

# Provincetown UUMH Communications Guide

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## A Guide for Our Meeting House Members and Friends about How Best to Share Your Own and/or Your Committee's News

We have several great ways at the Meeting House to communicate and share your news with one another *and* with the rest of the world (your own news & views, important events, needs, opportunities, and happenings) - and each of these ways serves a slightly different purpose. Following is a run-down of options, including resources, from your Communications Team:

### ***Part I- Promoting events within the Meeting House community***

***Printed Announcements:*** Some events that we host are pretty much just for our members. It's important that folks scheduling meetings or events at the Meeting House use the scheduling request forms (on the wall just outside April's office) and also to *see* April before assuming that space is available and something can be added to the monthly calendar. We need to follow this procedure to avoid conflicts and unhappy surprises. You're encouraged to use the bulletin boards, the Newsletter, the Sunday bulletin, the website, UUMH listserv, and April's email list to get the word out. For Sunday service announcements, we ask you to share any church-related news with the congregation by submitting a *printed announcement for our weekly Order of Service* to April by the previous Thursday morning at the very latest ([info@uumh.org](mailto:info@uumh.org)). Don't forget important details like who, what, when, where, and how. This is the best way to share news about UUMH events, donations, collections, volunteer opportunities, etc.

***Printed Event Posters, etc.:*** We have no official resource for designing printed material for events, but we do have several skilled, talented members who are willing to be asked. Ask Rev. Kate, April or any one of the Communications Team for suggested names of members.

***Spoken Announcements:*** We recognize that on occasion a spoken announcement on Sunday could be vital to promote some church efforts. If you think something needs extra attention brought to it (like our stewardship drive!), please see Rev. Kate to arrange this.

***Candle of Gratitude:*** Each week we light a candle of gratitude for someone (or a group of someones) in our Meeting House community who has given of their time and energy to make our church and world a better place. If you know of someone who should be thanked during our service, contact Rev. Kate or April during the week.

***Candles of Joy and Concern:*** On Sundays we invite you to light a candle and share with our community the heart-felt celebrations, hopes, sadness and losses that you are holding in your heart and that we as a spiritual community can help you to hold. This really isn't a time for political statements or announcements, but rather a sacred spiritual practice for strengthening our connection to one another. We also have a table to the right of the pulpit where you can light a silent candle at any time during the service. There is a journal there to record your thoughts and prayers.

***Display Boards or Tables for Coffee Hour:*** Remember making posters for your student-council campaign in the fifth grade? Markers and glitter still work! If you need volunteers for an event or want to get the word out about something, talk with April in the office about setting up a table or display board at coffee hour. We also have an entire bulletin board for sign-up sheets right outside the office in AB Hall.

***Using the UUMHFolk Email List\*:*** If you need to get the word out mid-week about an event, need, or opportunity, consider emailing via the UUMHFolk list, which reaches most but not all of our members ( [uumhfolk@uumh.org](mailto:uumhfolk@uumh.org) ). Please respect everyone's full inboxes and use your best judgment about what is appropriate. Remember to *reply to the individual sender* and not to the whole list - unless you feel it is important to reply to all. If you are not currently on the UUMHFolk list, but would like to be, sign up in the office.

***The UUMH Facebook Page:*** The UUMH Facebook page is a great way to communicate with folks from all over the world who *'like' the Meeting House*. You can share your photos of the Meeting House and special events, and pass on insights others might find enriching. Please ask your Facebook friends to 'like' us, too, so we can keep our online social presence growing! [www.facebook.com/uumhptown](http://www.facebook.com/uumhptown)

***The Meeting House News:*** Our monthly UUMH e-newsletter is our resource for worship news, regular columns, individual reflections, poetry, photos, committee updates, and announcements /reminders about congregational and town-wide meetings and events. It is also one of our resources for outreach and connection on the Outer Cape and with our seasonal or long-term far-away friends around the world. For immediate announcements, or for very lengthy ones, it's best to use the UUMHFolk email resource described above. But for monthly news etc, send your items for the MHNews to [meetinghousenews@gmail.com](mailto:meetinghousenews@gmail.com). The MHNews is published each month except in August (the July issue is the "Summer Edition"). Deadline for accepting your items is the 20<sup>th</sup> of each prior month, but the sooner your material is received, the more assured you can be of its inclusion, placement in the layout, good editing, etc.

***A Note About Composing Your Announcements, Blurbs, etc:*** It's an enormous help to all of us - worship hosts, Office Administrator, newsletter editor, managers of our website and Facebook page - if you write up a print-ready announcement to submit, rather than asking them to "please include a blurb about..." We may need to edit or pare down as space allows, but writing up announcements as you would like them to appear is the best way to make sure the information we pass on is accurate.

## *Part II - Promoting events to those outside the UUMH community- THE UUMH MEDIA RESOURCE GUIDE:*

Some events that we host are pretty much just for our members. But frequently our events are appropriate to promote to the whole community. Remembering that many of us first entered the building for something other than a Sunday morning service, it's important that we also effectively promote these events beyond our walls. This guide will help with that process.

*Press releases* are very important. They can help get your event added to event listings, get your event posted as a short news item (many publications will simply copy whatever you send and print it), or perhaps even get a reporter or editor interested in writing a feature article about your event. Your press release should be sent by email approximately three weeks before the event. [Things sent before that tend to get lost, and things sent after that are unlikely to get posted.] For events of interest only to folks in Provincetown/Truro/Wellfleet it's recommended that you send press releases to:

*editor@provincetownbanner.com / gail@ptownchamber.com / info@womr.org /  
info@provincetowntv.org / info@ptown.org / ewa@iamprovincetown.com  
theyearrounder@wildglobe.com / capeweek@capecodonline.com / news@capecodonline.com  
chottle@provincetown-ma.gov / CelebrateProvincetown@gmail.com /  
joan@provincetown.com.*

To add your event to the **iptown app** find the form at  
[provincetowntourismoffice.org/forms.aspx?fid=71](http://provincetowntourismoffice.org/forms.aspx?fid=71)

And depending on the event you might also want to send to  
*artseditor@provincetownbanner.com / Jeannette@customline.com* (Arts Week at WOMR) /  
*psa@dunes102.com / rebeccaalvin@provincetownmagazine.net* or contact the "*Truro  
eNewsletter*" at 508-349-7004

If the event has appeal to folks who live south of Wellfleet you can send things to Jon Arterton at *jon@jonandjames.com*. If it's appropriate, he can forward your event to over 150 press contacts all over the Cape. Be aware that follow-up phone calls are often helpful in ensuring that events get publicized.

### *Format of press releases...*

The "subject" of email should briefly state name of event and date – ie. *Talent Show at Provincetown's UU Meeting Hose – 6/19/13*

At the top of the release there should be a line with this kind of information... i.e. *For immediate release... 5/24/2013 ... contact Marvin Pagan at 508-487-0000 ... marvinp@comcast.net*

If it's appropriate, send a photo as an attachment, and/or include the phrase "Photos available on request."

It's good to succinctly state the pertinent information at the top – for example:

*The UU Meeting House's Annual Talent Show*  
*Monday, June 19, 2013*  
*7:00 PM*  
*UU Meeting House, 236 Commercial St., Provincetown*  
*Free Admission. Desserts and coffee will be served.*

This should be followed by a description – for example:

*The Annual UU Meeting House Talent Show (lovingly called the “Talent/No Talent Show” by some) has become a Provincetown tradition in the last few years. People from all over the Outer Cape flock to the historic Meeting House to be entertained by some of the town’s most talented and eccentric acts. This year’s lineup includes a flying trapeze act, a whistling monkey and a meatloaf juggler. The show is free and dessert and coffee will be served. The entire community is invited and a good time for all is promised! For more information, contact Marvin Pagan at 508-487-0000 or marvinp@comcast.net.*

It’s customary to put the following at the end of the release so that they know that they got the whole message.    - 00 -

***Other places to publicize your events:***

You have to manually input your information at these sites but it’s worthwhile doing:

**Cape Cod Times:**

<http://www.capecodonline.com/apps/pbcs.dll/section?category=ENTERTAIN12>

**WOMR events:**

<http://events.publicbroadcasting.net/womr/events.eventsmain?action=submitEvent>

**Local Cape Community TV:**    <http://lowercapetv.org/community-bulletin-board-3/>

WOMR will broadcast a 60” recorded public service announcement of some events. Matt Dunn sometimes will assist people in making such recordings at the station.

DUNES 102 radio will also broadcast 30” announcements of community events.

Call **508-413-2055**.

**Posters** are also very important. Try to keep the information brief – keeping removing information that is not really necessary. You want people to get the important information into their heads. Posters should be placed in the MH marquee and other spots around town – most especially at the Post Office (leave the poster with folks at the windows), Seamen’s Bank and the Stop and Shop. Be aware that posters frequently get taken down and/or covered over quickly at the Stop and Shop so you have to check every three days or so especially in season. Lots of other businesses in town have places where you can put up posters - 141 Bradford St., Far Land, Joe’s Coffee, Wired Puppy, and Tedeschi’s for example.

**Facebook** also reaches lots of people in the community. If you would like an announcement of your event to be posted on our UUMH Facebook page, send it to ***communications@uumh.org*** - and remember that you can also post events on the widely read Provincetown Community Space page: ***http://www.facebook.com/groups/provincetowncommunityspace***. If you're inexperienced with Facebook and need assistance, also ask James at ***communications@uumh.org***.

***Our UUMH Website @ uumh.org*** is a good resource for finding past sermons, links to donating to the UUMH via PayPal or credit card, past issues of our Newsletter, and our Events Calendar.

### ***Part III - More About Our Newsletter - "The Meeting House News"***

Our MHNews Team presently consists of an editor, a writing team composed of members who contribute one or more items per year (reflection, commentary, book review, etc), and regular feature-contributors like Rev. Kate, the Pastoral Care Team's "Among Ourselves," an Interview, a personal-faith view called "This I Believe" from one of our members, Social Action updates, and occasional other feature contributions. Feel free to suggest new ideas for the News at any time! And be sure that you are on the MHNews subscription list!

You can be a very casual or very regular member of the MHNews Team simply by contributing any one or more of the following JUST ONCE A YEAR! Our team meets 2 times a year, and attendance is both welcomed and optional for occasional contributors. As always, we can't promise to use everything - but we do need *SOMEthing* from ourselves. We strive to use almost everything, and offer editing help as needed. Deadline for each month's issue is usually the 20<sup>th</sup> of the month before, although it's vital to our layout work if, even if your offering is not ready until nearly the 20<sup>th</sup>, you let us know well in advance that you plan to send it in, so we'll know to save the space. Please don't be shy! We're all amateurs, yet we've created a newsletter that's become the envy of UU congregations and other newsletter-making groups across the country.

Optional member-offerings for the newsletter - minimum of once per year is encouraged:

- write a reflection/story/memory about something important to you
- write a review of a book or film you've seen
- write a news summary of an issue of importance to you
- write something of importance to you about our UUMH or being a UU
- write something about Ptown or UUMH history
- send in a photo of your art
- send in a nature/people/town photo you've taken
- offer to be on-call for helping with the MHNews (local delivery/Sunday front-door distrib)

## ***\*Policy For Using Our UUMH Listserv - "uumhfolk"***

### **POLICY STATEMENT**

UUMHfolk is the Electronic Mailing List of the UU Meeting House of Provincetown. It is a community forum for members and congregants of the Meeting House to share information and views on topics of interest. Membership is by approval.

### **SCOPE**

UUMHfolk is a resource for members and friends of the UU Meeting House of Provincetown. It provides a quick way to distribute news and information about events occurring within the church, in the community, and on topics of general interest.

### **RESPONSIBILITY**

The Communications Team is responsible for policies governing the use of the UUMHfolk mail list.

### **DEFINITIONS**

***UUMHfolk*** - The name of the Electronic Mailing List.

***Moderator(s)*** - The person or persons responsible for maintenance and management of the UUMHfolk Electronic Mailing List. Moderators are members of the Communications Team.

**UUMHfolk membership** - Anyone who expresses an interest in the work of the Meeting House may apply for membership to the list. This includes, but is not limited to members, friends, others in the community who are interested in the church, ministers of other churches as well as visitors to the Meeting House. Visitors to the UUMH website may request membership. Membership is approved by the moderator(s).

### **GUIDELINES**

UUMHfolk is an un-moderated list. This means that all messages published on the list are not reviewed prior to distribution. Any member of the list may send a message for distribution. All messages posted to the list must meet the conditions of appropriate use detailed below

1. Anyone who expresses an interest in FPC may apply for membership to the list. This includes, but is not limited to members, friends, others in the community who are interested in the church, ministers of other churches as well as visitors to the website who may subscribe.
2. A moderator must approve membership
3. Anyone applying for membership must provide their name and if requested their reason for their interest in being a member of the list.
4. List members may be removed from the list by the list Moderator.
5. Messages should pertain to UUMH activities or information about events or issues which are likely to be of general interest to the list membership.
  - a) Examples: Reminders of general church meetings; announcements regarding church fund raising activities; committee calls for volunteer help; announcements of denominational news or events such as GA or district meetings; reminders about other church activities that involve a significant number of members;
  - b) Other items not about church business that may be of interest to many members may be posted. Examples: An announcement regarding a social action project;

information about community events that would be of significant interest to members; information about a project sponsored by the Meeting House.

6. Messages that should not be posted to the UUMHfolk list.
  - a) Postings endorsing specific political candidates should not be distributed.
  - b) Announcements that are primarily commercial in nature should not be posted.  
Examples: Announcement of the opening of a business; Advertisements for businesses.

#### **MESSAGE FORMAT**

1. Announcements should be succinct, well-organized, and polite;
2. Announcements should include a concise description in the subject line.
3. If a reply to a posting is requested it is preferable to list the sender's email address in the body of the message and request replies be directed to the sender.