- 50 words or less. Longer items may be approved for special events, if space allows.
 - Sent to pubs@uucuc.org and note "OOS" in the subject line.
 - Submission is Wednesday (for the upcoming Sunday service), no later than noon.
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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/>), or to our Community bulletin board, located in Fellowship Hall. If you have any questions, please direct them to admin@uucuc.org.