

Baltimore Monthly Meeting of Friends, Stony Run
COMMUNICATIONS GUIDELINES

Recommended by the ad hoc Working Group on Communications
Approved by Committee for Support and Supervision September 11, 2012
Revised October 2023

OUR APPROACH

Communications Publications

- **WEEKLY 'SILENT' ANNOUNCEMENTS** are produced for each First Day and have information for important events in the upcoming weeks. Facilitator proofs the silent announcements and corrections are sent at the discretion of Meeting Staff. Limited printed copies, sent electronically via Constant Contact.
- **MONTHLY NEWSLETTER** is produced towards the end of the month previous and contains a mix of news, events, announcements, and engaging articles. (published 10 days prior to the Meeting for Business)
- **MEETING FOR BUSINESS MATERIALS** include the agenda for the next meeting, the various reports and information that support those agenda items, and the minutes from the past meeting. They are separate from but packaged together with the monthly Newsletter.
- **WEBSITE** www.stonyrunfriends.org has a Public Section which is our face to the world and newcomers and a Members Section with reference materials.
- **E-MAIL BLASTS** are sent infrequently to alert members of important time-sensitive events or needs, like special called meetings, emergencies, etc. Meeting staff consults with Meeting Clerk about the need for a particular blast.
- **OUTREACH MATERIALS** may be developed at a later point specific to individual communities of interest.
- **SOCIAL MEDIA** is being developed under an advisory team. Posts may include quotes from the silent announcements among other content.

Responsibilities

- Communications across the Stony Run community are under the care of the Committee for Support and Supervision (CSS). Please contact us with any queries or comments.
- All communications are subject to editing for length, style, content and formatting. The Operations Coordinator and Facilitator will use judgment and wisdom in this editing.
- These guidelines were the product of an ad hoc Working Group on Communications sponsored by CSS during 2012, updated by the Committee 2023.

WEEKLY "SILENT" ANNOUNCEMENTS

Publication

- An e-mail version is sent on Thursday to members, attenders, and allies who have requested to receive these communications.
- A limited run printed version (3-5 copies) is available on the lecterns in the Hallway from Friday to Thursday.
- Content is identical in both printed and electronic versions.
- Normally, items printed are not spoken aloud at the rise of Meeting for Worship.

Submissions

- All items must be submitted to the office by noon, 12:00 pm on the Wednesday of publication.
- Space is limited. The goal is to make the announcements informative and concise.
- Every effort will be made to run articles as written, but the inclusion of material is always selective. **All submissions are subject to editing for length, style, clarity, formatting, and consistency with these guidelines.**
- The Operations Coordinator & Facilitator will use judgment in editing.

Items Generally Included

- Advices, Queries, and/or Testimonies selected by the Operations Coordinator, drawn from a quote collection.
- First Day schedule of events in chronological order
- Additional details and description for First Day events
- 'Short notices' for the week upcoming (up to and including next First Day) of:
 - Meeting-related or -sponsored events
 - Quaker-related or -sponsored events or functions of Baltimore Yearly Meeting, Chesapeake Quarterly Meeting, other Monthly Meetings, AFSC, FCNL, FGC, FUM, etc.
 - Local functions of interest to our Stony Run community, consistent with Friends' testimonies
- News of Friends – to include significant milestones, births & deaths in our community, as well as people to be held in the light. Staff collaborate with CCC on this section.
- Other announcements of significance, for example, important events within the month, key deadlines of interest to community members, financial updates, etc.

Items Generally Excluded

- Information already included in the monthly *Newsletter*.
- General appeals (especially for money) for other than Meeting sponsored projects.
- Commercials, advertisements, endorsements, other than Meeting-sponsored projects
- Personals, open invitations, solicitations, reviews, and/or recommendations.
- Spiritual items, prayers, remembrances, or memorials, other than the selected Quaker material
- Items of too broad or too narrow interest or have already been published a number of times
- Items contrary to the interest of the Meeting; editorials, opinions, partisan politics.

MONTHLY NEWSLETTER

Publication

- A PDF of the newsletter is sent electronically and available on the website.
- A limited number of paper copies (replaced as needed) will be available on the table outside the meeting room.
- Content is identical in both printed and electronic versions, with the exception of clickable links not working in the printed version.

Submissions

- The Newsletter is to connect us and bring us together. We encourage the submission of articles that might further this.
- All items to be included must be in the office by noon, 12:00 pm on the 15th of the month before.
- Space is not strictly limited but the goal is to run between six and twelve published 8.5 x 11" pages. More may be overwhelming, and fewer may not be communicating enough!
- Every effort will be made to run articles as written, but the inclusion of items and their material is always selective. All submissions are subject to editing for length, style, content and formatting.
- The Operations Coordinator & Facilitator will use judgment in editing.

Items Generally Included

- News of note from or about community members
- Thought-provoking opinion pieces written or selected by community members to stimulate reflection and discussion, especially around applying our faith tradition in today's world
- Schedule of events in chronological order with narratives fully describing who should attend and why
 - Meeting -related or -sponsored events
 - Quaker-related or -sponsored events or functions of Baltimore Yearly Meeting, Chesapeake Quarterly Meeting, other Monthly Meetings, AFSC, FCNL, FGC, FUM, etc.
 - Local functions of interest to our Stony Run community, consistent with Friends' testimonies
- Updates from Religious Education, Peace & Justice and other committees, created in collaboration with committee clerks.
- Other announcements of significance, for example, key deadlines of interest to community members, financial updates, etc.
- Most notes and announcements should be short crisp paragraphs. Longer articles about more complex topics may run longer, but no more than a page at most.

Items Generally Excluded

- Articles already included in a previous monthly *Newsletter*.
- General appeals (especially for money) for other than Meeting sponsored projects.
- Commercials, advertisements, endorsements, other than Meeting-sponsored projects
- Personals, open invitations, solicitations, reviews, and/or recommendations. (library corner book reviews excepted)
- Items of too broad or too narrow interest or have already been published a number of times
- Items contrary to the interest of the Meeting; editorials, opinions, partisan politics.

MEETING FOR BUSINESS MATERIALS

Contents

- The agenda for the next meeting
- The various reports and information that supports those agenda items
- Minutes from the past meeting

Procedure

- Content is the responsibility the Meeting Clerk
- The Stony Run Office may offer advice on formatting and visuals to augment readability and foster understanding.
- The Stony Run Office then packages and sends out with the Newsletter.

WEBSITE (in development)

- www.stonyrunfriends.org
- **Public Section** is our face to the world and newcomers with information about the Religious Society of Friends, our philosophy and traditions, about Stony Run and our activities.
- **Member Section** is for reference information like the Member Directory, Committee assignments, archived Newsletters and Weekly Announcements, and other important but infrequently changing materials.

E-MAIL BLASTS

Criteria

- Can be sent whenever the Clerk of Meeting and Operations Coordinator and/or Facilitator jointly agree the topic is important enough for the immediate attention of the community.

Procedure

- Anyone can suggest an e-mail blast and provide proposed wording.
- Clerk of Meeting and Operations Coordinator and/or Facilitator jointly agree on the urgency, the wording, and the timing.
- The Operations Coordinator and/or Facilitator make the needed arrangements and send out.

Possible Items

- Meeting House closed or events cancelled due to emergency situations.
- Unexpected events (deaths, memorials, etc.) of timely interest to the entire community.