

Appendix 1: Basic Communications Resources

Chapters 2 and 3: Internal Communications

UU-editors (<http://www.uua.org/mailman/listinfo/uu-editors>): an electronic list for editors of UU newsletters.

Getting the Word Out: The Alban Guide to Church Communications by Frederick H. Gonnerman (2003). For detailed, practical advice on all aspects of internal communications, this is one of the very best resources. This book from the Alban Institute includes clear, professional instruction on writing, editing, design and print production for non-specialists. Its strength lies in its careful treatment of the processes and challenges of planning communications within congregations and managing volunteer and clergy input. The guide may be ordered online for \$20.00 at <http://www.alban.org/bookstore.asp>.

Speaking Faith: The Essential Handbook for Religion Communicators, from the Religion Communicators Council. This user-friendly manual offers valuable and detailed advice for successful print communications. If your newsletter or brochures need a makeover, this guide can help. It contains concrete and detailed examples of each element of a successful newsletter, and features dramatic design and writing “makeovers.” Ordering information is online at www.religioncommunicators.org/form/handbook_order.htm.

Appendix 2: A Checklist for Church Websites

(For an online version of this list with live links to other helpful web pages, please go to <http://www.uua.org/programs/online/#congs>. Also, please encourage your congregation's web master to join the "Websters" email list serve to share ideas with other UU webmasters: <http://lists.uua.org/mailman/listinfo/websters>)

Special thanks to Ted Pack of the Stanislaus UU Fellowship (CA) and the "Websters" list for these recommendations:

Church Website Checklist:

- congregation name and complete meeting address (and mailing address, if different)
- the name of the building you meet in, if different from your congregation name
- directions to your building - include text instructions and perhaps a map: [MapQuest](#)
- telephone number
- web editor email address
- congregation email address
- fax number - if your congregation has email but no fax, services such as [efax.com](#) and [callwave.com](#) will give you a free fax-to-email phone number
- meeting times and schedule of other services for adults and children; upcoming sermon topics and RE topics are a nice addition (see [Guidelines for Church Electronic Newsletters](#))
- accessibility information: Is your meeting place wheelchair accessible? Is there handicapped parking? Are there large-print hymnals? Headphones in the sanctuary?
- what to wear; especially for children if your RE program has activities unsuited for "Sunday Best" clothes, but important info for the comfort of all first-time visitors
- short statement of beliefs - some people may have surfed onto your page not knowing what the heck a Unitarian Universalist is; write your own intro, and/or include links to some of the following:
 - [UUA Principles & Purposes](#)
 - ["We are Unitarian Universalists"](#) by Marta Flanagan is a introductory UUA pamphlet
 - ["Unitarian Universalist Origins: Our Historic Faith"](#) by Mark W. Harris is another useful UUA pamphlet

- [About Unitarian Universalism: Frequently Asked Questions](#)
- a link to the UUA ([banners provided](#))
- a link to [your district](#)

Better to Leave Out:

- personal information about your members (phone numbers, addresses)

Ask permission before posting;

- photos of your members

Congregation Input:

- "[pagemake](#)" is a web utility designed to make it easy for church committee members to publicize their work on a church's website. Contact Bill Griffeth at webweaver@uc.summit.nj.uua.org
- be sure to include a link so visitors to your site can email your webmaster

Newcomer FAQ:

- A Newcomer FAQ might be helpful to first-time visitors. Here are some questions that people want answered even before they visit one of our churches for the first time. The list was compiled by Gila Jones, a member of [UU Church of South County](#), Mission Viejo, CA (95 members), and one of the moderators of the UUA-sponsored [NEWCOMERS](#) e-mail list. Jones encourages congregations to include answers to these questions on their church websites. She notes that even a seemingly simple thing like letting people know what to wear can help them get up the courage to visit. Click [here](#) to see how her own congregation's website responded to these questions. Consider including a Newcomer FAQ page with answers to the the below questions:

"What Newcomers Want to Know Before Their First Visit"

(This information is helpful for all external communications publications)

1. What should I [and my children] wear to this church?
2. Is there childcare/Sunday School during church?
3. If my child doesn't separate well, can she or he stay with me in the service?
4. Are there any [insert race] people in this congregation?
5. Are people of [race] welcome in this congregation?
6. Are there bisexual, gay, lesbian, and transgender people in this congregation?
7. Are they welcome?
8. Are there people in the congregation who believe [insert belief here]?
9. What goes on during the worship services?

How can we make our site more accessible?

- try to reduce download time so folks with slow connections don't have to wait long
- when using tables, be aware that reading browsers (as opposed to viewing browsers for sighted people) read content across rows, not down columns
- when including images, be sure to specify text for the alt tag: alt="photo of dogs running" or alt="*" (for a bullet, for instance)
- [Bobby](#) is a web-based tool that analyzes web pages for their accessibility to people with disabilities

How can we make our site pretty?

When designing your site, remember that large images and scripts tend to slow downloading time. Just keep your audience in mind: do they have slow modems? can they get quickly to the information they find vital?

- [UU clip art](#)
- Add a [UUA banner](#) to your site

Now that you have a website...

- [Let the UUA know about your site](#) for a link on our [congregations' websites pages](#)
- [Apply for domain name service](#) if you want to publicize a website address on uua.org
- [Submit your web address to major web search engines](#)

Appendix 3:

Public Relations and Media Relations Resources

Chapters 3-7: General Public Relations Resources

UUPR-L (<http://www.uua.org/mailman/listinfo/pr-l>): a high-volume discussion list by and for individuals who serve their congregations through public relations work. Includes a useful electronic archive of UU advertising and public relations materials from congregations around the country. Every congregation should aim to have one communications person subscribed to this list.

UUA-L (<http://www.uua.org/mailman/listinfo/uua-l>): a low-volume announcement-only list for official announcements from the UUA. Many of these announcements are relevant for communications and social justice work. Often the announcements can be forwarded to your congregation's listserv, pasted verbatim into a newsletter, or excerpted for local press releases.

Media Relations Resources (Chapter 5-7)

Managing the Media: A Guide for Activists, by Carol Fennelly.

This is a good online handbook from the **Center for Creative Non-Violence**. Many of its suggestions are useful for advocacy and public witness work in UU congregations. An especially valuable chapter is "Creating a Media Event" with lots of practical tips on how to develop a newsworthy event gets covered.

<http://www.tenant.net/Organize/media.html>

The Center for Media and Democracy. More "meta-" than how-to, but a valuable web site from a reputable watch-dog organization. The Center offers a variety of free information sources to serious activists and social critics to help them hone their media savvy and learn how to think critically about the press. They also publish an influential quarterly journal, *PR Watch*. Not necessary reading for everyone, but a good resource for those who care passionately about responsible use of the media. *PR Watch* can also be used by communications strategists who empower spokespeople to speak from a progressive perspective, providing a strong counter-voice on current news issues.

<http://www.prwatch.org/>.

The Philanthropy and Nonprofit Leadership Center at Rollins College (FL). The Center offers e-courses and many marketing and public relations workshops, in addition to an annual conference. They also have lots of good resources for fundraising, development and governance. Website:

<http://www.pnrc.rollins.edu/areas/marketing.shtml>