

Albany UU Publicity Information for 2018-19

Internal Publicity

Publication Deadlines

Windows Weekly email: 9:00 am Mondays

Sent on Thursday afternoon.

Order of Service: 9:00 am Wednesdays*

*NOTE: This deadline applies to inserts for the order of service also. If you are planning to send an insert for inclusion on a specific Sunday, please contact Sapphire ahead of time to schedule it as there WILL be a limit as to how many we can include.

Printed on Thursday at noon.

News and Article Deadlines: 9:00 am 3rd Friday of the month

Sent as part of our Weekly Windows email the first Thursday of the month and posted on the website as appropriate. Remember that less is sometimes more. We want folks to read all of our news so please keep submissions catchy and concise.

Publication Content Guidelines

We publish primarily items about this congregation, but also on occasion items for other UU organizations. We do not accept paid ads. Personal news items can be sent for inclusion in the Joys and Caring column.

Items submitted for the Order of Service must be concise and very short. Your brevity in writing will reduce our editing!

Albany UU calendar If you make a room reservation, your event will be listed in the Albany UU online calendar. The online calendar is the source of all calendar items in our publications. Actual writing of publicity is your responsibility. Even events which do not use a room at Albany UU should make a room reservation for "off-site", so that your event will appear in the calendar.

Whole page flyers are good for use on the bulletin board, sign bars, website, and in Windows Weekly email.

Send submissions by email for all publications to windows@albanyuu.org Please put in subject line which publication(s) and date(s) you want. If you want to send different items for different publications or dates, you can put them all in one email.

Questions about internal Albany UU publicity: Tammy Hathaway (463-7135 or thathaway@albanyuu.org)

External Publicity

If you are planning an event that is open to the general public, we can help you get the word out.

Event listings in newspaper/online calendars: Send your info 6-8 weeks before your event (some media have very long lead times).

Press releases for events likely to attract media interest: Send your info 6-8 weeks before your event. Someone on the Public Relations committee will write the press release and distribute it.

Questions about and submissions for external Albany UU publicity: Patti Jo Newell (435-1042 or pattijon@nycap.rr.com)

2018-19 News and Article *monthly* Deadlines

Issue -----	Deadline
September -----	Aug. 24
October -----	Sept. 21
November -----	Oct. 29
December -----	Nov. 16
January -----	Dec. 21
February -----	Jan. 18
March -----	Feb. 15
April -----	Mar. 15
May -----	Apr. 19
June -----	May 17