

The Jewish Center
Guidelines for Publications
Adopted: February 2018

Note: These guidelines are subject to publicity or communications policies that have been or will be adopted by the Executive Committee or Board of Directors.

Newsletter

What Is Included?

- TJC, TJC-community partners or NJ Jewish community-wide events or activities up to two (2) months in advance; general information or generic committee/program messages
- Educational pieces and articles of interest to the congregation – 300-500 words
- Acknowledgement for contributions (both for time and money)
- Board Profile, B'nai Mitzvah Spotlight
- Birth announcements, wedding announcements, or other family life cycle events
- Paid or Complimentary Advertising
 - Complimentary advertisements should be limited to those for whom an in-kind or barter arrangement has been made and should include an end-date.

Structure & Procedures

- **DEADLINE: First Friday of the Month**
- Recommended article length: 300 to 500 words
- All articles and event submissions should be submitted VIA the appropriate committee chair, VP Rabbi or President.
- For Events: Include date, time, place, cost, a brief description, contact and RSVP information.
- Graphics in .jpeg or .png format are desirable.
- Sign-up forms and fliers may be submitted, but may be reduced or restructured depending upon available space.
- Provide links to more content or printable versions on our Web site, if applicable, to encourage users to seek information from the Web site.
- Group "Community Notes" together (TJC community partners or community-wide events deemed appropriate for inclusion).
- "Save the Date" items can appear as much as three (3) months in advance and can be repeated two (2) times before more detail is required. In such cases, the maximum an item should appear is three (3) times. Non-TJC Save the Dates can appear one time.
- Submissions should be made to Director or Administration, dorel@thejewishcenter by the 1st Friday of the preceding month.
- Items will be edited and published at the discretion of the Director of Administration, the VP of Programming, the Rabbi or President.

Advertising Guidelines

- Advertisements should not conflict with TJC events or programs.
- Advertising contracts run for the current fiscal year. All advertising needs to be renewed in June.

Weekly Email-Blast (Chadashot)

What Is Included?

- Primarily event-focused announcements **in the next 30 days**
- Only TJC, TJC-community partners or NJ Jewish community-wide events or activities will be included.
- General information or generic messages will be included in the Monthly Newsletter only.

Structure & Procedures

- **DEADLINE: Tuesday prior to publication**
- Limit the word count to 30 to 50 words.
- Insertions will be limited as follows:
 - A TJC announcement may run as long as four (4) consecutive weeks.
 - A TJC-community partner announcement may run as long as two (2) consecutive weeks.
 - Outside Jewish community-wide events will be limited to one (1) insertion. A committee connection is preferred.
 - Save-the-Date insertions requiring an RSVP can be listed up to 3 months before and repeated 2 times.
- Include the date, time, place, description, cost, RSVP info (i.e. reply deadline, where to reply, etc.) and contact name.
- Graphics are discouraged but when necessary, should be provided in .jpeg or png format.
- Encourage readers to seek more information on our website by providing links to related material or printable versions. Sign-up forms and fliers may be placed on our website with links rather than modified for the E-Letter.
- Submissions should be made to Director of Administration at dorel@thejewishcenter.org or Maryann Yarin at myarin@thejewishcenter.org by 5:00 p.m. on the Tuesday prior to publication.
- Items will be edited and published at the discretion of the Director of Administration, the VP of Programming, and/or the Rabbi or President.

Standalone E-blasts to Congregational Membership

- Single E-blasts to the entire membership are at the discretion of Director of Administrator, Rabbi and/or President.
- Priority for independent e-blasts will be given to ritual and congregational events.
- Limit individual e-blasts to no more than two (2) per week. In addition to 2 Friday blasts: (Rabbi's message and Weekly E-blast Chadashot)
- When possible, use targeted distribution lists (e.g. schools, JCW, Men's Club) instead of sending to all congregants.
- All e-blasts should be reviewed by the Administrator prior to distribution, including those sent to ancillary lists.
- Materials to be provided to the office staff at least 48 hours prior to sending, with exceptions for emergency closings.
- Include links to the Web site, where applicable.
- Graphics, when necessary, must be in .jpeg format.
- Death announcements, funeral and shiva notifications do not count toward the individual weekly e-blast threshold.

Shabbat Bulletin

What Is Included?

- Parashat Hashavuah summary and page numbers
- Event Highlights for coming week
 - Focus on TJC or TJC-community partner events or activities in the following week with time and on-site locations. For space, priority given to TJC programming. Community-wide events or routine programs may be dropped.
- For a Bar/Bat Mitzvah, congratulations (and thanks) extended to the parents *and* member grandparents. Non-member grandparents will be acknowledged in the service.
- Yahrtzeit Listing
- Worship Service Schedule
- List of Bima honorees.
- Service Times
- Synagogue Customs

Structure & Procedures

- On Thursday afternoon, Maryann will distribute the Shabbat Bulletin and service leader sheets to Rabbi for review/proofreading.
- Production occurs at 10:00 a.m. on Friday morning.

Lobby Posters

- **All posters must be professionally designed 24x36 and mounted on foamcore. Submit**
- **Posters can only be displayed on designed poster wall in lobby. No easels.**
- Posters are limited to TJC major congregation-wide events as well as programs.
 - Posters will be displayed up to 2 months before the event.

Flyers

- **All flyers must be professionally designed (unless previous arrangements have been made with Director of Administration.) Cost: \$75 charged to program or event.**
- Indicate if you would like the flyer to have an order form attached.
- Flyers will be displayed in lobby display.

LCD Display in Lobby:

- PowerPoint slides generally focusing on meeting room assignments
 - Typically meeting Room assignments for the current and next two days; may on occasion include more days over Shabbat or holidays
- Events within the next two weeks or large-scale congregational events within the next four weeks may also be promoted.
 - For event promotion: Easy-to-grasp graphics or text should be used. At discretion of Director of Administration
- Total slide show should not take more than 2 minutes to repeat.

Facebook:

- TJC Community wide events and programs can be posted on TJC Facebook page by staff a total of 3 times in 3 weeks.
 - Include the date, time, place, description, cost, RSVP info (i.e. reply deadline, where to reply, etc.) and contact name.
- Graphics, should be provided in .jpeg or png format

Other:

Bimah Announcements

- At discretion of Rabbi; Repeated only once

Hard copy mailings

- Combined when appropriate
- Use bulk-rate mail when appropriate