

Unitarian Universalist Church of Canandaigua

Communications Policy

Adopted December 4th, 2014

The responsibility for guidelines, practices, and frequency of all church communications rests with the UUCC Board. All media should be developed in consultation with the Ministry Leaders to ensure the most effective support of their programming.

The content of all of our communications media should be consistent with the values and covenant of right relations of the Unitarian Universalist Church of Canandaigua with the church Administrator having the discretion to edit and refuse submissions and requests that are inconsistent with these guidelines.

The Board and other leadership of UUCC should make use of those defined lines of communication to reach and maintain two-way communication with the congregation and with the general public. In addition, there are vehicles for any member to communicate with others providing guidelines are followed. To this end the list below is made up of UUCC agreed upon communication values.

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Current person(s) responsible for these communication vehicles are listed on the last page of this packet along with their contact information. This page will be updated as necessary.

The Chalice

The Chalice is our monthly newsletter sent to all UUCC members, friends, and staff (who have subscribed) by e-mail when possible, otherwise by mail. There are also a limited number of copies available in print form in the entryway.

Purpose: The purpose of the Chalice is to provide reports from the Board, Ministry, programs and events, member news, and church contact information.

Contents:

- Monthly theme and sermon information at the top
- Soul Matters column: What does it mean to live a life of (monthly worship theme)? This 400-500 word column should be submitted by the Lead Minister.
- Board Report: This is submitted by the President of the Board.
- Events:
 - The month ahead: events happening in the upcoming month, including but not limited to: church events and meetings, Religious Education events, the Nearly New Sale, Social Justice movie showings, etc.
 - Upcoming news and events: events or announcements of interest happening further out than one month, including but not limited to: church events and meetings, Religious Education events, the Nearly New Sale, Social Justice movie showings, etc. These items generally receive less priority than the month ahead items. This section is also used to celebrate special events and ministries of our church.
 - Church information: includes office hours, phone number, e-mail address, website address, emergency pastoral care phone number, staff listing, and links to the church's Facebook, YouTube, Twitter, Yahoo Announcements, and Google+ pages.

Submission process: The deadline for the submission of articles is the 15th of every month. All news items and photos must be submitted electronically to 4chalice@gmail.com. A reminder e-mail is sent out to those parties in charge of various columns.

Editorial changes: All articles are subject to editing for clarity, brevity, and/or style by the editor and/or ministerial staff. If space does not permit publication of all submissions, the editor and/or ministerial staff will determine what should be included, with priority given to immediacy or date of event. If an article submitted for publication is deemed unacceptable, the editor or ministerial staff will notify the person responsible for submitting it.

Orders of Service and Announcement Inserts

The Order of Service is distributed at each Sunday Service and is recycled at the end of the service for use throughout the month. Included in each monthly Order of Service is an Announcement Insert, which is updated weekly and distributed to congregants for them to take home.

Purpose: To give those in attendance the schedule of worship service, UU principles, Soul Matters highlights, church contact information, and important announcements.

Contents: The Orders of Service include the monthly and yearly worship themes, contact information for the church, ministers, and staff, hospitality hour information, and the order of events for the service, including songs that remain the same each week. The Announcement Insert is a half page, single-sided sheet of paper that includes lists the names of worship leaders, speakers, sermon titles, hymn names, and pertinent announcements for the upcoming week. If space permits, it may contain information that is pertinent to following weeks, as well.

Submission Process:

The monthly Orders of Service are managed and produced by the Lead Minister and Worship Assistance Committee.

The weekly Announcement Insert is managed by the UUCC Administrator. All announcements should be submitted to uucc@rochester.rr.com by 4:00pm on the Thursday preceding the service.

Editorial Changes:

All announcements are subject to editing for clarity, brevity, and/or style by the UUCC Administrator. If space does not permit publication of all submissions, the Administrator will determine what should be included, with priority given to immediacy or date of event. If an announcement submitted for publication is deemed unacceptable or will not fit in the insert, the Administrator will notify the person responsible for submitting it.

Bulletin Boards

Purpose: To inform church attendees of events and happenings in the church and in the community.

Guidelines: The Bulletin Board outside the kitchen across from the bathrooms should be used to promote community events. The three bulletin boards in the entryway should be used for church related materials only. The bulletin boards on the back wall of the sanctuary should include current Board Member photos, the monthly Treasurer's Report, the most recent Board Meeting Minutes, the Ministry Objectives, and the names and photos of the pastoral care team, which is composed of ministers and lay leaders.

Submission process: Flyers or notices must be brought into the church office and given to the Administrative Assistant or put in his/her mailbox. They are then stamped with our rubber stamp and placed on the bulletin board for viewing for up to a month (or longer if the space permits) or until they are no longer pertinent.

Website (including monthly calendar)

Purpose: There are many functions of the website including welcoming visitors, explaining our philosophy and history, providing connections to the leaders of the church, broadcasting church events, and providing access to our many services. The website serves members and the larger community (including potential newcomers) by providing an attractive introduction to our church and a comprehensive guide to our current activities.

Submission process and maintenance: Material and updates for our website should be e-mailed to the Administrator at uucc@rochester.rr.com. There are no recurring deadlines; material will be posted as soon after receipt as possible. Much of our web content describes ongoing activities. Ministry leaders and other responsible persons are requested to provide timely updates (at least three times per year) directly to our web editor (Administrator) to keep the descriptions of these activities current and correct.

Editorial changes: All submissions are subject to editing for clarity, brevity, and/or style by the Administrator. Material for web pages will be formatted to conform to the "look" of the site. Flyers and standalone items will be converted to PDF format before posting. Any questions or concerns can be directed to the Administrator.

Church calendar: A calendar is posted on the UUCC Website. It is developed each month by the UUCC Administrator. Any posting on the calendar must be cleared by the Administrator. It includes current information for the month including events taking place at the church. Please review this calendar before scheduling events in order to avoid conflicts.

E-mail Alerts

E-mail alerts are sent out by the UUCC Administrator with direction from the ministerial staff and Board President. They include information concerning late-breaking news such as closings, cancellations, or a crisis affecting the congregation as a whole. This is also how the electronic Chalice, Congregational Meeting notices, etc. are sent. Privacy is respected and all sharing of joys, sorrows, crises regarding individuals must be authorized and/or requested by the member in need. Members should make use of the other social media outlets for general announcements, concerns, etc.

Social Media Connections

Purpose: To further connect and celebrate the Ministries of UUCC.

Facebook: www.facebook.com/canandaiguauu

Facebook contains information also on the website but in an interactive way with more current topics and activities. It is a place to share impressions as well as facts. This is also a vehicle for growing our presence and engaging with the public.

Twitter: @CanandaiguaUU

A useful tool to draw new people to our church by using current social topics in which UUCC is engaged.

Yahoo Announcements: uucc_announcements

Yahoo was the first electronic communication employed by UUCC. This is used for announcements and non-church related topics.

Press Releases and Advertising

Purpose: To further advertise special events either being held at our church or related to the church.

Submission process: The contact information should list the name of our church and ministry leaders as well as the person who can answer questions related to the event. The release should be reviewed by the Administrator prior to release. The Administrator will have the discretion to decide if the submission needs to be approved by The Board.

Currently, UUCC Sunday services are paid to be advertised in the *Genesee Valley Penny Saver* (which includes several editions serving a wide geographic area), under the section of "church services in the area", as well as in the *Finger Lakes Times Vacation Guide*, which is published in the spring each year. Services are also advertised for free in *The Merchandiser*, which is distributed to Clifton Springs and the surrounding area as space allows (usually 1x per month).

Joys and Sorrows

There is a time period in the worship services to present joys and sorrows in order to communicate events in our lives with our church family. Individuals may come forward at such time to share and drop a pebble in the vial of water. Congregants should be mindful of the time of our worship service when sharing. Joys and sorrows are a part of our collective pastoral care. Using this time for announcements or solicitation should be avoided.

Telephone

The phone number is 585-396-1370. There is an answering machine that is checked twice per week by the Administrator.

Church Directory

UUCC publishes a church directory which includes contact information for all members and active friends. It is available electronically and in hard copy by request. It is updated twice per year. Contact the UUCC Administrator if you would like to be added to or removed from the directory.

Board Meetings

The Board meets the first Wednesday of each month at 7:00pm at UUCC. Meetings are open to all members. If you wish to speak about a topic you should contact the Board President at least one week prior to the meeting to have your topic added to the agenda.

Communication by Video

Video recordings of church services and other events of UUCC have been made since 1994. The first intent was to have a video record of these services and events. Since 1996, the church has sponsored a program on FLTV-Cable 12 (the FingerLakes Cablevision public access station) which covers Ontario, Seneca, Yates, and Wayne counties in the Finger Lakes region called "The Liberal Religious Hour". The weekly show is on Wednesday at 6:00pm and Sunday at 10:00am on Channel 12 for those with FingerLakes Cablevision. The program is on for half an hour and the video of the service is edited to fit that amount of time. Unedited videos of all recorded services are available for loan from the church library. In the last two years (2013-2014), "The Liberal Religious Hour" has been on YouTube, as well. The keywords to search are "UUCC", "Canandaigua", and the speaker's names. Some of the shows are also available on the UUCC website under the church video section, which is located at the end of the hallway outside the restroom. Many DVD recordings are available to be borrowed by any church member or friend, and they should be returned in a timely manner, and replaced in correct chronological order.

Responsible Persons

The Chalice:	Judy Cadle (4chalice@gmail.com)
Orders of Service:	Bob Gordon (bobgordo@aol.com)
Announcement Inserts:	Kristin Keyes (uucc@rochester.rr.com)
Bulletin Boards:	Kristin Keyes (uucc@rochester.rr.com)
Website:	Kristin Keyes (uucc@rochester.rr.com)
E-mail alerts:	Kristin Keyes (uucc@rochester.rr.com)
Social Media Connections	
<u>Facebook:</u>	Kristin Keyes (uucc@rochester.rr.com) Sarah Gillespie (sarahgministry@gmail.com) Rev. Emily Hartnett Liefert (emily@rochesterunitarian.org)
<u>Twitter:</u>	Kristin Keyes (uucc@rochester.rr.com) Sarah Gillespie (sarahgministry@gmail.com)
<u>Yahoo Announcements:</u>	Kristin Keyes (uucc@rochester.rr.com)
Press Releases and Advertising:	Kristin Keyes (uucc@rochester.rr.com) and responsible person for event
Joys and Sorrows:	Rev. Marcus Liefert (marcus@rochesterunitarian.org)
Telephone:	Kristin Keyes (uucc@rochester.rr.com)
Church Directory:	Kristin Keyes (uucc@rochester.rr.com)
Board Meetings:	Kerry Graff (kerrygraff@rochester.rr.com)
Communication by Video:	Dan Brigham (dbrigham@rochester.rr.com)