

**Temple Beth El**  
**Style Guidelines**  
**TBE Monthly Bulletin**

**General Information**

The purpose of the monthly bulletin is to connect with the Temple Beth El community (and the wider Jewish community) and inform them of upcoming events, recognize congregants (donations, *simchas*, milestones, etc.), and encouraging participation in all aspects of temple life—study, worship and *tikkun olam*. It is an opportunity to put our mission into action and help create a warm, welcoming, and inclusive community and a center of Jewish life in Tacoma. We want to make all readers feel a sense of belonging and inspire them to be involved—reigniting passion and interest in services, holidays, and celebrations.

The bulletin also helps Temple Beth El raise funds through advertising, reminders of donation opportunities and donor recognition. Events and announcements published in the bulletin should be of interest to the Jewish community of Tacoma. Other events and announcements will be published only on a space available basis at the discretion of the editorial team.

**Deadlines**

The deadline for all submissions is the 12th of every month at noon for the following month, and submissions should be sent to [olivia@tbetacoma.org](mailto:olivia@tbetacoma.org). If the 12th falls on the weekend, submissions are due by 8:00 a.m. on the following Monday.

Any submissions received after the deadline will be held for the following month's issue. The editorial team may occasionally adjust the deadline because of office closures or vacations. If a submission does not follow the guidelines below and/or requires a great deal of editing, it may possibly be omitted from the current issue and held until the following month.

## **BULLETIN SECTIONS**

### **UPCOMING ACTIVITIES AND EVENTS**

***Sample:***

**TEMPLE HIKERS MONTHLY HIKE**

Saturday, September 20 at 8:00 a.m.

Join us for a seven-mile round-trip hike to Snow Lake near Snoqualmie Pass. We should return to Temple by 5:00 p.m. For more information or to RSVP, contact David Wheeler at (253) 564-1234 or [templehikers@comcast.net](mailto:templehikers@comcast.net).

Please note the following rules from the sample above.

**Format**

- The announcement is written in block paragraph form. The paragraph is not indented. The information is left-aligned.

- The title of event/activity comes first and is in all caps. On the next line is the day of the week, the date, and the time. That is followed by a brief description of the event.
- End your piece with "for more information, contact..." or something similar. Please include the contact person's name, phone number, and email address if available.

### **Style**

- Times should be written out fully and are always followed by a.m. or p.m. (with periods, in lower case) and there is a space between the time and the a.m. or p.m. For example: 6:00 p.m.
- Dates are never followed by an ordinal in the bulletin (i.e., "th" or "st"). For example, it would be June 21 not June 21st.
- Do not abbreviate dates—use September instead of Sept. and Monday instead of Mon.
- Phone numbers always include area code in parenthesis, then a space, like this: (253) 564-7101.
- Text in your event description should not include anything in all caps.
- Use exclamation points sparingly in your piece, and never more than one at the end of a sentence.
- Do not capitalize the first letter of anything that is not a proper noun. For example, "Hunger Walk" is a proper noun; "5th grade" and "family potluck" are not.

### **Additional Information**

- If there is a specific photograph or piece of clip art you'd like included with your article, please send it with your article.
- Items are always listed in date order. Don't ask for your piece to be listed first if it is not the next event happening chronologically.
- Don't worry about bold-facing text or using a specific font—the editor can format that easily with a style sheet.

## **ARTICLES**

(Current articles: Rabbi's Reveries, Cantor's Corner, President's Message, Religious Education, Sisterhood, Tikkun Olam, Transition Notes, BELC.)

If you are not a regular monthly contributor and would like to submit an article, please contact Olivia at (253) 564-7101 to discuss your idea. All articles sent by non-contributors must be approved by the editorial team and will only appear in the monthly bulletin as space allows.

If you are a regular monthly contributor and you have events to list, they must be sent separately from your article in the format mentioned in the "Events" section above. If you would like to mention the event(s) in the body of your article, please do so by referring to the name of the event and then "see page \_\_ for more information."

## TEMPLE BETH EL AND COMMUNITY INFORMATION

### **Sample:**

#### **CAMP ATID NEEDS MEDICAL PERSONNEL**

Camp Atid is looking for doctors and nurses to spend a week or two at camp this summer. Camp runs from August 14 through August 27. Come be a part of something special this summer as only a Jewish camp can be. If you are interested, please contact Anna Reichstein, director of Camp Atid at areichstein@urj.org or by calling at (206) 443-1234.

Please note the following rules from the sample above.

### **Format**

- The announcement is written in block paragraph form. The paragraph is not indented. The information is left-aligned.
- The title of event/activity comes first and is in all caps. On the next line is a brief description.
- End your piece with "for more information, contact..." or something similar. Please include the contact person's name, phone number, and email address if available.
- Follow the rest of the guidelines listed under the Events section above.

## **FROM THE CONGREGATION**

Occasionally, a birth announcement or thank you is sent to us by an uninvolved party and the editorial team will include it in this section. If there is a recent birth or *simcha* you would like to contribute, please keep in mind that if it is not sent in a timely manner, the birth or *simcha* may have already been mentioned in wording that may be different than wording you may have chosen.

When the editorial team becomes aware of a birth or *simcha* or TBE would like to thank someone, we may put items of this nature in without the consent of those directly involved. If there is a birth, *simcha* or thank you that you DO NOT want mentioned (or would like mentioned in your own words), please let us know.

## **ADDITIONAL INFORMATION**

- Please be brief. Announcements and events are limited to 300 words and articles for regular contributors are limited to 800 words (or one page).
- If it is not obvious when your piece needs to start running and stop running, please let the editor know by stating specific "start" and "kill" dates. If there is a date different from the date of your event that you want highlighted (for example, a cut-off date to RSVP for an event), please let the editor know. If an item is submitted for an activity in November and it starts with the July bulletin, please note that it will not go in every bulletin before November so choose your issues carefully (**three issues maximum**).
- Please read your piece carefully before you submit it. Make sure the dates are correct. Make sure there is a way for people to get more information.
- The Union for Reform Judaism's *Transliteration Guidelines and Master Word List* will be used to

determine the spelling and format of the Hebrew transliterations published in the monthly bulletin. This document may be found at the following web address: <https://drive.google.com/file/d/1iAfrl7Jh9wfbbs4MtJQYuuMKqbYy-ee9/view> or contact Olivia in the temple office and a hard copy can be sent to you.

- So that people have enough time to plan for your event, try to submit information about it for at least the two issues (maybe three) before the event happens. Think strategically about the marketing for your event.
- Please do not expect that the editor will automatically publish your event or announcement. You are responsible for making sure that the editor has your announcement, and that it is complete and correct.
- Although each issue of the monthly bulletin is proofread carefully, mistakes, typos, and omissions are occasionally made. Please do not take it personally. Items are published in an objective manner following the guidelines stated in this document.