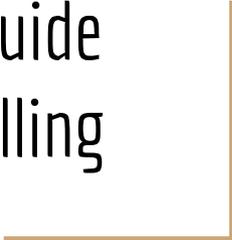




Media Training

Part 1

Writing
Style Guide
Storytelling



Reporting to True Mother

True Mother wants to know what your community is doing.

Learning to work with media and writing can help your community's stories reach True Mother.

A Style Guide to Create the Culture

Why do we need to adhere to a style guide for sharing our stories?

Language is instrumental in creating a culture of heart that is embracing and inclusive to all.



Writing Styles: Reporting vs. Storytelling

reporting: events, the “what”

story: observation, angle, the “what, so what & now what”



Key Elements Checklist

- ❑ The Story
 - ❑ *What?*
 - ❑ Set up a *clear topic* with a tight focus.
 - ❑ Full names, dates, event location, city name, event name
 - ❑ *So What?*
 - ❑ Highlight the *importance* of the issue. Why should people care?
 - ❑ *Now What?*
 - ❑ Create *action steps* for readers upon finishing the article, whether it's to donate to the cause, put a concept into practice or visit a website to learn more.
- ❑ Photos
- ❑ Captions



3 Points to Keep in Mind When Writing for Your Local Community

- 1. Tell a story.**
 - 2. Keep an inclusive mindset.**
 - 3. Aim for readability.**
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1. Don't just state the facts. Tell a story.

Just the facts:

Over 200 people attended the Camp Mozumdar Rededication Ceremony and Sunday Service on Sunday, November 8, 2015. They celebrated the end of renovations made to this site, originally built by Prince Mozumdar, in the San Bernardino Mountains of California. It was very exciting. The local pastor talked about the importance of interfaith and world peace.

Storytelling:

A magical place can be found nestled among the San Bernardino Mountains of California. As it is secluded amid a vast acreage of forest, most people certainly would miss it. "Driving around looking across the treetops, I saw what looked like a gold dome," said Mike, a California sketch artist in search of adventure. "Like a glimpse of the Taj Mahal – it was tantalizing, but I couldn't find access."

Built in the 1920s by Prince A.K. Mozumdar, one of the first Indian spiritual teachers in the United States and [a man who promoted unity and harmony among all religions](#), the temple still draws curious visitors and lately has undergone a sort of renaissance and revival leading up to its public rededication ceremony on Sunday, November 8. Over 200 people attended this [spiritual kickoff making this a place for people of all faiths to gather](#).

2. Keep an inclusive mindset.

We often get caught in the trap of thinking that our organization's news is for our members alone. We use internal language when we write, and don't consider whether a complete outsider can understand. However, if we truly want to share our community, perspective and insights with the world, it's important that we start making our stories public-friendly. That means changing the way we speak.

Styleguide.FamilyFed.Org is your complete guide to writing for FFWPU

2. Keep an inclusive mindset.

A Few Main Points:

- Use non-gender specific language. “Our” and “we” rather than “he”, “she”, and even in place of “your”. Only use “you” and “your” when it’s necessary, but keep in mind, *the target audience is really an “our” mentality*.
- When abbreviations first appear in an article, *spell out* the actual title and place the abbreviation in brackets. For example, **Family Federation for World Peace and Unification (FFWPU)** – afterwards, use only the abbreviation.
- Do not use jargon: take the perspective of someone hearing this for the first time.
- Replace “mankind” with “**humankind**”
- Refer to the Blessing as the **Marriage Blessing Ceremony** upon first mention, then afterward simply: the Blessing.
- Refer to blessed families as “**Unificationist families**”
- Say “**Unificationists**” not “members”

There are many more examples. Visit styleguide.familyfed.org for a complete list.

3. Aim for readability.

- Organize your writing: Consider separating the article into *subheadings* with catchy titles to provide a break in the text, with each section containing one to three short paragraphs. This means organizing your story by theme (for example: purpose, activities, outcomes, reflections). You can also break up text visually, with a list, a quote or a picture.
- Keep the introduction at one or two paragraphs of 1 to 3 sentences.
- State the purpose near the beginning of your story, so that readers don't have to search for it.

Share Your Story

Familyfed.org

Go to familyfed.org/contact and click “Share a Story” (familyfed.org/share-a-story/) or send your stories to:

- Shinyoung Chang: schang@unification.org
- Jeanne Castillo: jcastillo@unification.org
- Miyoung Eaton: meaton@unification.org

Facebook

Does your local church or organization have a Facebook page? If not, start one!