

UUCUC Publicity Process

If your committee is offering/sponsoring an event or program, creating good publicity across many mediums is vital to its success.

New Publicity Procedure:

1. All content deadline is every Wednesday by noon, and every 3rd Wednesday by noon for the Uniter.
2. Send an e-mail with a short blurb in a word attachment, no more than 150 words to pubs@uucuc.org.
3. By default, blurbs will go in all publications, unless otherwise noted. Options include:
 - eNews
 - Order of Service (maximum of 50 words)
 - Uniter
 - Website
 - Public UUCUC Facebook Page (which will include Twitter)
4. Include a photo – this is especially important for social media advertising and Uniter. Photos for the most part will not be included in eNews or Order of Service, but they are incredibly important for effective advertising on social media. Please send it as a .jpg attachment. If you need to locate a high-quality photo with free-use copyright permissions, try www.pixabay.com or www.unsplash.com.

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.
- 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 "Social Action Committee (SAC)" before then using SAC as an acronym.

The Uniter – monthly newsletter published on the last Thursday of every month covering events and services for the upcoming month. A typical issue includes:

- **Articles** – Writings from the Minister, Director of Religious Education, Board of Trustees, and Committee Chairs
- **Sunday Service Guide** – Information about worship services, religious education for children & youth, and morning discussion topics.
- **Announcements**

Submissions should be:

- 300 words or less. Longer items may be published with approval of the minister.
- Sent to pubs@uucuc.org and note “Uniter” in the subject line.
- Submission deadline is noon on Wednesday, one week prior to publication. Deadlines and publications dates can be found on the UUCUC calendar.

eNews – Weekly e-mail 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, religious education for children & youth, and morning discussion topics.
- **Links** – Clickable buttons to quickly guide the user to current Uniter, sermon podcasts, online calendar, UUCUC website and UUCUC Facebook page.
- **Announcements**

Submissions should be:

- 150 words or less. Contact the Office Administrator (admin@uucuc.org) to submit longer items.
- Sent to pubs@uucuc.org and note “eNews” in the subject line.
- Submission deadline is noon on Wednesday each week.

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

- **Announcements** – Brief blurbs about upcoming events – primarily church related, but community announcements can be published if space allows.
- **Calendar** – A listing of meetings and events for the upcoming week.

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 noon on Wednesday for the upcoming Sunday service.
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