



*The Unitarian Church in Westport*

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## **STYLE SHEET FOR SOUNDINGS**

*Prepared by Communications Team*

*December, 2021*

*Questions? Contact Beth Cliff:  
[beth@uuwestport.org](mailto:beth@uuwestport.org)*

Hello interested parties. Below please find our Style Sheet for weekly Soundings entries. Please do all you can to follow these guidelines.

**Decision to go in Soundings.** Staff Anchors must approve Soundings' entries, to keep us from putting everything in, all the time; and to confirm that posts are factually accurate and appropriate. When someone submits an entry, it'd be helpful to confirm that Staff Anchors know it's going in and approve of the message. CC'ing them on the submission email to us can help.

The intent here is not to be inflexible, and we will always do what we can to meet your needs. At the same time, if you can follow these guidelines, entries will be a lot easier to cut and paste, and Soundings becomes manageable and interesting to read.

### **Basics:**

- 120-125 words: this is firm
- Short catchy headline
- Subject, date and time upfront
- Hot links for "further info" are great. This allows you to go into as much depth as you want in a document(s) on the web while keepings Soundings manageably short
- For non-routine events and announcements, avoid more than two (three if absolutely critical) weeks in a row of same/very similar content. If the same thing keeps appearing, people will gloss over it.
- My "rule of 4C's" still holds: we want our messages "Clean, Clear, Consistent and Concise."
- Pictures or graphics are always welcome: some people are verbal, others, visual. Please include them with your entries either as an attachment or separate email labeled appropriately. It is not our responsibility to find pictures, although we may be helpful, especially if asked well before our deadlines.

### **Graphic details**

- Use black, Ariel 12 pt. Exceptions should be rare and purposeful.
- Please use ordinal dates: September 14, rather than September 14th
- AM and PM (no periods) should follow the last date, with one space between beginning and end of hours: September 14, 9-10 AM.

- If space and word count allow, include day of the week, and spell it out, along with month: Saturday, September 14. If your entry is long, consider abbreviating one or both.
- No need to include year unless it's absolutely necessary for clarity
- Spell out numbers or not, as the tone and tenor of your message suggests ("seven" or "7" are both fine)
- Use dots rather than dashes for phone numbers: 774.219.1620
- Pictures and graphics are best to send in largest size possible; it is always easier to shrink than enlarge.
- Embedding words within pictures limits the size of the picture we can use. Please be judicious if you need or want to do this. Wherever possible separating the caption from the picture gives us more flexibility in layout and future usage.

### **Deadlines:**

- **FINAL COPY** due NO LATER than **5:30 PM Wednesday** to Charles Klein ([meaumeau@earthlink.net](mailto:meaumeau@earthlink.net)). If you miss this deadline, you miss going into this week's Soundings. Very very few exceptions. Note this is the latest deadline; it's easier for us if we receive it earlier so we can start layout earlier.
- **PREFERENCE: *If you have new copy, or something entered by a new person,*** send to me, Beth Cliff at [beth@uuwestport.com](mailto:beth@uuwestport.com) by Tuesday noon (Monday is better!) so she can help shape/edit if necessary. My goal is NOT to interfere with your tone, details or graphics, but if something needs to be adjusted, it'd be good to have some time for us to go back and forth on it before I send it on to Charles by Wednesday at 5:30 PM.
- When you send hot links to Charles, you'll need to indicate if the document is already on our website, or if it needs to be added. Charles can add it in if it doesn't already exist. Just make sure you attach the documents you want him to add, and where it should be on the site. He and I can help advise on this if you're uncertain.

Thank you for helping us keep the congregation informed, inspired, and involved in all the work we do together at TUCW.

### **Key contacts:**

Beth Cliff, 774.219.1629 (text or cell) [beth@uuwestport.org](mailto:beth@uuwestport.org)

Charles Klein, 203.331.5265 (text of cell), [meaumeau@earthlink.net](mailto:meaumeau@earthlink.net)