

The responsibility for the editorial policies and practices of the QUUF Newsletter rests with the Board of Trustees. The volunteer **Newsletter Editor** is responsible for the implementing Board policy in the content and layout of the newsletter, and for electronic transmittal of the newsletter. The **Office Administrator** is responsible for printing and mailing hard copies of the newsletter, and for maintaining the database of newsletter recipients. (see Job Descriptions contained in the QUUF Operations Manual).

Frequency: The QUUF newsletter is published 11 times per year; monthly from September through June, and once during the summer (the July/August issue).

Function: The primary function of the QUUF Newsletter is to inform the congregation of church programs and activities.

Priorities: Space and emphasis will be allocated according to the following priorities:

1. Information about Sunday Services;
2. Communications from the minister;
3. Information about religious education programs and classes for people of all ages;
4. Information about all-church functions, e.g. annual stewardship dinner, congregational meetings;
5. Communications from the Board, staff and church committees;
6. News of church members/friends; brief announcements of members' special needs;
7. District and denominational news;
8. As space permits, community news and announcements of activities of organizations of particular interest to the congregation;
9. As space permits, a small section of classified advertisements from members/friends.

Deadline: All newsletter items must be received by the Newsletter editor by the end of the day on the 22nd of the month prior to the newsletter publication month. Every effort will be made to distribute the newsletter prior to the first of each month.

Delivery: Our number one goal is to produce and deliver a newsletter that is read! While we encourage members and friends to receive the newsletter via email, those who are more likely to read it on paper should continue to receive a hard copy in the mail.

Special Considerations for Electronic Publishing: Because the newsletter is included on QUUF's website, it is available worldwide. Here are some guidelines to consider when including private information in the newsletter:

- No last names of minors should be published;
- Phone numbers, addresses and email addresses of Board members, committee chairs or other congregation contact people should only be included with their permission. (Submission of an article with the writer's name included in its text will be considered as having granted permission for publication.)
- Personal news of information to only the congregation (such as Joys and Sorrows) should not be included in the newsletter without permission of those involved in the story.

Length: In order to keep our postage costs predictable, to minimize the unnecessary use of paper, and to keep the newsletter consistent from month to month, every effort will be made to keep the newsletter

- 10 pages in length; and
- Lay-out in 12 point font size for readability.

In order to accomplish this, word count limits must be utilized, as follows (actual page placement is subject to change):

- Page 1: Sunday Services: 350-400 words
In This Issue (Table of Contents)
At A Glance (calendar of special church event dates)
- Page 2: Minister's Column: 350-400 words
Staff and Board Contact Information
- Page 4: Religious Education: full page 500-600 words
- Full Page: Abbreviated Seasonal ALPS Class listing (2-3 times per year), 500-600 words.
- Other Pages: A typical monthly committee report is one quarter page (150-170 words). Items such as Growth News, Messages from the Board, Designated Offering are typically one half page (250-300 words)
Each page has room for four quarter page articles at 150-170 words, or two half-page 300 words. Do not write more than 300 words. Newsletter editor also fits into these pages short announcements and scheduling blurbs.
- Page 10: Bulletin Board Ads (space permitting) not to exceed 50 words.

Guidelines for Writers: Short, succinct articles are more likely to be read in their entirety. Because we have to place limits on length, we suggest writing the absolutely essential information in the newsletter article, and enabling readers to obtain more information by:

- Including a contact person's name, phone number, email address in the article; and
- Letting readers know that additional information is available on the QUUF website and/or on paper in the back of the sanctuary.

In this way, we will be able to inform our congregation of as many events as possible, while only providing full information to those who wish to receive it.

Editing: The Newsletter Editor must make the articles fit into the 10-page format "like puzzle pieces." Therefore, the Newsletter Editor is granted the right to edit material that is too long or that contains incorrect grammar or spelling, and to refuse material that is not appropriate. Every effort will be made to be inclusive of as much copy as possible, while using the priorities listed above as a guide. Editing will be done in a manner which retains the essential information and the spirit of the original text – or – the Newsletter Editor may send the text back to the writer indicating a maximum word count for inclusion into that issue of the newsletter.

Inserts/Additions to the Newsletter: Inserts (for example, registration for a workshop or retreat) may be included in newsletters. Each committee will be responsible for printing its own copies, and delivering them:

- a) to the Newsletter Editor in electronic format to be included as a separate attachment with the emailing of the newsletter; and
- b) to the Office Administrator in sufficient quantities to include in all hard copies of the newsletter for that month.

It is understood that there may be extra cost for the additional weight of the insert. Every effort should be made to keep inserts as short as possible, or to edit text for inclusion in the actual newsletter so that the insert is not necessary.

Questions or problems may be addressed to the Newsletter Editor, the Board Liaison to the Newsletter, or the minister.