



Connecting Voices

United in Common Concerns

Guidelines for Articles

Articles should:

- *Start with* an attention-grabbing, interest-catching “hook” – something to make the reader curious and wanting to know more.
- *Contain* the following:
 - History of the event being discussed
 - Anecdotes from previous events
 - People! Bring them to life!
 - Information – lots of it but NOT in simple declarative sentences. Don't tell readers about it – TAKE them there. Make it live.
 - Goals and steps being taken to reach them (where appropriate)
- *Be written:*
 - The same way you talk!
 - To show your excitement about the activity, your appreciation of its value – you want the reader to get a feel for these, to share them
- *Contain:*
 - A Title
 - 300 – 500 words (optimal, but can be longer)
 - Any needed contact information
 - Dates, times, places, cost (if any)
 - **Please** double-space
- *Have Pictures*
 - send in original format as attachment to the e-mail
 - All individuals in the picture should complete the Media Release Form (below) and fax or mail it in to the Conference. **Note:** A Parent/Guardian must sign for pictures of anyone under the age of 18.
- *End with* a paragraph that wraps it up and connects back to the opening.
- *Be sent to* e-news@scncucc.org



Southern California Nevada Conference United Church of Christ

Media Release Form

I grant the Southern California Nevada Conference of the United Church of Christ the right and a license to reproduce and publish for worldwide/electronic and print distribution the name and or image of me or my child and, at its sole discretion, to share these names and images with others including, but not limited to, for use in Southern California Nevada Conference's publications such as *Connecting Voices*, the online news magazine of the Conference, *E-News*, the e-mail newsletter of the Conference, newsletters, the Conference web site or other electronic forms or media.

I hereby waive any right to inspect or approve the finished photographs or printed or electronic matter that may be used in conjunction with them now or in the future, whether that use is known to me or unknown, and I waive any privacy and publicity interests which me or my child may have in such images or otherwise.

I hereby agree to release, defend, and hold harmless the Southern California Nevada Conference of the United Church of Christ from and against any claims, damages or liabilities arising from or related to the use of the names or images covered by this agreement.

Please check the paragraph below which is applicable to your present situation:

____ I am 18 years of age or older and I am competent to contract in my own name. I have read this release before signing below, and I fully understand the contents, meaning and impact of this release. I understand that I am free to address any specific questions regarding this release by submitting those questions in writing prior to signing, and I agree that my failure to do so will be interpreted as a free and knowledgeable acceptance of the terms of this release.

____ I am the parent or legal guardian of the below named child. I have read this release before signing below, and I fully understand the contents, meaning and impact of this release. I understand that I am free to address any specific questions regarding this release by submitting those questions in writing prior to signing, and I agree that my failure to do so will be interpreted as a free and knowledgeable acceptance of the terms of this release.

Name: _____ Date: _____
(Please Print)

Address: _____
(Street) (City) (State/Province) (Zip/Postal Code)

Signature: _____

Signature of parent or legal guardian
(if under 18 years of age): _____

Please return the completed form to:
SCNC UCC
2401 N. Lake Avenue
Altadena, CA 91001