

Mount Zion Temple Communications Handbook

Everything you need to know.

Last Updated: June 17, 2015

Mount Zion's Vision Statement

Mount Zion Hebrew Congregation

A welcoming and vibrant Jewish spiritual home

Mount Zion Temple is a Reform Jewish congregation devoted to life-long learning, worship and acts of loving kindness. In our holy community, we celebrate, comfort, and create meaning in our lives while we seek justice in our world.



Holy Community of Mount Zion

Kehillah Kedoshah Har Tzion – קהילה קדושה הר ציון

We are a diverse and inclusive multigenerational community. While honoring our congregational history and the traditions of Judaism, we respond creatively to our modern world. Through effective leadership and responsible management, we support our three core values:

| | | |
|--------------|---------------------------|-------------|
| <i>Torah</i> | Life-long Learning | תורה |
|--------------|---------------------------|-------------|

As a center of life-long learning, we:

- Teach and examine our sacred texts, traditions, and values in varied, deep and engaging ways for all ages and abilities.
- Value and respond to our youth and help them feel connected to Judaism and our community.
- Inspire ourselves to live ever more knowledgeable Jewish lives.
- Promote Jewish culture through music and the arts.

| | | |
|---------------|----------------|--------------|
| <i>Avodah</i> | Worship | עבודה |
|---------------|----------------|--------------|

As a sanctuary for worship, we:

- Nurture a positive connection to God, Jewish tradition, and each other.
- Join in meaningful prayer services enriched with music.
- Share and experience poignant moments throughout the cycle of life.
- Enrich our religious journeys through theological and ritual growth.

| | | |
|-------------------------|--|---------------------|
| <i>Gemilut Chasadim</i> | Acts of Loving Kindness and Justice | גמילות חסדים |
|-------------------------|--|---------------------|

As a home for acts of loving kindness and justice, we:

- Care for one another, particularly in times of need.
- Reach out with compassion and respect to underserved populations within our congregation and our community.
- Support world Jewry and our historic and spiritual bond to Israel; promote in the Jewish state the values of democracy, justice, and pluralism.
- Seek peace and pursue justice, locally and globally, in partnership with others.

The Staff

How Can We Help You?

Teresa Matzek, Communications and Technology Coordinator

Contact: tmatzek@mzion.org

- Manages Temple-wide e-mails.
- Creates and Edits Temple bulletin, *Iton Tziyon*.
- Organizes all content for the weekly e-mail, *This Week at Mount Zion*.
- Responsible for the ad portions of the weekly Shabbat Card.
- Manages the Temple calendar, including room reservations.
- Sends Press Releases from the Temple to media outlets.
- Coordinates and manages website content.
- Manages all Temple social media accounts, including Facebook, Twitter, and YouTube.
- Designs and creates flyers for all Temple events.

Jennifer Baddin, Administrative Coordinator

Contact: jbaddin@mzion.org

- Assists Interim Religious School Director, Youth Engagement Associate, Religious School Faculty, and others with communications to school families.
- Manages all communications to The Board of Directors and Committees.
- Responsible for sending out congregation-wide e-mails about Lifecycle events (births and deaths) and manages other communications related to the Yahrzeit process.
- Coordinates the content for the Annual Report.

Julie Beckman, Clergy/Executive Assistant

Contact: jbeckman@mzion.org

- Responsible for communications from the Clergy.
- Coordinates and manages signups for MaZAL (Adult Education) classes and events.
- Responsible for the worship portion (list of participants, Torah portions, etc) on the weekly Shabbat card.
- Communicates with the congregation about life-cycle events.
- Communicates with the B'nei Mitzvah students and parents (7th grade) about items related to their simcha.
- Communicates with the Confirmation class (10th grade).

Janelle Norlien, Bookkeeper

Contact: jnorlien@mzion.org

- Manages the Mount Zion Temple budget, including certain committee budgets.
- Processes reimbursements with the form (in the Temple office) and receipts.
- Manages vendor accounts. Mount Zion has several accounts around St. Paul. Janelle can help you with using our various accounts.

How To:

A General Rule about all Publication Submissions:

- Everything is open to edits and proofreading. Please submit them directly in an e-mail or attached as a Word document.
- When submitting an ad or article, please include the Title/Headline and Date at the top and a small blurb about the event below. You may want to indicate items you'd like bold or italics, but otherwise, please keep other formatting to a minimum as it will be re-formatted to fit the Temple style guidelines.

Submit a request for the monthly newsletter, *Iton Tziyon*:

E-mail the Communications Coordinator, Teresa Matzek, at tmatzek@mzion.org.

Currently we have 7 bulletins: August, Sept/Oct, Nov/Dec, Jan/Feb, March/Apr, May/June, July/Aug.

- **Submissions are due by the 5th of the preceding month** (unless the 5th falls on the weekend, then it's the Monday after. i.e. July 6 for the August bulletin). Minor edits may be made until the 14th. Please send submissions even if they are not finalized. This gives us an idea of the space needed.

Submit a request for the weekly e-newsletter, **TWAMZ** (*This Week at Mount Zion*):

E-mail the Communications Coordinator, Teresa Matzek, at tmatzek@mzion.org.

This e-mail is sent out on Thursday afternoons. If the Temple is closed in observance of a holiday, the e-mail will go out on Wednesday afternoon.

- **Submissions are due Tuesday mornings.**
- TWAMZ is a tool used to communicate time-sensitive information such as upcoming events or meetings happening at Mount Zion and in our community. In order to keep it easy to read and mobile-friendly, the format will be to include just the headline, date, a small image, and then a link for more details. Items that are longer term or similar to articles should be submitted to the monthly newsletter, not TWAMZ.
- It is the Temple's policy to only include items **2 weeks prior** to the date of an event. If you submit something prior to that date, it will be held and included at the corresponding time. If an event requires planning and RSVP time, we will include it one time with the details and then include it again 2 weeks prior to the event.
- We are happy to include Jewish-related content happening in the community, but we will need a direct link to a website for more details. Community events will be at the bottom in a one line listing.

Submit a request for the weekly Shabbat card:

E-mail the Communications Coordinator, Teresa Matzek, at tmatzek@mzion.org.

- **Submissions are due by Thursday afternoon.**
- Ad space is limited on the Shabbat card. Typically we often only include upcoming Congregational events, but others may be included when there is space.
- If you have already submitted an ad for a different publication but would like it to be considered for a Shabbat card, please e-mail Teresa a condensed version of your ad. Typically Shabbat card ads are about 70 words.

Submit a request for an e-mail to be sent out:

If the e-mail is something you'd like to go to the congregation, please e-mail the Communications Coordinator, Teresa Matzek, at tmatzek@mzion.org. All requests are then discussed with the Rabbi and Executive Director for final approval. In general, e-mails are only sent to the congregation when it is an all congregation event. Most of those e-mails are chosen by the Temple staff.

If the e-mails is something you'd like to go out to a set of committee or social groups, please e-mail the Administrative Coordinator, Jennifer Baddin, at jbaddin@mzion.org.

Other Requests:

Website

For a Website update to your Committee or Group page, e-mail Teresa at tmatzek@mzion.org. Note: the slides on the homepage are general Temple only events and come from Temple staff. If you'd like your event featured here, please contact Teresa, who will discuss with the Rabbi and Executive Director for approval.

Social Media

Facebook is set up as a group. It is meant as a tool to strengthen connections between current members. Please post relative items yourself as a way to connect with members.

Twitter is a tool to promote events and articles. Our Twitter feed connects directly to our website homepage and the last few posts are updated on the homepage immediately. If you have a request for something tweeted directly from the Mount Zion Temple account, please e-mail Teresa at tmatzek@mzion.org and allow 48 hours to process your request.

Calendar

Our calendar is available online at calendarwiz.com/mzioncongregation. This is the best way to have the most updated information about events at Mount Zion.

To schedule a **meeting** at Mount Zion, please contact Teresa at tmatzek@mzion.org or 651-698-3881 to check the availability of rooms before publicizing the meeting with your group. There are events that are on Mount Zion's "Internal" calendar that may not show a conflict.

To **rent a room for an event**, please contact Larry Solomon at lsolomon@mzion.org.

Mount Zion's Voice

Official name:

Mount Zion or Mount Zion Temple, never Mt. Zion

Mount Zion-specific spellings of Jewish holidays and Hebrew words:

There are many ways to transliterate Hebrew words. These are the way Mount Zion prefers to spell them:

Rosh Hashanah, Chanukah, Tu BiSh'vat, Havdalah, Tashlich, Shanah Tovah, MaZAL, Mazel Tov

Phone Numbers:

Use hyphens, not periods or parentheses.

Ex. 651-698-3881

English Dates:

Format should be Day, Month Date. No Year. The date doesn't include a "th".

Ex. Sunday, December 7

Hebrew Dates:

Format should be Hebrew date month year. Do not include commas. When combining the Hebrew date with an English date, the English date comes first. Separate the two with a forward slash.

Ex. Sunday, December 7 / 15 Kislev 5775

Times:

Use a colon to separate hours from minutes and periods to note a.m. and p.m.

Ex. 7:00 p.m. or 7 p.m., always 7:30 p.m.

Use a hyphen to indicate a time frame for an event, not the word "to".

Ex. 7:00 – 9:00 p.m.

Website URLs:

Do not include http: or www.

Ex. mzion.org

Titles:

Titles of books, magazines, newspapers, and TV shows are italicized.

Space after periods:

Use only one space after a period (not two).

Serial comma

Use commas to separate things in a series, including before the "and."

Ex. Apples, bananas, and grapes.

Non-English words

Italicize non-English words; however, if a foreign word has an entry in the Merriam-Webster Dictionary, it need not be italicized. Therefore, *Shanah Tovah* would be italicized, but Mazel Tov would not.

Mount Zion's Style

Fonts:

Gill Sans MT

Used for official business documents.

Gill Sans MT

Gill Sans Italics

Gill Sans Bold

Gill Sans Ultra Bold

Gill Sans MT Condensed

Gill Sans MT Condensed Bold

Baar Sophia

Used in the words Mount Zion Temple on logo and the website.

Color:

Mount Zion's official color accent is maroon.



CMYK: 30/99/100/40

RGB: 124/12/0

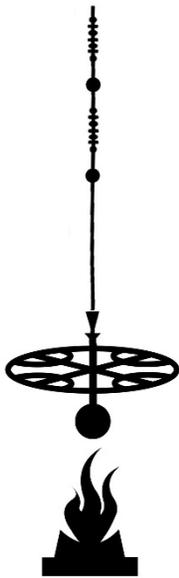
Logo:

Mount Zion's logo should be used on anything that is an official Mount Zion form, sign, document, flyer, or letter. If using the official Mount Zion logo, please make sure the item has been approved by the office. Contact Teresa at tmatzek@mzion.org for directions.

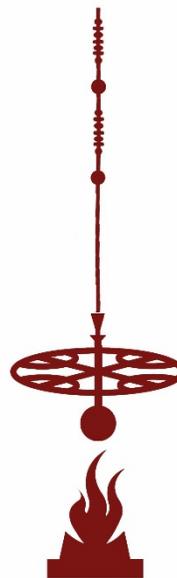
Official Logo:

Used on: Shabbat card cover, bulletin cover, letterhead, website, TWAMZ.

Colors: Black or Maroon only.



Mount Zion Temple



Mount Zion Temple

Accepted Variations:

Used on: Facebook, Twitter, most flyers

Colors: Black or Maroon only



Mount Zion Temple



Mount Zion Temple

Hebrew

Tenets of our Vision Statement:

Holy Community of Mount Zion
Kehillah Kedoshah Har Tzion

קהילה קדושה הר ציון

Life-long Learning
Torah

תורה

Worship
Avodah

עבודה

Acts of Loving Kindness and Justice
Gemilut Chasadim

גמילות חסדים

Bulletin:

Mount Zion Temple Newsletter
Iton Tziyon

עתון ציון