

## **COMMUNICATIONS GUIDELINES**

### **UNITARIAN UNIVERSALIST CONGREGATION OF GREEN VALLEY**

**MISSION:** *Improve communication and increase participation of members and potential members regarding UUC goals and activities.*

**MEMBERS:** *\*Committee membership includes the editors of UNITEL, the chair of the Sunday Bulletin, a representative of the website, the office manager, the contact person for the local newspapers, the minister and several members at large for balance.*

*(\*Meetings are held as needed.)*

#### **CRITERIA FOR ALL UUCGV PUBLICATIONS:**

**CONTENT:**

- UU principles and covenant reflected with respect, trust and support
- Up-to-date and accurate communications relevant to the congregation
- Opinion pieces provide a balance of views
- No overtly partisan political articles accepted

**LANGUAGE:**

- UU Principles and covenant reflected with respect, trust and support
- Appropriate to audience addressed

#### **VISUAL**

**PRESENTATION:**

- Consistent organization and layout
- Up-to-date, action-oriented, quality photos
- Easy-to-read fonts and print sizes appropriate to the articles

#### **PRINTED COMMUNICATION WILL INCLUDE: \*Only on letterheads.**

- A version of the chalice \*
- Statement of inclusion: *People of all races, social lifestyles and sexual orientation are welcome,*
- Congregation's mission statement as approved April 2011
- Contact information:
  - Telephone - 510-648-0570 \*
  - Physical Address - Placita del Sol, 15 County Line Road, Amado
  - Mailing Address - P.O. Box 23, Amado, AZ 85645\*
- Websites:
  - UUCGV \*
  - UUA
  - UUSC
- Minister's name and contact information as that person wishes
- Referenced information:
  - Author's name
  - Date of publication
  - Source acknowledgment

#### **GUIDELINES FOR EACH OF THE NINE MODES OF COMMUNICATION:**

##### **1. UNITEL -**

- Purpose:
  - This monthly newsletter provides information primarily to the congregation and secondarily to visitors.
  - This publication is available by email as well as in print if requested. The deadline for submission of articles to the editor is the 12th of the month. Both

print and electronic versions are distributed by the last Sunday of the month.

- Criteria:
  - Information for inclusion should be what members need to know to participate in congregational activities. Timeliness and brevity are essential.

### **1. UNITEL (cont'd) -**

- Priority inclusions:
  - List of the month's Sunday services with brief descriptions
  - Messages from the minister and Board of Directors
  - Monthly organization via calendar and articles about programs, events and committee meetings sponsored by the congregation
  - Listing of the Board of Directors and committee chairpersons
  - Financial status report written by the Finance Chair or Treasurer
  - Information about upcoming Sunday Forums
  - A list of new members with brief bios and contact information
  - Justice Action Network Report (may include "Share the Offering")
  - "Share the Offering" articles about community organizations supported via the 50-50 collections
- As space permits:
  - Articles about events supported (at least in part) by UUCGV
  - Brief opinion pieces from UUCGV groups and/or members
  - Contributions from the congregation: poetry, book reviews and quotes
  - Controversial articles will be published if the tone of the article is reasoned (ultimately subject to approval of the entire Communications Committee)
  - UUA major news items

### **2. SUNDAY BULLETIN -**

- Purpose:
  - Informs the congregation of Sunday Service agenda
- Inclusions:
  - The Order of Service
  - Covenant
  - Background info about minister, speaker, service coordinator, music director and pianist (other musicians)
  - Recipients of half the cash offering
  - Calendar of upcoming service speakers and activities
  - Seven UU Principles and Six Sources of UU Beliefs (back of page)

### **3. EMAIL COMMUNICATIONS -**

- Purpose:
  - Communication supports the needs of the UUCGV community and the UUCGV Mission by communicating congregational life matters of importance in a timely manner.
- Guidelines -  
Emails shall be:
  - primarily for announcements pertaining to authorized congregational meetings, business matters and congregational life activities in pursuit of the Mission.
  - used as a tool by the minister, Board of Directors, committees, groups and ministries for communication with the congregation and each other.
  - for reviewing documents, providing supplemental information and other materials pertinent to the Mission, organization and business of UUCGV.
  - messages which may also relate to meetings or events occurring in the

larger community provided reasonable consideration is given to the interest of the whole congregation and not for special interest groups outside of the congregation.

### 3. EMAIL COMMUNICATIONS (cont'd) –

- Guidelines - Emails shall be: (cont'd)
  - messages about fundraisers or requests for donations must have approval of the Board and clearly state that as well as the sponsoring group.
  - \*messages from the UUA, the PSWD and other Southern Arizona congregations which may be sent if they provide information that is useful to congregation members or specific committees.
- Authorization:
  - Each committee, group and the Board shall identify a person(s) authorized to represent it to approve necessary messages to be sent to the congregation. The up-to-date list of the authorized persons for the groups would be available in the office for verification.
  - \*Also fundraisers and requests for donations must have BOD approval.
  - “Blasts” shall only be sent by the office at the request of the authorized person for each group.
- Procedures:
  - All authorized congregational life announcements that support the Mission shall be forwarded to the office for distribution accordingly.
  - Messages received from outside the UUCGV will be forwarded to an authorized committee or group who look at the guidelines as the message relates to the Mission and interests of the congregation.
  - Messages from UUA, PSWD and other UU committees will be evaluated by the local PWD and UUA representative and the minister as to their adherence to the guidelines for distribution.
  - If there is a question concerning suitability of a message, the authorized sender will be contacted for further clarification in a timely manner.
- Responsible use:
  - Small e-mail groups may be established (“listserv” through Yahoo, Google, or blogs) to enhance communications between designated members of committees or groups for information of concern only to a small segment of the entire congregation.
  - Each committee or group shall determine if the “listserv” is “one way” (information dissemination only) or “discussion” groups (interactive communication).
  - A “Listserv Administrator” shall be designated as one of the authorized names in their list, who, as manager of the “listserv,” is responsible for content of messages being appropriate to the group's needs.”
  - Incoming information to the office or minister from outside groups (UUA, District, groups, etc.) shall be directed in a timely manner to the authorized person(s) representing the committee or group directly affected by the message.
- Inappropriate use:
  - Use of language will be self-monitored in order for appropriate communication. Derogatory messages are inappropriate.
  - Revealing personal information (as well as address, phone numbers,

e-mail address), or material that would prove to be without prior permission is not appropriate. Strict observance of concerns for privacy, confidentiality and security must be maintained

#### ***4. THE WEBSITE -***

- Purpose:       ▪ originally created to inform prospective UUCGV members; now includes information of relevance to congregational members
- Criteria:       ▪ brief verbal and attractive pictorial content providing up-to-date summaries of congregational purposes and activities
- Inclusions:     ▪ text of the recent minister's readings and sermon of the week  
                      ▪ the list of Sunday service speakers and activities updated monthly  
                      ▪ the UU Principles and Purposes and the Covenant  
                      ▪ links to groups and their activities  
                      ▪ recent photos of the Board of Directors and congregational events

#### ***5. MEMBERSHIP BROCHURES -***

- Purpose:       ▪ provides a brief description of the essence of the congregation and the denomination to members and nonmembers
- Availability:   ▪ at the visitors table on Sunday, in the rack by the office door and a limited number at the Chamber of Commerce
- Inclusions:     ▪ "how to become a member" information  
                      ▪ list of UU beliefs and principles  
                      ▪ updated photos and lists of activities

#### ***6. NEWSPAPER ADVERTISEMENTS AND ANNOUNCEMENTS -***

- Purpose:       ▪ informs the public of UUCGV religious services, activities and contacts
- Criteria:       ▪ timely, clearly stated, accurate
- Inclusions:     ▪ paid ads in the Green Valley News (weekly), the Arivaca Connection (monthly) and the Santa Cruz Valley Sun (monthly), giving the date, topic and speaker for the Sunday Service or Forum, the congregation's address, phone number and the website. ( The Santa Cruz Valley Sun is a weekly paper but the congregation buys a composite ad once a month.)  
                      ▪ free announcements of Sunday services, fundraisers and other activities  
                      can be included community in calendars of the Arivaca Connection, the

Tubac Villager, and Green Valley News as the papers are willing to publish them

- press releases must be coordinated with the editor of each paper who set the agenda
- Members who want to announce programs under the name of UUCGV should work through of the Communications Committee or designated member.

#### **7. GREEN VALLEY DIRECTORY & THE GREEN VALLEY/SAHUARITA MAGAZINES -**

- Purpose:      ▪ community outreach
- Inclusions:    ▪ updated advertisements are purchased when appropriate
- ads contain a slogan, address, meeting times, phone contact number, website
- UUCGV is included in congregational lists in the *Chamber of Commerce* magazines
- content of advertisements must have approval of the Communications Committee
- the Green Valley Club Directory each year lists the congregation's groups, purposes and contact people without charge
- benefits of inclusion of ads in these magazines need to be further discussed

#### **8. TELEPHONE MESSAGES -**

- Purpose:      ▪ connection to callers when no one is in the office
- Inclusion:      ▪ upcoming Sunday Service information
- Process:       ▪ messages frequently monitored
- callers referred to appropriate committee chair(s) for follow up

#### **9. OUTDOOR SIGNAGE -**

- Criteria:       ▪ must be easily visible
- must look professional
- must conform to local codes

**APPROVED:** November 8 2011