UUCC MAJOR COMMUNICATION PUBLICATIONS

COMMUNICATIONS WORK GROUP: PUBLICATIONS CHART, February 18, 2018

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| **Item (What)** | **Scope/Target (Why)** | **Timeline/Process (Who/How)** | **Published (When)** | **Distribution**  |
| Calendar | Provides information about usage of space and events for the newsletter, Sunday announcements and E-Blast.Internal/External | *Before event is publicized and with changes*.*admin@augustauu.org*Space is available on a first request basis. | As confirmed. | On the UUCC website (<http://www.augustauu.org/calendar-and-communications/>)  |
| Newsletter *The Flaming Chalice* | Activities of minister, leadership and various groups, events and items of interest to UUCC. Covers *the month*, some notices for future events, space permitting.Internal, External | Items due 3rd Monday to newsletter@augustauu.orgEditors work with Office Administrator. | 4th week of the month, from office. | Distribution: Members, friends, visitors via e-mail or mailed when there is no e-mail. Also available on the web, in the church vestibule.*Note: This is the widest distribution of our communications*. |
| *E-Blast* | Church-related meetings and events *Wednesday through the next Sunday (12days)*, and notice of future items in the next 30 days, space permitting. Internal | Wednesday 9am to admin@augustauu.orgMay be sent at other times as needed for urgent, time-related items. | E-mailed to members, friends, visitors late Wednesday afternoon | E-mailed to members, friends, visitors. Phone Tree may be used, as needed. |
| Sunday Announcements | Church-related events *Sunday through the next Sunday (8 days)*, and notice of future items, space permitting.Internal, External | Items due Thursday 9am to admin@augustauu.org | Sunday order of service | Printed copy in the Sunday Order of Service. Posted on website the following Tuesday |

See Communications Cycle on reverse side.

COMMUNICATIONS CYCLE

Based on the Communications Work Group Publications Chart, following is a way to maximize a communications *process*.

*The Flaming Chalice* (Newsletter)has the broadest communication. Getting

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| Cycle | Example |
| **Calendar**: Determine the date of event. Get it onto the Calendar. 1) Notes the space and time of event for everyone’s planning.2) Starts the regular listing of event in E-Blast and Announcements. | Feb. 25, 2918 Goddess/Earth Cycles |
| **Newsletter for the month of the event**: 3rd Monday of *prior* month. Largest distribution. Note timeline may be up to 6wks before event. | Jan. 14 Feb. Newsletter due |
| **E-Blast** the week before the event: Wednesday 9am. Repeated the week of the event. (Note in E-Blast can be carried to Announcements.) | Feb. 14 and Feb. 21  |
| **Sunday Announcements** before the event: Thursday 9am | Feb. 18 and Feb. 25 (May be taken from E-Blast.) |
| **Suggested Post-event communication****Outcome**: This confirms that the planned event occurred and is beginning publicity for future event. Facebook Notes in following Newsletter**Annual Report**: This presents a summary of events and historical record. The Newsletter articles can be ready source for Annual Report. | Mar. 19 April Newsletter due.April or May –date set each year.  |