

**Communications Guidelines Summary**  
**Woodbury Peaceful Grove United Methodist Church**  
**February 26, 2015**

Questions regarding these guidelines can be directed to Katherine Wrucke at 651-738-0305 or [kwrucke@wumc-pgumc.org](mailto:kwrucke@wumc-pgumc.org). The complete Communications Guidelines booklet is available through the church office.

**Worship Bulletin**

- Published weekly. Distributed at Sunday worship services.
- Deadline for submission of news articles: close of business Tuesday prior to the Sunday publication.
- Method of submission for news items: bring written copy to church office or submit via email to [mrella@wumc-pgumc.org](mailto:mrella@wumc-pgumc.org).
- Recommended maximum length: 75 words
- Audience: WPGUMC Worshipping Community. Should be appropriate for first-time guests.

**InSites Newsletter**

- Published monthly. Distributed by mail, email, and posted on website. Paper copies available for pickup on both campuses.
- Deadline for submission of newsletter items: the 11<sup>th</sup> of the month prior to publication; this date is subject to change due to holidays and other publication considerations; check with the church office to be sure of publication submission deadlines each month.
- Method of submission: bring written copy to church office or submit via email to [mrella@wumc-pgumc.org](mailto:mrella@wumc-pgumc.org).
- Recommended maximum length: 250 words for articles; 75 words for news items.
- Audience: Woodbury Peaceful Grove UMC members, constituents, and guests who have already connected with our faith community in some way.

**Website**

- Mixture of WPGUMC news, marketing, and spiritual growth resources.
- Audience: WPGUMC members, constituents, and guests who have already connected with our faith community in some way; church shoppers; people looking for faith or spiritual growth resources; people starting out on their faith journey.
- To submit an item for posting on website, bring the item to the church office or email it to Katherine Wrucke at [kwrucke@wumc-pgumc.org](mailto:kwrucke@wumc-pgumc.org).

**Brochure displays and Bulletin Boards**

- Items for the slat wall display or bulletin boards should be left in the church office so the appropriate display location can be determined.
- Publicity items for community events or events at other churches will be posted on the bulletin board in the Plaza area.

**Email Blasts**

- Requests for items to be included in the Weekly Update email should be submitted to Katherine Wrucke at [kwrucke@wumc-pgumc.org](mailto:kwrucke@wumc-pgumc.org). The final decision on items to be included in the email will be made by the staff at the weekly staff meeting.
- Items for the weekly Peaceful Grove email should be submitted to Dawn Nippoldt at [nippoldts@usfamily.net](mailto:nippoldts@usfamily.net). Dawn will make the final decision on items to be included.

**Newspaper (Press Releases)**

- Press releases for upcoming church events should be submitted to the WPGUMC Office Manager.
- Articles for the Woodbury or South Washington County Bulletin should be submitted by close of business on Tuesday of the week prior to the publication date.