



# Unitarian Universalist Church of Santa Clarita

PO Box 800028 ♦ Santa Clarita, CA 91380  
www.uuofscv.org ♦ 661-254-7866 ♦ (Toll Free) 888-671-8951

## Policy for Church Newsletter

### **Purpose:**

The church newsletter is the primary medium the church uses to share information among our members. The newsletter also promotes membership to our visitors. Our newsletter presents the church in an attractive, exciting manner and provides necessary information that encourages participation in church activities. The guiding mission of the newsletter is to advertise our church as a lively, positive, and influential spiritual community.

### **Policy:**

The name of our church newsletter is *The Flame*.

The Newsletter Editor is appointed by the Communications Committee.

#### 1. Editorial Content:

##### Highest priority:

- Publisher's box (including church name, address, email, minister's name and email and submission guidelines)
- Communications from the minister
- Information about Sunday services
- Information about religious education programs and classes (all ages)
- A church calendar listing events in the life of the church for the coming month.
- Information about all-church functions, e.g., pledge drive, congregational meetings

##### Secondary priority:

- Communications from the Director of Religious Education
- Communications from the Music Director
- Communications from other staff, the Board, and church teams and committees
- Announcements of SCV Interfaith Council programs.

##### If space permits:

- Positive news of church members' special events and achievements
- Cluster, district and denominational news
- News and announcements concerning activities of organizations of particular interest to the church or its members
- News reports and pictures of recent events in the life of the church

Advertising is currently not accepted for the newsletter.

Contact information is an important part of any article announcing church events. Church created e-mail aliases will be used when possible, or a member's personal address, phone number or email addresses with that person's permission.

Persons appearing in pictures will be identified at the discretion of the editor with special care concerning children's privacy issues.

The Newsletter Editor (alone or in cooperation with an editorial board) has the right to set submissions deadlines, edit material that is too long or that contains incorrect grammar or spelling, and to decline material that is not in keeping with this policy. Every effort will be made to be inclusive. Any member may submit story material directly to the Newsletter Editor or through use of a form created for that purpose.

## 2. Distribution:

The newsletter is distributed monthly electronically to all church members, to church visitors, and to the PSWD District office. UU churches and any other person or organizations may request to be on our distribution list. There is no charge for an electronic subscription.

Church visitors who do not provide an email address will receive by mail a complimentary printed copy of the newsletter for 6 months.

Printed copies of the newsletter can be mailed to any church member who requests this service, free of charge. For non-church members there is a small charge, set by the Communications Committee, to cover costs. UUSCV Guest Relations manages our subscription list.

Newsletter subscribers may unsubscribe at any time through a contact printed in the newsletter.

Printed copies of the current edition are available at the welcome table and posted on the bulletin board available Sunday mornings.

An electronic copy of the current newsletter is posted on our website available for download.

Questions about the newsletter should be referred to the Newsletter Editor. Questions about this newsletter policy should be referred to the Board of Trustees.

Approved:

Date: