



# Getting the Word Out: Winter 2012!

You have an event or information to share with the FUS community.

What's the best way to do it?

Check out this quick reference sheet\* for answers!

*Deadlines are strictly observed.*

## Submissions— All Official FUS Publications

Submit completed copy by the appropriate deadline *with a note as to what publication and on what date it is requested to appear.*

Deadlines are strictly observed.

All submissions should be *completed* copy. This means that they should not require writing, extensive rewriting or editing.

All submissions must relate directly to FUS, the UUA, PSD and/or be sponsored by an FUS committee or staff member.

Email copy to [info@firstunitarian.org](mailto:info@firstunitarian.org) either as text or as an attachment in MS Word format. PDF files should be converted to text before emailing.

Hard copies of submissions (typed or legible handwritten copy) can be delivered (mailed, faxed, or hand-delivered) to the FUS office. Please put copy in Morgan's mail box in the work room in the FUS office.

Appropriate clip art or photos (emailed as a JPEG file only) may be used if space and FUS's reproduction capacity allow.

Appropriateness and priority of submissions will be determined by the Communications Coordinator in accordance with FUS Communications Policies.

Items submitted to FUS publications may be edited for style, content, and to fit the space available.



## **The Unitarian FLASH**

email newsletter — twice per month

*The Unitarian FLASH* is now FUS's MAIN COMMUNICATION VEHICLE!

**Purpose:** To engage the reader with concise, timely need-to-know information and encourage interaction with other parts of the FUS website. Content is intended to be current; events and programs are highlighted *within two weeks*. Rich in links, it encourages the reader to forward the email to friends and to demonstrate FUS's connectedness to the wider world (Metro, UUA, national, global). It is a document produced for publicity, an effort to attract new members and to continue to engage current members and friends.

**Distribution:** Emailed to members and friends of FUS who have requested it. Anyone can sign up to receive the *FLASH* at the bottom of each page of the FUS website. *The Unitarian FLASH* provides a link to the website and calendar.

**Submission deadline:** *The Monday preceding each Friday's publication. See attached sheet with submission deadlines and publication dates!*

Email submissions to [info@firstunitarian.org](mailto:info@firstunitarian.org).

The text of submissions to the *FLASH* should be *very brief* (50 WORDS OR LESS). Submit URLs so readers can link to more detailed information from the *FLASH* "teaser" text.

\* *The complete text of FUS Communications Policies and Procedures can be viewed on the FUS website: [www.firstunitarian.org](http://www.firstunitarian.org) and in the Policies and Procedures binder in the FUS office.*



## Getting the Word Out!

### Order of Service Announcements — weekly

**Purpose:** Short reminders; announcements for events.

**Distribution:** Appear in paper version on the reverse side of the order of service itself for each Assembly, and are posted on the FUS website.

**Submission deadline:** Email text to [info@firstunitarian.org](mailto:info@firstunitarian.org) *by noon on Wednesday for the forthcoming Sunday.*

Order of Service announcements *must be short and to the point, 50 WORDS OR LESS.*

Announcements or reminders of pending events are printed in the Order of Service on a space-available basis. Priority is given to events of institutional importance.

Institutional announcements may be repeated but it is highly recommended that the text be changed to make them more interesting.

Most programming announcements *may be listed only twice* in the Order of Service.

Group-focused announcements (e.g. committee meeting dates) are rarely appropriate unless they represent a last-minute change.

Very brief announcements about flyers or event sign up sheets can be included on the announcements page in the Order of Service directing people to the Ask Me table in the Lower Assembly Hall, the FUS website, and our online calendar for more information.

### Pulpit Announcements — weekly

**Purpose:** Pulpit announcements are limited to four announcements each Sunday: two “oral” and two “written,” and are intended to be as succinct as possible, so as not to detract from the rest of the service. Congregational events (auction, retreat, social events, etc.) are limited to a maximum of two written announcements (read by the Board member) and two oral announcements (delivered by a representative of the group requesting the announcement) over successive weeks.

**Submission Deadline:** Requests for oral or written announcements *must be scheduled by the Wednesday preceding the Sunday announcement.* Last minute announcements are not accommodated.

Email your announcement request (and the text for written announcements) to [info@firstunitarian.org](mailto:info@firstunitarian.org) or [office@firstunitarian.org](mailto:office@firstunitarian.org) *with the type and date of the announcement* being requested.

Or, you can sign up for an announcement in the Announcements binder in the FUS office.

Written announcements:

- Are read aloud by the Board Member greeting the congregation.
- Should be *typed, using a minimum of 12 point font.*
- *Should take only 10–20 seconds to read.*

Oral announcements:

- Are made by the representative of the group requesting the announcement.
- *Should not exceed two (2) minutes.*
- May include more than one presenter, but should have a primary spokesperson.



## Flyers

**Purpose:** Flyers provide more detailed information about events and are designed to be taken home by FUS members and friends for future reference.

**Distribution:** Flyers approved by FUS staff can be made available for distribution at the “Ask Me” table in the Lower Assembly Hall during social hour.

**Submission Deadline:** Ongoing; must be delivered to the FUS office for approval *by noon on Wednesday for the forthcoming Sunday.*

All flyers submitted for placement on the “Ask Me” table must relate directly to FUS, the UUA, the PSD and/or be sponsored by an FUS committee or staff member.

The staff member or committee requesting flyers is responsible for their layout and production.

The Social Action Committee also has a table in the Lower Assembly Hall for distribution of materials and flyers related to social justice issues and events. Please contact the Social Action staff or committee chair for permission to distribute information or flyers on this table.

## Bulletin Boards

**Purpose:** Advertising events and highlighting programming initiatives.

Event flyers and posters must be submitted to FUS staff for approval and posting, and preference is given to events that relate directly to FUS, the UUA, and the PSD.

Program groups (RE, Social Action, Membership, etc.) are responsible for maintaining their respective Bulletin Boards and making sure that posted information is timely.

## *The FUS News*

### Print Newsletter — monthly

**Purpose:** This publication is intended to help people feel in touch with FUS.

The FUS News is a monthly a digest of the website, the e-newsletter *The FUS FLASH* and the *Social Action Flash*. It is mailed to those identified by the Caring Circles group as needing large print, not able or wanting to access information electronically, and others who have requested it.

**Distribution:**

Sent each month by first class U.S. mail.

**Submission deadline:** *Completed submissions are due in the FUS office on the 7th of the month preceding publication. Electronic submissions (preferred) may be sent to: [info@firstunitarian.org](mailto:info@firstunitarian.org).*

Submissions are *limited to 50 words, or less.*

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