



UNITARIAN UNIVERSALIST  
ASSOCIATION OF CONGREGATIONS

# PR 911: Getting the Word out When it Counts

Deborah Weiner

Director of Electronic Communications

Janet Hayes

Public Relations Director

# Start Planning Now

- Form a Communications Committee
- Conduct a Communications Audit
- Coordinate Web and Print Resources
- Create a Media Relations Toolkit
- Plan for the Media Calendar
- Build Community and Press Relationships
- Prepare for Crisis Situations
- UUA Resources

# Form A Communications Committee

- Minister
- Social Justice Chair/member
- Board Liaison
- Webmaster
- Newsletter Editor

# Conduct a Communications Audit

- What's working? What's not?
- What do we need that we don't have?
- Can we move more of our trusty print materials to electronic versions?
- How do we keep track of everything?

# Conduct a Communications Audit

- How do we take advantage of the new media tools out there?
- Is our process working? Are materials timely, relevant, and reaching the right audiences?
- How can we communicate more efficiently, quickly, and effectively?

# Coordinate Print and Web Resources

- An up-to-date, user-friendly website is your #1 communications tool
- Traditional print vehicles:
  - ~ newsletters
  - ~ brochures
  - ~ directories (consider electronic versions for the public and congregation)
- Social networking sites
  - ~ Who manages these?
  - ~ What kind of material is appropriate to share?
  - ~ What about privacy concerns?)

# Coordinate Print and Web Resources

- Email lists: moderated or open?
- Ministers' and congregational blogs
  - ~ open to comments?
  - ~ moderated or open?
- Podcasts
- Images



UNITARIAN UNIVERSALIST  
ASSOCIATION OF CONGREGATIONS



Representing over 1,000 liberal congregations in North America

# What makes a website good?

- Directions clear and accessible
- Information relevant to newcomers
- Clean, clear design
- Personal outreach to newcomers
- RSS feed?
- An authentic welcome that delivers on what is promised to newcomers and members



*a spiritual home  
for religious free thinkers*

Welcome to our home on the Web. As a religious free thinker, you'll find support and a vibrant, accepting community here at First Unitarian Universalist Church of San Diego. Please explore our [newcomers](#) section, and plan to join us for Sunday [worship](#).

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[Minister's Welcome](#)

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[Religious Education Welcome](#)

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[Calendar](#)

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[Events](#)

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[Sermons](#)

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[Publications](#)

[Minister's Welcome](#)[Religious Education](#)[Testimonials](#)[Next Steps](#)[Contact Us](#)

## Welcome to a new adventure in spiritual growth

The First Unitarian Universalist Church of San Diego has offered a unique religious voice of freedom, reason, and tolerance since 1873. We do not tell you what you must believe. We don't ask you to check your mind at the door. Instead we invite you to join in a conversation with us about the meaning of life, love, and service. At First Church we encourage you to ask the big questions of life. What do my life and death mean? How do I live with integrity? How can I love well? What gifts of service can I bring to help the world heal?

Together we explore the answers of humanity's wisdom traditions - not only from Jewish and Christian sources but also from the world's religions, from nature, from science, and from modern thought.

In this community of young and old, gay and straight, from various racial and cultural backgrounds, we seek to change the world by living lives of



Lead Minister Rev. Dr. Arvid Straube

wisdom, compassion, and tolerance. We come together in friendship to help raise wise and compassionate children, to support each other in our spiritual journey, to heal life's wounds, and celebrate life's triumphs.

You are warmly invited to visit us. We know you will want to come back and learn more about our unique approach to religion.

See you Sunday!

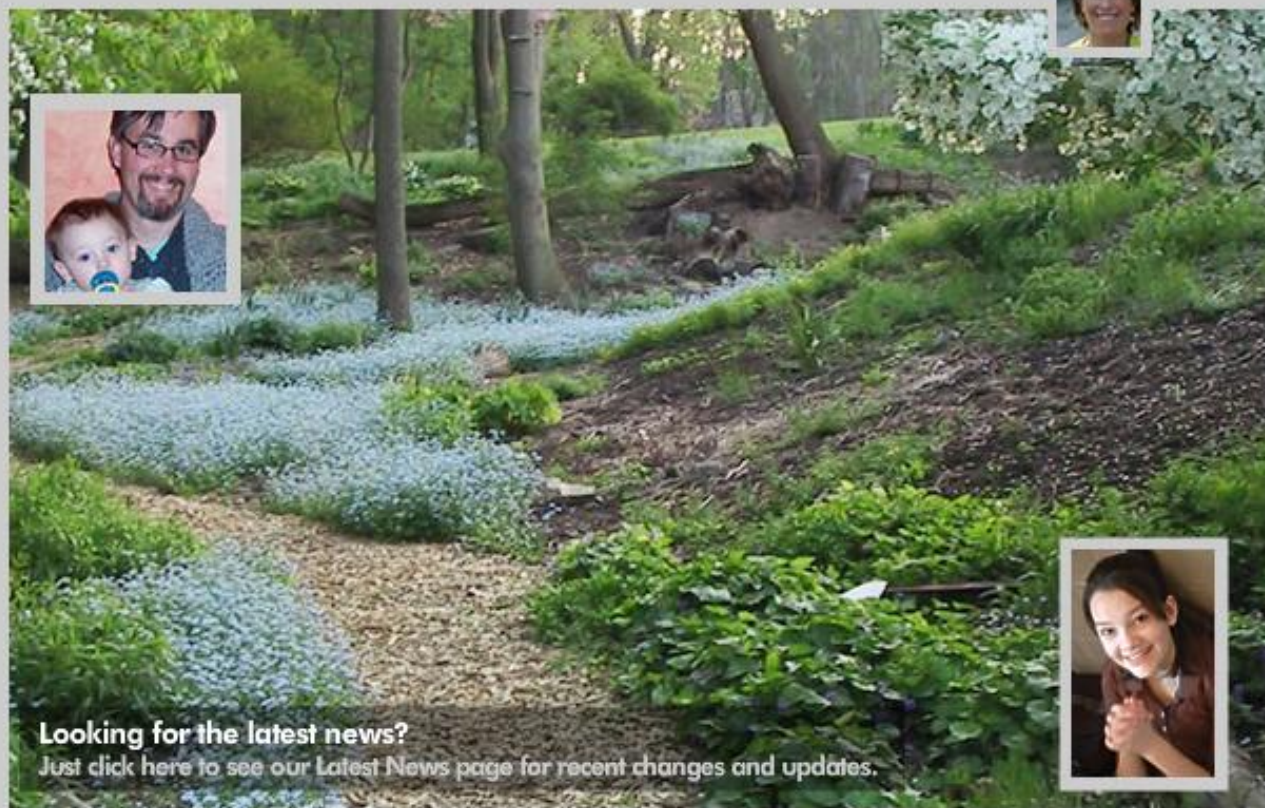
Arvid

Rev. Dr. Arvid Straube  
Lead Minister

Last Updated By Ezabel Martin on 6/15/2006

## welcome to our church

We are a diverse congregation of over 1100 members and friends, and a religious education program involving over 300 children and youth. Boldness, gratitude, kindness and spiritual depth are some of our most treasured values. We believe, to use the words of Gandhi, that religious people are called to "be the change we want to see in the world." This is our spiritual home. Maybe it is yours as well.



### Looking for the latest news?

Just click here to see our Latest News page for recent changes and updates.



## first unitarian church of rochester, ny

A Community of Hope, Healing  
and Occasional Heresy

Newcomer Basics



Our Beliefs & Values



Communications & Connections



Our Ministries & Activities



Worship & Sermons



## what's hot!

Check out the buttons below – they provide a quick look at some of the most exciting endeavors and events in our community. Click the links to learn more.

Click for  
more info »





first unitarian church  
of rochester, ny

A Community of Hope, Healing  
and Occasional Heresy

latest news

home

newcomer basics

our beliefs & values

communications & connections

our ministries & activities

worship & sermons

## Newcomer Basics



Welcome! I'm so glad you found us. We welcome the energy and vision that newcomers bring to our community and we are passionate about helping people feel at home and finding their place among us. We offer many opportunities to deepen your spiritual understanding, to engage your passions and talents, and to help bring peace and justice to

the wider world. Attending our Sunday "Celebration of Life" services is a great way to get to know us. Below are a number of other "first steps." As Director of Member Services, I welcome the chance to get to know you better so please don't hesitate to ask me anything. You are invited to attend our services, explore our web site, and take advantage of our small group offerings. We are ready to be a partner in your search at any pace that is comfortable for you.

Again, do not hesitate to [contact me](#) with any question you have.

— Mary Jones, Director of Member Services

## Some good first steps:

### JOIN us for our Celebration of Life Services

Held every [Sunday](#), a monthly theme is explored through readings, meditation time, music, and a thought-provoking [sermon](#) by one of [our ministers](#).

Church Staff



Church Board &  
Lay Leadership



UU Spirituality



Worship Services



Upcoming Sunday  
Sermons



Directions



Video Presentation:  
Welcome



ph: 585.271.9070 fax: 585.244.5391  
email: [office@rochesterunitarian.org](mailto:office@rochesterunitarian.org)

## I'm New

**We're glad you stopped by!**

If this is your first time visiting our site, you may have some questions like:



*What time is your service?  
What should I wear?  
Where are you located?  
Where do I park?  
What about special needs?  
Where do I bring my kids?  
What are your spiritual teachings?  
Do you gather after the service?*

Find your answers here.

The door's open...  
Come on in.

## Other Questions?

**Give us a call:**

(954) 474-2007



**Contact Info**

## Have Kids?

There are lots of things for kids to do at River of Grass! Our kids discover their faith and spirituality with open minds, open hands, and open hearts.

Check out our programs for all ages in our Faith Development section. [Learn More](#)



Kid's Programs

Our Music

Welcoming

## Minister's Welcome

**Welcome to River of Grass Unitarian Universalist Congregation – on-line!**



We're a young progressive religious community in western Broward County:

- one that still sets up weekly in a school for worship and religious education,
- one that's passionately committed to the spiritual journey, and
- one that's committed to creating a world where hope is more present and tangible,
- where love is widely known and can be taken for granted, and
- where joy is part of every person's daily experience.

I'm delighted to be in ministry with River of Grass:

## Sunday Services



**Sunday Service for June 28th**  
**10:00 am**

**Faith Development Classes**  
**11:00 am - 12:00 noon**

**Sunday Services starting July 5th**  
**10:30 am**

**Faith Development Classes**  
**9:30 am - 10:30 am**

**Central Park Elementary**  
**777 N. Nob Hill Road**  
**Plantation, Florida 33324**

[See Map](#)

## Inreach



**Our Inreach programs provide a way to connect with each other and share our lives.**

[Learn more!](#)

# Give Your Website a Makeover

- Remember the audience you are trying to serve
- Aim for clarity
- Use common sense around information you provide – particularly personal information

# Enhance your Online Presence

- Build community through social media tools, including Facebook and blogs
- Remember that the website is the easiest way for newcomers – and the media – to find information about your congregation.
- Pay attention to copyright law when posting materials, including recordings
- Remember that a good picture is worth a thousand words



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## Social Networking

- Social Networks users: In 2008 – 79.5 million in the U.S.; 41% of internet users
- Becoming a significant way to get product and service referrals and information
- Self-organizing, organic “user generated content”

FACEBOOK  
175 million users

UUA Facebook  
page had nearly  
7,000 'fans' in 6+  
months

promote events  
and content, drive  
traffic

facebook Home Profile Friends Inbox 8 Deb Weiner Settings Logout Search

Unitarian Universalist Association [Become a Fan](#)

Wall Info Photos Boxes Events +

What's on your mind?

Attach [Share](#)

Unitarian Universalist Association + Fans Just Unitarian Universalist Association [Settings](#)

**FeuerBaw Harry** hello...  
I'm feuerbaw harry. Actually I'm not Unitarian Universalist member. But I have great curiosity to study many religious movements...esp, Unitarian Universalist...and till now I still not understand why different faith could gathered in UU? I think it's great...  
thks.....  
5 hours ago · [Comment](#) · [Like](#) · [Report](#)

**Ellen Mefford** I am glad we are taking a stand for Love  
Yesterday at 9:59pm · [Comment](#) · [Like](#) · [Report](#)

**Unitarian Universalist Association** The General Assembly banner parade starts in 15 minutes! Watch LIVE streaming video at <http://www.uua.org/events/generalassembly/2009/141864.shtml>  
**UUA: Watch General Assembly 2009 on Streaming Media!**  
Source: uua.org  
Can't be at General Assembly (GA) this year? The Unitarian Universalist Association (UUA) 2009 GA will come to you via live streaming media. Here are the events we'll cover, live. Additional programs may ...  
Yesterday at 8:47pm · [Comment](#) · [Like](#) · [Share](#)

10 people like this.  
[Show 12 more comments...](#)

**Jolinda Stephens** at 11:24pm June 24 [Report](#) [X](#)  
The worship centers on reconciliation and truth-telling. I've been searching for the mission statement for the multi-cultural work and can't find it. Has anyone found it?

**Jolinda Stephens** at 11:27pm June 24 [Report](#) [X](#)  
Wow! We are finally beginning to do our own truth-telling. This is a powerful example for work we all have to do locally.

[Write a comment...](#)

**Unitarian Universalist Association** Chris Walton, editor of UU World, is also live blogging from General Assembly! <http://www.uuworld.org/news/ga/>

**Information**

Location:  
25 Beacon St  
Boston, MA, 02108  
Phone:  
617.742.2100  
Mon - Fri:  
9:00 am - 5:00 pm

**Fans**  
6 of 7,873 fans [See All](#)

**Eric Cherry** **Justin A Miller** **Sofia Betancourt**  
**Don Vande Krol** **Nancy Heege** **Beth Williams**

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**Heartland District of the Unitarian Universalist** **Mosaic Project - Unitarian Universalist** **Unitarian Universalist Youth Ministry**

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Save energy and go green  
Lower your utility bill  
California State rebates AND  
30% Federal tax credits  
available in 2009.  
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**Mafia Wars**

With over 4 million players daily, your friends are likely playing already! Show them who's boss. Click here to play for free.  
[Like](#) [Comment](#) [Share](#)

**Kiwi Collars**

Super affordable (\$35 ea!) raised garden beds. Stackable, collapsible, modular - reconnect the sides into many different shapes!  
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# FACEBOOK

Allows  
newsfeeds,  
promotion of  
events,  
YouTube  
features, and  
more



## Unitarian Universalist Association



### UUA General Assembly 2009

Annual meeting of the Unitarian Universalist Association of Congregations  
Highlights of GA 2009 include: \*UU University, a superb lay leadership training opportunity. \*The Ware lecture by Melissa Harris-Lacewell, Associate Professor of Politics a...



March 18 at 3:01pm · [Share](#) · [RSVP to this event](#)

### YouTube Box

20 of 20

#### Rev. William Sinkford's 2008 Holiday Message

[Share](#) +

The President of the Unitarian Universalist Association, recently returned from a pilgrimage to Africa, offers his thoughts on our reasons for concern as well as hope in this season of renewal.



[more ↓](#)

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2 Pages

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Advocacy & Witness  
Initiatives of the  
Unitarian Universalist  
Association



International  
Resources of the  
Unitarian Universalist  
Association

 **First Parish Lexington**

Global

**Basic Info**

Type: Organizations - Religious Organizations  
Description: Friends and members of First Parish Lexington

**Members**

Displaying 8 of 44 members

[See All](#)Cecilia  
D'Oliveira

Chris Hess

Lynne  
WeygintMike  
O'ConnorJeanne  
WeikertKatie  
O'Hare  
Gibson

Julie Estlick



Meg Soens

**Discussion Board**

Displaying 3 of 4 discussion topics

[Start New Topic](#) | [See All](#)**The role of Facebook in FP**

16 posts by 10 people. Updated on June 16, 2009 at 2:02pm

**UU's in the News**

1 post by 1 person. Updated on January 14, 2009 at 1:02pm

**Cool stuff on website**

2 posts by 2 people. Updated on December 7, 2008 at 7:17pm

Congregational  
discussion  
groups and  
meeting sites

# Blog software

Language: English



# Blogger™

**Sign in to use Blogger**  
with your Google Account

Username (Email):  
dweiner@uua.org

Password: (?)

**SIGN IN**

[Use a different account](#)

## Create a blog. It's free.



**Your blog.** Share your thoughts, photos, and more with your friends and the world.



**Easy to use.** It's easy to post text, photos, and videos from the web or your mobile phone.



**Flexible.** Unlimited flexibility to personalize your blog with themes, gadgets, and more.

**CREATE A BLOG**

It's easy, and only takes a minute.

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**Blogs of Note**

 [Someday I'll get there...](#)



# General Assembly 2009

A Unitarian Universalist Association Blog

Home

Who's Blogging

Search

## Liveblogging Service of the Living Tradition

Posted in [Dan Harper](#) on June 26th, 2009 by drharper — [Be the first to comment](#)

10:13 p.m. MDT

One of my favorite parts of a worship service is sitting and listening to the postlude after the worship service. I like hearing good music (tonight we're getting something from Handel's Water Music), while all the people around me are talking about the service, talking among themselves, talking about their families, heading out of the worship service and back to normal life.

10:11 p.m. MDT

The last of the professional religious leaders being recognized head off the stage. "Give 'em a last round of applause," says Beth Miller. The congregation erupts in applause.

10:07 p.m. MDT

The recessional hymn is one of my favorites, "For All the Saints," with music by Ralph Vaughan Williams. (I still say he's the best writer of hymn tunes of the 20th century.) Another hymn that sounds particularly good when two thousand people sing it.

9:59 p.m. MDT

Mary Harrington's voice is very soothing. Her voice is creating an almost meditative state in the congregation here — very much in line with part of what she's saying in her sermon, which is that we all need to take time for quiet and reflection and awareness.

9:40 p.m. MDT

"The Bible often refers to sheep, and having personally raised sheep, I can assure you this is not a compliment," says Rev. Mary Harrington, our preacher this evening. She gets a surprised laugh from the congregation.

"It is easy for us to tune out what is most important in life," she continues. Yep, let's not be sheep. Tune in.

"Sometime I think it would take a pickaxe to get my attention," Harrington admits. Thank

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culture election

emma's revolution

Gini Courter

international UUism Jim Sherbloom

pat humphries Plenary I Plenary III

race Sam Weller's sandy o

Service of the Living Tradition

SideofLove Tom Goldsmith

Ute UUU

Recent Posts

Liveblogging Service of the Living Tradition

God Speaks to the UUs

Liveblogging Plenary 3

Rethinking our approach to diversity

Liveblogging Candidates' Forum II

GA Twitter Feed

"God Speaks to the UUs" on the GA 2009 blog #uuga2009

<http://bit.ly/z6exA>

"Liveblogging Service of the Living Tradition" on the GA 2009 blog #uuga2009

<http://blogs.uua.org/ga2009/>

SL Tribune on this afternoon's #uuga2009 #sslve public witness event:

<http://www.sltrib>

# Blogs

Spirit

Ideas

Life

News

Blogs (new)

[Home](#) / [News](#) / [General Assembly Blog](#)

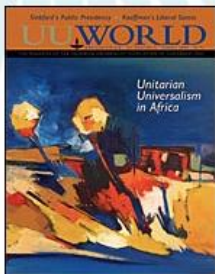
## General Assembly Blog

*UU World staff report from the annual General Assembly of the Unitarian Universalist Association of Congregations.*

Wednesday, June 24, 2009

### Salt Lake City, 'heartbeat of Unitarian Universalism'

posted by Christopher L. Walton



[Current Issue](#)  
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Published by



UNITARIAN  
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[www.uua.org](http://www.uua.org)



The 2009 General Assembly of the Unitarian Universalist Association officially opened Wednesday evening, June 24, with a parade of banners from the UUA's member congregations. The ministers of the two Salt Lake City congregations, the Rev. Tom Goldsmith of First Unitarian Church and the Rev. Sean Parker Dennison of South Valley UU Society, lit the chalice at the start of the opening ceremonies and welcomed UUs to Utah. "For the next four days," Goldsmith said, "Salt Lake City will be the heartbeat of Unitarian Universalism."

Labels: [General Assembly 2009](#), [Tom Goldsmith](#), [uuaga09](#)

# Blogs

# Publicize Your Electronic Media

- Link to YouTube and iTunes for Podcasts or video content
- Utilize RSS Feeds to deliver your material to your audience
- Publicize 'events' via Facebook

# Podcasts and other audio

**PODCASTDIRECTORY.COM**

Search for Podcasts

## Podcast Internet Radio

### Podcast Directory:

Browse Podcasts  
Add your Podcast  
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by Category  
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by Region  
by City  
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Creating an XML  
Podcast Hosting  
Podcast Software  
Firefox Plugin  
Podcast Hardware

### Ads by Google

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**Get A Pro Voice for Less** - Sound like you should at a price you can afford. [www.jeffradio.com](http://www.jeffradio.com)

[Ads by Google](#)

## NC Synod (ELCA) Podcast Podcasts

[Podcast Directory](#) / [Unknown](#) / [Christianity](#)  
[Podcast Directory](#) / [Regions](#) / /



A podcast from the NC Synod of the Evangelical Lutheran Church in America.

Primary Format :  
**Christianity**

Language :  
**Unknown**

Also Listed as:  
**Christianity**

### NC Synod Podcast #17 (Book of Faith Bible study at synod office)

Catherine Fink, Director of the NC Synod Heilig Resource Center, talks about the synod office's first Book of Faith Bible study.

[Listen](#) | [Listen in your iPhone](#) | [Download](#) | [View full cache](#) |

### NC Synod Podcast #16 (Closing sermon by Bishop Bolick)

2008 NC Synod Assembly: Saturday closing sermon by Bishop Leonard H. Bolick.

[Listen](#) | [Listen in your iPhone](#) | [Download](#) | [View full cache](#) |

### NC Synod Podcast #15 (Sermon by Dr. Paul Hill)

2008 NC Synod Assembly: Friday evening sermon by Dr. Paul Hill.

[Listen](#) | [Listen in your iPhone](#) | [Download](#) | [View full cache](#) |

### NC Synod Podcast #14 (New Mission Start)

2008 NC Synod Assembly: Rev. Reggie Hansome talks about a New Mission Start at Living Waters in Charlotte. (Interviewed by Wayne Theurer, AIM at Spirit of Joy-Weddington)

# Create a Media Relations Toolkit

- Short church history sheet/backgrounder
- Ministers' bios and photos
- "Glamour shot" of your church
- Info about special projects: Welcoming Congregation, Green Sanctuary, etc.
- Clips of previous news articles
- Short church fact sheet – stats, directions, service times, parking info, etc.
- All of this information should be housed on the website, for easy access and quick delivery/reproducibility.

# Plan for the Media Calendar

- Same-Sex marriage sermon on Valentine's Day
- Environmental community project on Earth/Arbor Day
- Racial Justice rally/vigil on MLK Day or Columbus Day, etc.
- Pay attention also to dates of local and regional significance.

# Build Relationships

- Reach out to Interfaith and Secular Allies
- Research the local press and learn their needs
- Show up consistently as a reliable partner to both communities
- Follow up with thanks, additional information, offers of help.

# Be a Good Neighbor

- Interfaith rallies and actions are very effective. Join in rather than compete. Bring your banner and a big group from church.
- Offer your building to other groups even when you don't have the time or money to organize a major action yourself.
- Partner with secular groups that have moral clout in your community – food banks, children's advocacy orgs, meal programs, etc. Offer volunteers, space, publicity, or sponsorship.
- Form a new group of religious allies for progressive issues. UU congregations, Reform Jewish temples, and UCC churches often work very well together on issues of gender, sexuality, and religious tolerance. Quakers and Buddhists frequently lead in peace efforts.

# Open the Virtual Doors Wider

- Invite the community to your services and events – be explicit in your welcome!
- Encourage viral communication through social networking sites.
- Maintain an up-to-date website.
- Send notices to electronic community calendars, bulletin boards, and religion pages.
- Send personal invitation to allies and interfaith partners.
- Be accessible to all and welcoming in your invitations, orders of service, and signage.

# Respond Quickly

- Empower your communications/public witness team to act when opportunities arise.
- Maintain off-hours contact info for all congregational spokespeople.
- Round up support from the community – other UU congregations as well as allies.
- Don't lead when it's more effective to follow.
- Send media advisories for vigils, protests, marches, etc. Keep a handy template and an email list of press contacts.
- Write letters to the editor by 2:00 pm the day of a major article or editorial for possible publication the next day.
- Send sermon excerpts to press in advance of or right after special services.

# Prepare for Crisis Situations

- Designate a Crisis Team
- Draft a Crisis Plan
- Have support contact info handy (legal, law enforcement, insurance, social agencies)
- Contact the UUA for help with ethics, congregational safety, media relations, and internal communications

# Adopt Best Practices

- Prepare now for what may (or may never) come – don't wait for trouble to strike
- Make sure materials are up to date
- Make sure communication policies are in place
- Make sure designated spokespeople have been prepared

# Review Copyright Concerns



## Copyright Permissions

If you wish to reproduce any material, such as hymns or excerpts from pamphlets or books, published by the Unitarian Universalist Association (UUA) or Skinner House Books, please use the following guidelines to expedite the permissions process. Allow us at least one week to respond to your request.

1. Identify precisely which material you would like to reproduce:
  - a. For a hymn or reading from *Singing the Living Tradition* provide the title and number, and in the case of a hymn, indicate whether you intend to use the words, music, or both (many hymns have more than one copyright holder).
  - b. For an excerpt from a larger work, such as a pamphlet or book, please provide the title, author, and publication date (to identify which edition or printing), and indicate the page numbers you wish to use. If you can send a xerox copy of the pages or paragraphs in question that would be very helpful.
2. Indicate how many copies you intend to make.
3. Indicate for what purpose you would like to reproduce the material (for example, "I would like to use the hymn in my wedding service and distribute copies to the congregation").
4. Indicate whether you intend to sell a product that includes our material.
  - a. If so, what is the price of your product?
  - b. Do you intend to realize a profit?


We can also send you, upon request, spreadsheets showing the copyright status of hymns and latest available contact information for copyright holders. We encourage you to use these spreadsheets to contact copyright holders directly.

Please send your request by mail, fax, or email to:

UUA Publications  
25 Beacon St.  
Boston, MA 02108  
(fax)  (617) 742-7025   
(email) [publications@uua.org](mailto:publications@uua.org)


## Using Copyrighted Music in Worship Services

See a memo prepared by UUA counsel in response to questions from the UU Musicians' Network about how to [legally use copyrighted music in worship services](#) (PDF).



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Representing over 1,000 liberal religious congregations

LEADERS



VISITORS
MEMBERS
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Home > Leaders > Leaders' Library > New Media

**Welcome to the Unitarian Universalist Association's New Media Resources Project**

The Unitarian Universalist Association's (UUA's) New Media Resources Project (formerly known as the UU Blogging Resources Project) encourages the use of new media to promote Unitarian Universalist (UU) ideas, congregations, and social justice programs.

The following UUA resources on using new media are now available.

**Blogging**

[Best Practices for Unitarian Universalist Blogging](#)  
 Advice, insights and stories from leading Unitarian Universalist bloggers. All of the bloggers featured write blogs that focus on and promote Unitarian Universalism.

[How to Set Up a Blog](#)  
 Review of two major approaches to setting up a blog and links to step-by-step instructions.

[Tips for Unitarian Universalist Beginner Bloggers](#)  
 Advice for new bloggers, generated by the Unitarian Universalist Association's Office of Information and Public Witness.

**Facebook**

[Dos and Don'ts for Unitarian Universalist Congregations Using Facebook](#)  
 Suggestions for creating and administering your congregation's Facebook page.

**Podcasting**

[Copyright Issues Related to Worship](#)  
 The "Copyright Issues Beyond Sunday Morning" section of this resource addresses producing and distributing recordings of worship services.

[How to Set Up a Podcast](#)  
 Review of two methods for setting up a podcast of audio and video files. This resource does not include advice about how to record audio and video.

[Introduction to Unitarian Universalist Podcasting](#)  
 Examples of how podcasting can be used to promote Unitarian Universalism.

**Leaders' Library**

- > New Media
  - Articles
  - Best Practices
  - Facebook Dos and Don'ts
  - Set Up a Blog
  - New Media Glossary
  - GA Workshops
  - Tips for Beginners
  - UUA News Sources
  - Survey Questions
- > Ministers
- > Church Staff
- > Elected Leaders
- > District Leaders
- > Activists
- > Teachers/ Parents
- > Youth
- > Young Adults
- > Justice & Diversity
- > Announcements
- > Data Services
- > Manage Subscriptions
- > UUA Health Plan

**Related Content**

- [Marketing for Unitarian Universalists](#)

Resources;  
Questions and  
Answers re:  
new media

Type "new media"  
in the search box to  
reach this page.

# Resources; Questions and Answers

## [Newmedia-l] Twitter

UURevCyn at aol.com [UURevCyn at aol.com](mailto:UURevCyn@aol.com)

Sat Jun 6 22:31:40 EDT 2009

- Previous message: [\[Newmedia-l\] Twitter at GA](#)
- Next message: [\[Newmedia-l\] Twitter](#)
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Hi y'all,

I'm in a small rural church with very poor cell phone coverage, so this doesn't really apply to me yet, but I'm interested in the ways different churches are using Twitter. There's a church in my city (Westwinds in Jackson, MI) that was profiled in Time recently for using Twitter in church (see <http://www.time.com/time/business/article/0,8599,1895463,00.html> (<http://www.time.com/time/business/article/0,8599,1895463,00.html>)). I see it as sort of continual silent "talk back." Has anyone out there tried anything like this? Any other innovative ways you use Twitter for ministry or church life? I'm just starting to Twitter (or do I say "tweet"?), and still not really sure how useful or meaningful doing so is for church life/ministry.

--Cindy Landrum, Jackson/Clarklake, MI

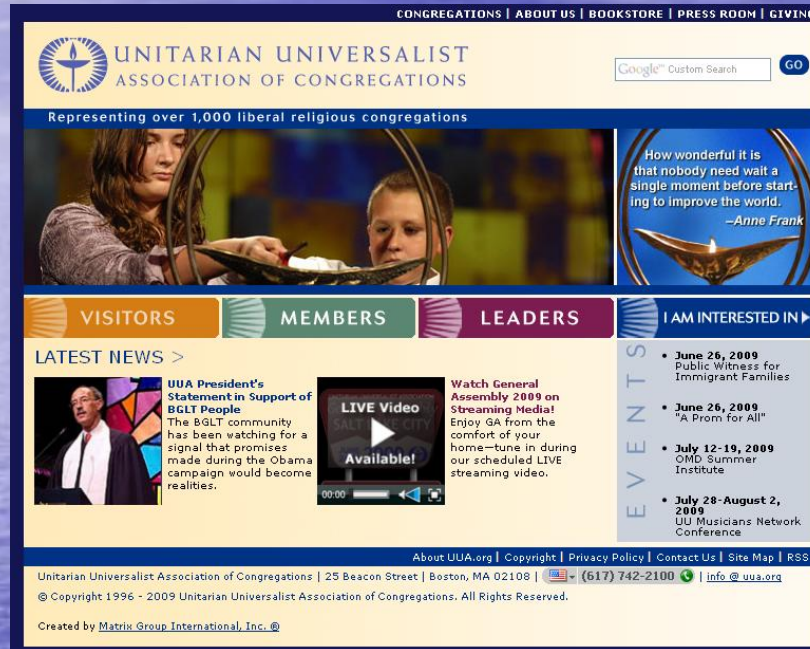
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