Cary United Methodist Church

Publication and Digital Media Guidelines

Drafted January 15, 2016

Cary United Methodist Church Believes that our "Open Door" newsletter is a witnessing tool. With that in mind, anyone is welcome to submit an article for the "Open Door". Our highest priority is the Christian content and to strive for accuracy. The newsletter can be an opportunity for us to tell stories of what God is doing, celebrate important developments as a community, teach about the Christian faith and practice spiritual formation. These guidelines have been written to help us use this resource most effectively to make disciples of Jesus Christ for the transformation of the world.

The purpose of our guidelines is to provide clarity and consistency to Cary United Methodist Church's newsletter (printed materials, website, videos and other media materials). These guidelines have been established for your use when writing on behalf of the church. Please note that even if all guidelines are met, the church office reserves the right to edit due to content or timeliness.

What do I include in my article?

•Write not only about things that will happen but write about the good things that have happened in the past month. Sample questions to answer:

> How are our members serving, forgiving and reaching out to others?
> What did God teach those who participated?
> How is God calling us to be the church?
> What was discussed during the team meeting?

• Refrain from using phrases like "we need help" or "please volunteer." Instead, share about the need and why the particular ministry is needed. Use phrases like, "we have an opportunity to serve" and "we invite you to participate." We are the body of Christ. We are called to respond to God's love with our prayers, presence, gifts, service, and witness.

•Add photos. Make sure that you have the permission of the people in the photos, unless it is public domain.

•Make sure to have permission of the original author for quoted or copied text.

Terminology

• When referring to the church, always use **Cary United Methodist Church** for the first reference. On subsequent reference, you may use CUMC.

• The address of the church should be shown as **500 North First Street, Cary**. Add Illinois when communicating outside the immediate area. Inclusion of the zip code is optional. Spell out "First" and do not abbreviate words.

• The church's phone number should appear as **847-639-7627**. Always provide the area code. Use dashes, in the listing.

• The church's web address should be shown as **caryumc.org**. You may omit "www" preceding the web address.

• Every newsletter, postcard, flyer, mailer, etc. must include the name of the church (Cary United Methodist Church) or the logo. Exception to this may be made on a case by case basis.

• If using an acronym for a program or group, make sure to spell out the name on the first reference. Example: Vacation Bible School (VBS).

• When referring to the entrance area near the Sanctuary, use Welcome Center.

• When referring to the entrance area near the office, use Lobby.

• When referring to rooms, use the wing name followed by a coma then the room number or letter. Do not abbreviate "Room" with RM. Do not abbreviate the "Fellowship Hall" with FHall.

> Examples:

> > Library
> > Choir, Room 204
> > Fellowship Hall, Room A
> > Wesley Wing, Room 102
> > Youth, Room 112

• Use "email" not "e-mail." It is not necessary to capitalize either the "E" or the "M" in the word unless, of course, it begins a sentence.

Event Reminders

When submitting items for a bulletin, flyer, newsletter, mailer, press release, etc. please try to give all the details needed. Do not assume pre-knowledge on the part of the reader. Use the following as a guideline (everything may not apply to your submission):

1. Have you included the four W's: Who, What, When and Where?

2. Is there a specific audience for the event? If so, is that audience specified?

3. Are reservations, registrations or sign-ups required? How? Where? Deadlines?

4. Where and when are donated items to be delivered?

5. Is there a fee involved? How much? How and to whom can payments be made?

6. Whom do they contact for more information? What is the contact information (email, phone number)?   People may know the Pastors and how to contact them, but not everyone may know who Sarah Doe the chair of the Missions Team is.

7. Is there a logo or graphic to be included if space permits?

Numbers, Dates, Amounts, and Times

• In most of our materials (especially in time-specific ones such as weekly bulletins), the year should not be included after the month and day.

• Include the day of the week along with the date (e.g., use "Wednesday, May 7" instead of simply "May 7"). Do not force the reader look up the day of the week.

• Do not use "th,", "nd," or "rd" as part of the date (e.g., use "Wednesday, May 7" instead of "Wednesday, May 7 th" or "Saturday, May 3rd.") You can use is in the case of, "Joe won 1st place!"

• For even dollar amounts, do not include the cents or decimal point (e.g., use $5 rather than $5.00).

• When indicating times of day, use lower-case am and pm with no periods separating the letters and no space between the number and am or pm. For on-the-hour times, drop the zeroes to save space (e.g., use 6pm rather than 6:00pm). When indicating a range of times, use a hyphen with no spaces to separate the two times (e.g., use 5-7:30pm rather than 5 to 7:30 pm).

Other Miscellaneous Items

• Use the words God, the Lord, the Holy Spirit or the Messiah rather than a pronoun when possible to portray an all-inclusive God (e.g., "With God, all things are possible." Not "With Him, all things are possible")

• Scripture references in text are generally to be pulled from the New Revised Standard Version (NRSV) Bible or the Common English Bible (CEB). If another version is used, give the standard acronym for that translation in parentheses after the reference.

 • The church logo is available on the church website under Newsletters. Be careful not to stretch or warp a logo's dimensions when including it in print or web communications.

• Whenever possible, use photos of actual Cary United Methodist Church attendees in print or on the web instead of stock photos. Authenticity is important! Remember to acquire permission as appropriate.

• Submit Newsletter articles in Microsoft Word or Publisher. A template is available under "Newsletters" on our church website.
• Make sure to add you ministry team name.

Deadlines:
Newsletter: 20th of each month
Bulletin Announcements: 9 am Monday of the week published.
Sunday Power Point Announcements: 9 am Thursday of week published.