

# Week on the Peak Editorial Policy

This is the editorial policy of content for Week on the Peak. It is meant as a guideline for how articles are written and presented. It is recognized that under unusual circumstances some articles may not follow the policy.

1. First article will be a welcome article. Both the minister and members can write these with the goal of about 40% done by the minister. When a member writes it should have a paragraph about the person and then 1 or 2 paragraphs about the congregation.
2. Most articles should be headline plus up to 5 sentences and/or 75 words
3. A small graphic for most articles is nice
4. For longer articles, especially if over 150 words, a link to a web site post should be considered. A less preferred option is a constant contact post.
5. The order of articles should be:
  - a. Welcome message
  - b. Mission Peak UU articles (events, requests, information, etc)
  - c. Articles about event sponsored by a Mission Peak UU groups such as a committee or council (Justice Corner is one example.)
  - d. Articles about local events or actions (Fremont, Newark, Union City, Milpitas etc)
  - e. All other articles
6. In each category listed above the article that is coming up first should be towards the top of that group. If an article is more important it may also be put higher up in that group.
7. All articles should have Mission Peak UU contact. This could be the author, the person who submitted it or the person at Mission Peak UU to contact.
8. The start of the newsletter should be "Dear person's name,"
9. Articles can be repeated up to 3 weeks. They should be updated then.
10. Content should be for both members, friends and the general public.

This policy was implemented by the Executive Team on 9/25/2019. The Mission Peak UU Board gave editorial authority over The Week on the Peak to the Executive Team at its May 2, 2018 meeting.