

Style Guidelines

- 8. Commas:** As of Fall 2016, FPC uses the serial comma (Ex.: We read Thoreau, Emerson, and Alcott. Not – We read Thoreau, Emerson and Alcott.)
- 9. Images, pictures, logo:** send a .JPG or .PNG file as an attachment, they add color and pizzazz!

Please review previous publication editions for more examples. Thank you!

What may I submit for publication?

“The MHN, Sunday News and FP Weekly are reserved for events at First Parish, events sponsored by First Parish or something that falls under a staff member or First Parish Committee or Group. We hold to this policy, but if you feel your event deserves special consideration or are not sure whether your announcement fits in this guideline, please contact the appropriate staff member for clarification before you submit your message. If your submission does not fall within this guideline, the church office would be glad to print your write-up for the First Parish bulletin board. Please email or drop off a printable final form to the church office. We are glad to help as best we can.”

Thank you so much for planning ahead and helping to reduce the emails and rework required to produce these publications.

MHN Important Dates

Issue/Yr	Deadline	Publication
Apr-2019	19-Mar-2019	27-Mar-2019
May-2019	9-Apr-2019	17-Apr-2019
Jun-2019	21-May-2019	29-May-2019
Sep-2019	20-Aug-2019	28-Aug-2019
Oct-2019	17-Sep-2019	25-Sep-2019
Nov-2019	15-Oct-2019	23-Oct-2019
Dec-2019	12-Nov-2019	20-Nov-2019
Jan-2020	10-Dec-2019	18-Dec-2019

JUNE - Include information for June, July, August and first week of September.

- **Meeting House News (MHN) Deadline** – Noon Tuesday for the dates above (monthly)
- **FP Weekly Deadline** – Noon Friday for the following week
- **Sunday News Deadline** – Noon Wednesday before Sunday service

Editor Information

FP Weekly, The Sunday News
Sarah Burns, Office Administrator and Editor, 978-369-9602
sburns@firstparish.org

Meeting House News (MHN)
Wendy Wolfberg, Editor
978-578-1077, cell (can text w/qu.s)
wolfberg@post.harvard.edu

Publicizing Events at First Parish in Concord



“How To” Guidelines

for submissions to

The Sunday News

FP Weekly (Email)

Meeting House News (Monthly)

First Parish has multiple ways to publicize First Parish events. These guidelines will help you submit event publicity effectively. In addition to the above, some organizations also maintain their own email list.

Updated February 20, 2019

In A Nutshell – Short Version

Please include ALL of this information in a Word, TXT, or .RTF file, no PDFs.

Email as attachment:

- Event title, day of week, month, date, time (range), **room**
- Description, including sponsoring committee/organization
- Image
- Contact: name, email, and phone

Maximum 100 word count, please no formatting or abbreviations. Be sure to spell check, we go with what you send us. Copy each editor as needed.

Committee Submissions

To minimize emails, we request that committees:

- Plan an extra week for committee review *prior* to any deadline
- Send only **FINAL** form submissions
- Submit from one committee member only, preferably the contact for event

Style Guidelines

1. **Deadline:** Please observe and/or be early. Include information through the first week of the following month. Send source document (not PDF) as **attachment** to the Editor and send early. Plan for plenty of time to review with your committee before the deadline.

Style Guidelines (continued)

2. **Word Count:** Short is sweet, more digestible and easily referenced. Please keep submissions to a *maximum* of 100 words. It's not easy, but you can do it.
3. **Event:** Include: **title, day of the week, month, date, time, room and contact.** (Example: Women's Art, Saturday, February 6, 2:00 p.m., Brooks Room)
 - Spell out the day of week and month
 - Date is number only, please no "th" after the number (yes: 26, no: 26th)
 - Time is written with ":00" with am/pm written as 'a.m.' or 'p.m.' (yes: 8:00 p.m. or 10:00 a.m., no: 8pm or 10am)
 - Time range is written as: 7:00 - 9:00 p.m., not 7-9pm
 - Please indicate which First Parish committee or affiliated group is sponsoring the event
 - Feel free to include your next upcoming topic and date to increase publicity
 - Be sure to resubmit when dates impact the next publicity cycle
 - Be sure to reserve or cancel room(s) early online <http://firstparish.org/wp/>
4. **Contact:** Please include contact name, email address, and phone number (not all parishioners have access to email).

Contact example:

For more information, contact Beverly Smith, bsmith@aol.com, 978-369-1234 (email preferred).

Style Guidelines (continued)

5. **Page Formatting**
 - Arial font, size 12
 - Line spacing should be 'single' with zero before/after paragraph spacing
 - View zoom size: 135%
 - Alignment: left margin; please do not use justify
 - We no longer support inserts or flyers
6. **Formatting:** do not add creative formatting. It will only be undone.
 - No bolding, italics, tabs, or spaces to position text
 - Use paragraph breaks not manual line breaks
 - The word 'and' should be written out. Please do not use "&".
 - Write out the full state name, no abbreviations
 - You are responsible for spelling. Please do not assume we know.
7. **Spaces:** may be easier to see if you turn on your formatting symbols
 - Double spacing between sentences is no longer used
 - Use a carriage return (Enter) to space before or after paragraphs