

**UNITARIAN UNIVERSALISTS of
SOUTHERN DELAWARE (UUSD)**

**PROCEDURES FOR IMPLEMENTING THE
COMMUNICATIONS POLICY
December 4, 2012**

TABLE OF CONTENTS

PURPOSE.....	2
1. PHOTOGRAPHS AND VIDEOS.....	2
2. COPYRIGHT ISSUES.....	3
3. UUSD WEBSITE.....	3
4. NEWSLETTER, <i>BEACON AT THE BEACH</i>.....	5
5. FACEBOOK PAGE.....	7
6. OTHER MEDIA, PUBLICITY, AND OUTREACH PRODUCTS	9
7. PRESS RELEASES, NEWS ARTICLES, NEWS ANNOUNCEMENTS, NEWS CALENDAR LISTINGS, AND INTERVIEWS.....	11
APPENDIXES	13
Appendix 1: Quick Reference for Media Products.....	14
Appendix 2: Press Release and Article Guidelines	15
Appendix 3: Examples of Press Releases/Articles	16
Appendix 4: Public Service Announcements and Calendar Listings.....	18
Appendix 5: Photograph/Video Permission Form	19

PURPOSE

The purpose of these procedures is to provide guidelines and methods for implementing the Unitarian Universalists of Southern Delaware (UUSD) Communications Policy.

1. Photographs and Videos

1.1 When seeking permission for taking photographs or videos and using them in the media, a blanket permission announcement may be used. An oral and/or written announcement should be made at all events where photographs or videos will be taken, including church services, social activities, and church sponsored events. For example, an announcement may be included in the order of service or may be posted at the entrance for an event. A sample announcement follows.

Photos are regularly taken at our services and events and may be published in the media. Thank you for the use of your photo. If you do not wish to have your photo used, please contact one of the members of the Board of Trustees (or the person specified). We honor all requests not to use photos.

1.2 For adults, blanket permission is sufficient. However, in order to use an adult's name, verbal permission from the specific individual is recommended.

1.3 For children and minors, parent or guardian written permission for the use of photographs and videos must be obtained or be on file. For children attending UUSD children's religious education classes, the Religious Education Program Registration Form contains a permission clause for taking and using photographs of children; however, it does state, "Your child will not be identified by name."

In cases where names are needed for publicity articles such as press releases for the Cape Gazette, parent or guardian written permission to publish a child's names is required. Electronic permission is acceptable.

It is not necessary to obtain permission at each event but the photographer must ensure that each child has a permission form on file.

1.4 If people do not want to appear in a group photograph, their image must be removed or blurred by using software such as Photoshop.

1.5 Photographs in which adults or children are not identifiable may be used without permission, for example, those in which there is a view of a group from the back.

2. COPYRIGHT ISSUES

- 2.1** The person who prepares content for publication is responsible for:
- 2.1.1** Ensuring that copyrighted material is not used without permission from the copyright owner
 - 2.1.2** Obtaining written permission or a license from the copyright owner
 - 2.1.3** Including credit for the copyrighted material in the manner cited by the copyright holder.
- 2.2** When material is prepared for publication in UUSD media, copyright infringement may be avoided by editing out readings, quotations, hymns, images, graphics, logos, etc., so that only non-copyrighted material—original sermons, prayers, content, or music—is used. When necessary, references or links to copyrighted material may be used.
- 2.3** To obtain written permission to use copyrighted material, examine the book, publication, or article to determine the copyright holder or owner. Use the Internet or other resources to determine the publisher’s procedure for granting permission. It may take several weeks to secure the permission.

3. UUSD WEBSITE

3.1 Audience and Role

The UUSD website, www.uusd.org, serves the church by providing information primarily for two audiences, the public in general, and members and friends of UUSD.

3.1.1 Public

For the public audience, the website provides visitors with information about UUSD, UUA, the congregation, activities, and organization. The content, design, photographs, etc. are focused more on the public with information written primarily for a non-UU audience. The site is easy to navigate and has a menu item for “Visitors.”

3.1.2 Members

There are sections of the website that provide information for the congregation and serve as a UUSD “library” including the calendar, directory, meeting minutes, news, committee charges, policies, documents, forms, and the refreshment schedule.

3.2 Administrators

The Communications Committee is responsible for the maintenance and oversight of the website. Only the designated webmaster and administrators have access to posting and changing the website. They post all content except for the calendar, which is posted by the President of the Board of Trustees, the webmaster, or other designated party. The webmaster is responsible for layout, organization of material, monitoring of content, and posting material in a timely manner.

3.3 Contributors

Generally, content should be submitted by the church leadership, committee chairs, and other stakeholders. These “content owners” are responsible for reviewing and updating their material. The Website Administrators will also conduct reviews of all the content and request revisions a few times a year or as needed.

3.4 Content

Content should be concise and topic specific. Brief bullets or statements are preferred. Material should be written in non-UU language keeping in mind the perspective of a newcomer or visitor.

3.5 Unsuitable Content

Personal advertisements or solicitations, personal issues, demeaning critiques, inflammatory remarks, political statements or endorsements, advertisements or solicitations for non-sponsored or non-partnered UUSD events, etc. are not suitable for publication.

3.6 Photographs and Videos

Permission is required for the publication of photographs and videos. It is the photographer’s responsibility to obtain the permission. Verbal permission is required from adults, and written permission from a parent or guardian is required for children and minors. The names of children and minors shall not be used for security reasons. Further details about permissions are available in the sections of the UUSD policy and procedures that deal with photographs and videos, and privacy.

3.7 Copyrighted Material

Permission is required for the republication of any copyrighted material including text of any kind, images, graphics, logos, video, etc. The person submitting the material for inclusion on the website is responsible for obtaining permission. The UUSD copyright policy and procedures provide further details.

3.8 Submission of Material

3.8.1 Content and updates should be submitted via email to the Chair of the Communication Committee or designee.

3.8.2 The preferred format for documents for the website is Microsoft Word in Ariel font, regular font style, 11-point size, and single-spaced. Paragraphs should be aligned left with no indentation and double-spaced between paragraphs.

3.8.3 Content should be submitted three to five days prior to the desired posting date. The webmaster is responsible for posting items in a timely manner.

3.8.4 Images should not be reduced in size prior to submitting them and be as large as possible, one MB or more. They should be submitted in jpg format.

3.9 Style and Grammar Standard

The *Chicago Manual of Style* should be used as the resource guide when content is edited.

3.10 Monitoring and Evaluation

Analytics should be used as one method of monitoring and evaluating the effectiveness of the website. Surveys of members and visitors may also be used.

3.11 Funding

The Communications Committee budget includes annual payments for website hosting and the domain name. In addition, funds are included for professional services for the website when needed.

3.12 Questions and Concerns

Questions or concerns about the website should be directed to the webmaster or the Chair of the Communications Committee.

4. NEWSLETTER, *BEACON AT THE BEACH*

4.1 Audience and Role

The monthly newsletter reports information about the church and its activities. The primary audience is the congregation.

4.2 Editors

The Communications Committee is responsible for oversight of the newsletter. The newsletter editors are responsible for editing material for length, correcting grammar and spelling, and declining material that is not appropriate. They are to make every effort to include all the material that is submitted. The editor is also in charge of layout and design.

4.3 Contributors

Generally, content should be submitted by the church leadership, committee chairs, and other stakeholders. Members are invited to share their experiences, wisdom, and creativity with the congregation by submitting poems, artwork, and stories about pivotal events in their life or their spiritual journey.

4.4 Content

The information that is suitable for publication includes a listing of Sunday services; communications from the minister, Board of Trustees President, and Lifespan Faith Development Director; information about church programs and events; updates from committees and the Board of Trustees; community news; articles on topics of interest to the congregation; and announcements about activities. Articles generally should be concise, not longer than one page.

4.5 Unsuitable Content

Items such as personal information, classified ads, opinion statements, critiques, advertisements, or solicitations non-affiliated UUSD events, etc. are not suitable for publication.

4.6 Photographs and Videos

Permission is required for the publication of photographs and videos. It is the photographer's responsibility to obtain the permission. Verbal permission is required from adults, and written permission from a parent or guardian is required for children and minors. The names of children and minors shall not be used for security reasons. Further details about permissions are available in the sections of the UUSD policy and procedures that deal with photographs and videos.

4.7 Copyrighted Material

Permission is required for the republication of any copyrighted material including text of any kind, images, graphics, logos, video, etc. The person submitting the material for inclusion in the newsletter is responsible for obtaining permission. The UUSD copyright policy and procedures provide further details.

4.8 Submission of Material

4.8.1 Content and updates should be submitted via email to the Chair of the Communication Committee or designee.

4.8.2 The preferred format for documents for the newsletter is Microsoft Word in Ariel font, regular font style, 11-point size, and single-spaced. Paragraphs should be aligned left with no indentation and double-spaced between paragraphs.

4.8.3 Content is due by the 20th of each month at the latest.

4.8.4 Images should not be reduced in size prior to submitting them and be as large as possible, one MB or more. They should be submitted in jpg format.

4.9 Style and Grammar Standard

The *Chicago Manual of Style* should be used as the resource guide when content is edited.

4.10 Publication

The newsletter is proofed by a volunteer and reviewed by the Chair of the Communications Committee and the President of the Board of Trustees or designee prior to publication.

4.10.1 Upon completion of the layout and design, the Editor emails the draft PDF copy of the newsletter to a proofreader for proofing and then makes all corrections.

4.10.2 The editor forwards the newsletter to the Chair of the Communications Committee and the President of the Board of Trustees or designee for review and approval.

4.10.3 After final approval, the Communications Committee designee distributes the newsletter via email through the UUSD MemInfo Database and sends it to the webmaster for posting on the UUSD website.

4.10.4 The Communications Committee designee mails hard copies to those without email access upon request and provides several hard copies to the Membership Committee to distribute to visitors.

4.11 Monitoring and Evaluation

Surveys of members and visitors may be used as one method of monitoring and evaluating the effectiveness of the newsletter.

4.12 Funding

The Communications Committee budget includes funds for printing and mailing hard copies of the newsletter as described in item 4.10.4.

4.13 Questions and Concerns

Questions or concerns about the newsletter should be directed to the Chair of the Communications Committee.

5. Facebook Page

5.1 Audience and Role

Both a public and congregational audience use Facebook. Perhaps the most significant difference between other media used by UUSD and Facebook is that Facebook is interactive. The Facebook page provides a sense of the UUSD community and information about church services, events, and activities. It also provides an opportunity for outreach and interaction with others through “Likes,” sharing, and commenting. The UUSD Facebook page is a UUSD page not a group, minister, or person’s page.

5.2 Administrators

5.2.1 The Communications Committee is responsible for identifying at least two administrators to oversee and monitor the Facebook page. The administrators are charged with adding new content to the page at least one time per week and taking care not to over post, generally no more than three times a day. Posting regular and relevant content is key to the successful use of Facebook.

5.2.2 The administrators or the Communications Committee may provide or arrange for workshops about using Facebook.

5.3 Contributors

Facebook exists within a community of “member” users. Content and comments may be posted by the public, members of the congregation, and the administrators.

5.3 Security

Individuals should protect their own security and privacy by carefully considering what they post, and being cautious about disclosing personal details. They should be mindful of posting information they would not want the public to see, especially in emails and on Facebook.

5.4 Content

All Facebook page content should reflect the values of the UUSD congregation and be directly related to UUSD and Unitarian Universalism, respectful of the people involved, and mindful of the Seven Principles and the Covenant of Good Relations. Individuals who post content should think of their communications as if they were happening in person (face-to-face) and apply the same standards of respect.

5.5 Unsuitable Content

Contributors to the Facebook page are responsible for posting content that is suitable. The Facebook page administrators are responsible for deleting any unsuitable content from the page. Inappropriate content includes irrelevant, redundant, hateful, malicious, uncivil or disrespectful content; attacks or complaints against an individual; off-color humor and comments; private personal information or solicitations; financial solicitations; endorsements of a political candidate or party, political commentary, and content that violates Facebook's Terms of Use, code of conduct, or other policies.

5.6 Photographs and Videos

The publication of photographs and videos requires that permission be obtained from the individual depicted. It is the photographer's responsibility to obtain the permission prior to posting images on Facebook. Verbal permission is required from adults, and written permission from a parent or guardian is required for children and minors. The names of children and minors shall not be used for security reasons. Further details about permissions are available in the sections of the UUSD policy and procedures that deal with photographs and videos.

5.7 Copyrighted Material

Written permission is required for the posting (republishing) of copyrighted material, including text of any kind, images, graphics, logos, videos, etc. Obtaining the permission and including the citation is the responsibility of the person posting the material. The UUSD copyright policy and procedures provide additional details.

5.8 Submission of Material

Content may be posted at any time directly to the Facebook page or submitted to an administrator for posting.

5.9 Style and Grammar Standard

Posts by individuals generally are not edited for grammar and style.

5.10 Monitoring and Evaluation

Analytics should be used as one method of monitoring and evaluating the effectiveness of the Facebook page. Surveys of members and visitors may also be used.

5.11 Questions and Concerns

Questions or concerns related to the UUSD Facebook page may be directed to the Facebook page administrators, the Chair of the Communications Committee, and/or a member of the Board of Trustees.

6. OTHER MEDIA, PUBLICITY, AND OUTREACH PRODUCTS

6.1 Communication Products

UUSD has several other media products to communicate information to the public and to the congregation about the church, and its principles, activities, and events.

6.1.1 Weekly Email Updates

This is a short update of upcoming activities and announcements distributed to those on a dedicated email list of members, friends, and visitors. Beginning in September 2012, the UUSD Visitors form has a check-off box to request the weekly email updates and an email copy of the newsletter. As of December 2012, the President of the Board of Trustees writes a weekly update and distributes it via her email list. In the future, other methods will be explored.

6.1.2 Order of Service

The Worship Committee prepares the order of service. The greeters distribute it on Sunday mornings.

6.1.3 “All about UUSD” Booklet

The Communications Committee is responsible for developing the booklet with input from the church leadership, committee chairs, and stakeholders. The Membership Committee distributes the booklet. Copies are also placed in the church vestibule on the information table. “All about UUSD” serves as a complete overview of the church organization, programs, and activities for both members and the public who want more detailed information about UUSD.

6.1.4 Fliers

Stakeholders, committees, or event “owners” produce and distribute fliers. The stakeholders provide all the text and information. The Communications Committee is available for consultation about the design and format of the fliers. The stakeholders are responsible for identifying funds to pay for the fliers.

6.1.5 Publicity Products (brochures, etc.)

The Communications Committee in coordination with all content stakeholders develops and distributes such materials as appropriate.

6.1.6 Advertisements

The Communications Committee in coordination with relevant stakeholders may produce ads for publications such as newspapers and special edition inserts, event catalogs such as Coastal Concerts, specialized community publications such as Letters, Cheers Newsletter, etc. Ads are purchased and are generally must be submitted with the full design meeting set requirements. They are costly and UUA holds that generally ads have not proven successful for churches. Use of articles and press releases are recommended.

6.2 Content

The content of all media products should be consistent with the Seven Principles, the UUSD Covenant of Good Relations and the UUSD vision and mission. The words—Meaning, Connection, Acceptance—are in the vision statement and are featured on the top banner of the UUSD website and in the masthead of the newsletter. Incorporating the spirit of this message or even the exact language is recommended. The goal is to use a consistent logo and tagline (memorable phrase) in all media products that convey the vision and serve to identify UUSD.

6.3 Photographs and Videos

Permission is required for the publication of photographs and videos. It is the photographer's responsibility to obtain the permission. Verbal permission is required from adults, and written permission from a parent or guardian is required for children and minors. The names of children and minors shall not be used for security reasons. Further details about permissions are available in the sections of the UUSD policy and procedures that deal with photographs and videos.

6.4 Copyrighted Material

Permission is required for the republication of any copyrighted material including text of any kind, images, graphics, logos, video, etc. The person submitting the material for inclusion in a media product is responsible for obtaining permission. The UUSD copyright policy and procedures provide further details.

6.5 Consistency

The goal is to have a consistent look or brand on all media products that is representative of UUSD. The chalice logo in colors of black, white, and teal as seen on the church awning is recommended for use. The Communications Committee has jpg files with the chalice logo that may be obtained from the committee chair or webmaster.

6.6 Monitoring and Evaluation

The Communications Committee is responsible for monitoring and evaluating the effectiveness of all media products, outreach efforts, advertisements, etc. The visitor's sign-in sheet in the vestibule of the church asks visitors to give information about how they heard about UUSD. This information is reviewed by the Membership Committee, Growth and Retention Committee, and the Communications Committee to determine the effectiveness of media efforts. Another method is to ask attendees at events how they learned about the event. Surveys of members and visitors may also be used.

6.7 Questions and Concerns

Questions or concerns about media products should be directed to the Chair of the Communications Committee.

7. Press Releases, News Articles, News Announcements, News Calendar Listings, and Interviews

7.1 Audience and Role

Press releases and articles highlight major UUSD events, programs, and activities. They not only report on an event but also provide basic information about UUSD. The primary audience is the public for publicity and outreach purposes; however, such articles also provide a source of enjoyment and information for the congregation. A before-the-event publicity write-up is typically called a “press release” and an after-event write-up or report is called an “article.” The media has discretion on using our write-ups, when they are used, and where they are placed. (See Appendixes 2, 3, and 4.)

7.2 Interviews

At times, the news media may contact members directly to interview and obtain an article. Members involved in the organization and sponsorship of events are the best source. In such cases, the Communications Committee should be alerted. The reporting members should be aware of the various UUSD media policies or should contact the Communications Committee for assistance.

7.3 Responsibilities

Any member of the congregation may draft a press release, an article, announcement, or calendar listing following the guidelines provided, but all releases should be sent to the Communications Committee for review and final release to the media. The substantive material in these products generally needs to be provided by the “content owner”. The committee is charged with oversight in this area and maintains a media contact list.

7.4 Format

The *Cape Gazette* guidelines, which are provided in Appendix 1, should be used for formatting press releases and articles.

7.5 News Announcements

The Communications Committee is responsible for all announcements, calendar listings, etc. Relevant information should be provided by the stakeholder or “content owner.” It should be sent by email to the Communications Committee Chair, using a Microsoft Word document with no extra spacing or special text. Additional information about public service announcements (PSAs) and calendar listings is provided in Appendix 3.

7.6 Photographs

7.6.1 Format

The news media prefer articles and press releases with one good photograph of people. The *Cape Gazette* photograph requirement is used: photographs must be sent electronically as jpg or tiff attachments in 72 dpi and 4x6 size.

Photographs are usually not published by the media unless the full names of individuals in the photograph are provided. Names should be listed in left to right order.

7.6.2 Permission

Permission is required for the publication of photographs. It is the photographer's responsibility to obtain the permission. The person preparing the article for publication is responsible ensuring that permission has been obtained. Verbal permission is required from adults, and specific written permission is required from a parent or guardian for the names of children and minors to be published. Further details about permissions are available in the sections of the UUSD policy and procedures that deal with photographs and videos.

7.7 Copyrighted Material

Permission is required for the republication of any copyrighted material including text of any kind, images, graphics, logos, video, etc. The person submitting the material for inclusion in the article is responsible for obtaining permission. The UUSD copyright policy and procedures provide further details.

7.8 Timeframes

The media requests that calendar items and announcements for weekly PSA's be submitted two weeks (14 days) in advance due to their printing and distribution schedules. Press releases and articles require three weeks to a one-month notice.

APPENDIXES

APPENDIX 1: Quick Reference for Media Products

APPENDIX 2: Press Release and Article Format

APPENDIX 3: Examples of Press Releases / Articles

APPENDIX 4: Public Service Announcements & Calendar Listings

APPENDIX 5: Photograph Permission Forms

Appendix 1: Quick Reference for Media Products

Media / Product	Format & Content	Due	Person & email
Website – All Articles, Updates, Photos	Submit by Email, text in Word, Ariel 11 Font, single spacing. Photos in jpg min. 1 MB. Photographers obtain permission per UUSD policy & procedures. Also see Content guide.	Updates by all content owners min. 2 times a year, in Jan & July or whenever changes or new events occur	Kathy Idziak Communications Chair kidz@comcast.net
Website – Calendar	Submit by Email	As soon as known	Jean Charles Board Co- President Jcharles24@gmail.com
Newsletter – All Articles, Announcements, Photos	Submit by Email, text in Word, Constancia 11 Font, single spacing. Photos in jpg min. 1 MB. Photographers obtain permission per UUSD policy & procedures. Also see Content guide	20 th of each month	Kathy Idziak Communications Chair kidz@comcast.net
Facebook	Self posted or send brief text Submit in Word, Ariel 11 Font, single spacing. Photos in jpg min. 1 MB. Photographers obtain permission per UUSD policy & procedures. Also see content guidelines. Administrators oversee content.	Immediate info and sharing about UUSD & related topics & sites	Self posted or send to administrators Peggy Smith peggyeutemarksmith@gmail.com or Kathy Idziak Communications Chair kidz@comcast.net
Weekly Email Update	Submit by Email. Sent every Sunday or Monday	By Thursday of every week the latest	Jean Charles Board Co-President
Order of Service Announcements	Submit by Email. Simple font, single space.	By Wednesday of every week	Jean Charles Board Co-President Jcharles24@gmail.com
Press Releases News Articles	Submit by Email. See instructions in Appendix 3	3 weeks to 1 month lead time	Kathy Idziak Communications Chair kidz@comcast.net
PSA's Calendar Listings	Submit by Email. See instructions in Appendix 4	2 weeks lead time	Kathy Idziak Communications Chair kidz@comcast.net

Appendix 2: Press Release and Article Guidelines

The Communications Committee uses the *Cape Gazette* guidelines for press releases and articles we submit to our media list. The substantive material in these products is generally the responsibility of the “content owner” and the Committee reviews and assists as needed. Appendix 3 contains more details and examples to follow.

DO

- Do put the basic who, what, when and where information in the first paragraph.
- Do follow up with why, to give the reader a reason to read further and be persuaded to attend your event.
- Do conclude with cost, registration information, and deadline, if applicable, and contact information such as a website, email, or phone number.
- Do include the names of all people in photographs. The Cape Gazette does not publish photographs of people who are clearly identifiable unless the photograph caption includes all the names of the people in the picture; first and last names must be included, and include titles if applicable.
- Do write the release in third person (do not use words like “I,” “you,” “our,” “we’re,” etc.).
- Do send text files in Microsoft Word or cut and paste in the body of an email.

DO NOT

- Do not submit a flier, list, poster, etc. All press releases must be in narrative (paragraph) form.
- Do not submit a photo via fax; photographs must be sent as jpg or tiff attachments; send 72 dpi and 4x6 size.
- Do not submit photos as files embedded in text documents.
- Do not format text documents: do not use boldface, italics, colors, more than one column, etc.
- Do not send PDF documents.
- Do not write in all capital letters; use sentence-case style.

Note: The Communications Committee is responsible for sending articles and press release to the media as well as photographs. See UUSD Policy and Procedures for use of photographs and names.

Appendix 3: Examples of Press Releases/Articles

- Articles and press releases do not have to be lengthy, but should follow the *Cape Gazette* guidelines, be “heartfelt” and personal as well as report on the event and include some information about UUSD.
- For special events, a contact name with a telephone number and email address is needed. The UUSD website link should always be included.
- Press releases and articles should be sent to the Communications Chair to review and distribute and need a three-week to one-month notice. Write-ups should be in word, Ariel 11 font. The substance should be provided by the “content owner” and the Communications Committee will assist as needed and review and submit to the media.
- Photographs add a lot and need to list the names of those in the photos. It is best that photos be of people. See the UUSD photograph policy and procedures on obtaining permission.
- The media has the discretion on using the material sent to them and at times, makes modifications. There is no guarantee that the media will include the press release or article or where it will be placed.

Flower Unity at Unitarian Universalists on June 10

On Sunday, June 10 at 10:00 a.m., the Unitarian Universalists of Southern Delaware (UUSD) will host a unique ceremony inviting everyone to bring flowers to celebrate our connection to the community. UUSD is located at 33739 Marsh Road in Toddy’s Business Complex in Lewes.

Referred to as a flower unity or communion service, people are invited to bring a flower and place it in a shared vase. At the end, each person brings home a flower other than the one he or she brought. The significance of this ceremony is that as no two flowers are alike, so no two people are alike, yet each has a contribution to make. This serves as a statement that our community would not be the same without each and every one of us.

This year the UUSD children planted a flower garden and will participate in this festive service that celebrates both the earth’s beauty and humanity’s oneness. Its simplicity and universality makes it meaningful for children as well as adults.

Reverend D. Michael Smith, UUSD minister, indicates that Dr. Norbert Capek (1870-1942), founder of the Unitarian Church in Czechoslovakia created this ceremony. He introduced this special service in June 1923 as a symbolic ritual that would bind people more closely together. His wife brought the tradition to the U. S. in 1940. Rev. Smith noted that the need to bind all traditions is especially important in today’s world of division and divisiveness. Just as Dr. Capek turned towards the native beauty of his countryside for natural elements of unity and a reminder of our connection to the earth and each other, we in Lewes will do the same.

The use of flowers as a gesture to express love, care, and esteem is a way, today and throughout history, to express our connection and relationship going beyond mere words. Sending or placing flowers at times of both loss and celebration provides a connection that instantly touches our hearts and joins us to each other.

UUSD is a welcoming congregation that provides a liberal spiritual home for people of all faiths valuing diversity and social and environmental justice. Contact UUSD at 302-645-6334 or visit the website at www.uusd.org. Follow the link to Facebook.

Unitarian Universalists to host vocal workshop Oct. 6

A one of a kind Vocal Workshop, *Finding your voice, Finding yourself*, is being sponsored by the Unitarian Universalists of Southern Delaware (UUSD) on Saturday, Oct. 6, 9:00 a.m. – 11:30 a.m. UUSD Music Director, Marcelle (Marcie) Schiff will present the workshop.

Participants will explore the physical, cultural, and emotional influences that contribute to their speaking and singing voices. Marcie states that through an understanding of all these factors, we can free our voices so they can serve us in more expressive ways.

This is a special opportunity open to anyone having an interest in learning more about their voice. A small donation of \$5.00 is requested.

Marcie teaches voice and music education methods at the University of Maryland Eastern Shore, holds a Master of Music degree from Westminster Choir College of Princeton NJ and is in her dissertation phase of Doctoral work at Boston University.

Music and the spoken voice are an integral part of the UUSD experience and our choir has risen to new heights in expressing our diversity and in welcoming all traditions. UUSD is an inclusive religious community that celebrates and nurtures the search for meaning, connection, and acceptance.

UUSD is located at 33739 Marsh Road in Lewes off Wescoats Road in Toddy's Business Complex. Visit www.uusd.org for more information. For details on the Workshop, contact Marcie at msnagoski@gmail.com

Appendix 4: Public Service Announcements and Calendar Listings

- **Guidelines:** Use the third person and just give the facts—under a title, list who, when, where, what (brief description), contact name/number and the UUSD Website.
- The “content owner” writes the substance and needs to send it to the Communications Committee Chair at least two-weeks before the event. The Committee is available to assist and also reviews all submissions. The Communications Committee maintains a media contact list for distribution.
- The write-ups should be in Word, Ariel 11 font, no attributes, and single-spaced. Photos are not included in Public Service Announcements or Calendar Listings.
- **Public Service Announcements (PSAs):** Usually our PSAs are for Sunday services and in the *Cape Gazette* are printed in the Friday edition, Faith & Spirituality section under Religious Notes. It is noted that other religious groups have posted workshops, programs, and events in this section as well.
- PSAs announcements are brief write-ups—generally from 50 to around 150 words and announce upcoming services and events.
- **Calendar Listings:** These are very brief and simple notices of specific events and follow the same guidelines and timelines. They include a date title listing, the title of the event, time, location, a few sentence description, contact person with the name/number, and the UUSD website link. Generally, they are from about 20 to about 60 words, at times shorter or up to 75 words.
- In the *Cape Gazette*, the listing appears by date in the Community Calendar in the Tuesday and Friday editions

Sunday Service Public Service Announcement Example

Unitarian Universalists to meet Sept.23

The Unitarian Universalists of Southern Delaware, a religious community, meets at 10 a.m. Sundays, at 33739 Marsh Road in Lewes off Wescoats Road in Toddy's Business Complex. On Sunday, September 23—“Renewing Our Covenant”: The days following this Sunday mark the High Holy Days of Yom Kippur which, on the Jewish calendar, mark the Days of Awe. This is a time of amending ones behavior and seeking forgiveness for wrongs done against God. Reverend D. Michael Smith takes this concept to review our congregational covenant of right relations and to renew this covenant with one another as we begin the work of the new church year. More than this, though, is the lesson of the covenant not only within the church community but the greater community around us. Visitors are invited to join in refreshments and conversation after the service. For details, call the church office at 302-645-6334 or visit uusd.org.

Calendar Listing Example

Saturday, Oct. 6

Vocal Workshop, Finding your voice, Finding yourself, 9 –11:30 a.m., Unitarian Universalists of Southern Delaware (UUSD) Church, 33739 Marsh Road at Wescoats. Conducted by Marcie Schiff, UUSD Music Director. Participants will explore the influences that contribute to our speaking and singing voices. Open to everyone. \$5.00 donation. Contacts: Marcie at msnagoski@gmail.com or 302-645-6334 or www.uusd.org.

Appendix 5: Photo/Video Permission Forms

- Permission for use of photos/videos is required per UUA guidelines. For adults, UUSD primarily uses verbal blanket permission by simply making an announcement before taking photos to obtain permission for usage and a notice in the Sunday Order of Service.
- For minors, written permission is required (only one time, not for every event). For children in our religious education programs, the registration form contains a permission clause. For other circumstances, we will have a permission form available at the Church.
- Draft Photo and Video Release forms for both adults and minors for use when necessary follow.

Unitarian Universalists of Southern Delaware (UUSD) Photo and Video Release Form Adults (over 18)

I hereby consent to and authorize the use and reproduction, in print or electronic format by UUSD or anyone authorized by UUSD, of any and all photographs and videos of me that will be or have been taken for any publicity purpose, without compensation. I also agree to have my name used where necessary for publicity purposes. I hereby acknowledge that I have read and understood the terms of this release.

Name Printed: _____

Signature: _____

Date: _____

**Unitarian Universalists of Southern Delaware (UUSD)
Photo and Video Release Form
Minors (under 18)**

I hereby consent to and authorize the use and reproduction, in print or electronic format by UUSD or anyone authorized by UUSD, of any and all photographs and videos that will be or have been taken for any publicity purpose of my child(ren), without compensation. I also agree to have names used where necessary for publicity purposes. I hereby acknowledge that I and have read and understood the terms of this release.

Printed Names of Children:

_____	_____
_____	_____
_____	_____
_____	_____

Parent/Guardian Name Printed: _____

Signature: _____

Date: _____