

## How to announce your event at UUCSC and beyond

Please use this guide to determine the most appropriate publicity options for your event, whether you're trying to reach members and friends of the congregation or the larger community.

- The UUCSC **website** (<http://uusouthcountyri.org/wp/>) is our primary on-line information source— the “go to” place for all UUCSC information. It displays events held at church and timely congregation news as well as documents and other congregation information. To have something posted on the website, send it to Karen Ellsworth ([kellsworth6@verizon.net](mailto:kellsworth6@verizon.net)) or Will Bender ([wxb@cox.net](mailto:wxb@cox.net)) as far in advance as possible. Will is also handles technical issues.
- *The South County Unitarian Universalist*, our **monthly newsletter**, is edited by Karen Ellsworth ([kellsworth6@verizon.net](mailto:kellsworth6@verizon.net)) and is limited to UUCSC-related information. It contains longer, more descriptive articles than those on the website. Articles for the newsletter must be submitted by the 20th of each month for the following month's issue. If your event will be held near the beginning of the month, please make sure it gets into the previous month's issue.
- The **E-News** is a weekly e-mail message that contains brief, timely announcements, often with links to more information. Both UUCSC items and community items can be included, subject to available space. It does not generally include information about events that are more than eight days away— those can be posted on the website. The editor is Karen Ellsworth. Please send items to her at [kellsworth6@verizon.net](mailto:kellsworth6@verizon.net).
- The Order of Worship distributed at each Sunday service includes an **insert** with brief announcements. Please send the information to Kathy Carland, our office administrator, at [uucscri@yahoo.com](mailto:uucscri@yahoo.com) no later than Wednesday afternoon for publication the following Sunday. If you want your item to appear for more than one Sunday, please let Kathy know.
- **Press releases** to the local media should be arranged through Kathy Carland, our office administrator. Please send the information to her at [uucscri@yahoo.com](mailto:uucscri@yahoo.com) at least three weeks before the date of your event.
- Betsy Dalton ([elizabethmdalton@gmail.com](mailto:elizabethmdalton@gmail.com)) and Dennis Bowman ([isodjb@aol.com](mailto:isodjb@aol.com)) handle postings to our UUCSC **Facebook page**. You can submit items directly to Betsy or Dennis. They also update the page with content from the website.

Dennis Bowman is chairman of the UUCSC Communications Committee. If you have further questions about communications or publicity, please get in touch with him at [isodjb@aol.com](mailto:isodjb@aol.com).