

# Guidelines for the Use of *Daily Word*

*Daily Word*® magazine can be a source of support and outreach in your ministry. As a valued member of the *Daily Word* family, we appreciate you and affirm your highest good in all matters. The following are guidelines for use of *Daily Word* messages and the *Daily Word* name and logo:

- 1. Printed Material:** Please note that *Daily Word* is copyrighted material. We ask that it not be reproduced or reprinted in its entirety. We also honor our subscribers by protecting the messages they have paid to access each day.
  - Church bulletins, newsletters, or newspaper ads may feature any single daily message, past or present. The copy may not be edited, although a portion of a day's message may be excerpted. Please use the following tagline when reprinting a daily message:  
"Reprinted with permission of Unity®, publisher of *Daily Word*®."
- 2. Audio/Video Reproduction:** The same guidelines apply for audio and video reproductions as with printed material. As *Daily Word*® is copyrighted material, we ask that the daily messages not be reproduced on CD, cassette, or as daily audio or video files. However, you may read *Daily Word* messages as part of Sunday services that are recorded or streamed online. One-time or occasional audio or video recordings are also acceptable in support of your ministry. At the end of any recording, please use the following tagline: "Reproduced with permission of Unity®, publisher of *Daily Word*®." And please reference the website, [dailyword.com](http://dailyword.com).
- 3. Radio and TV:** The same guidelines apply to radio or television broadcasts as to printed or audio/video reproductions. Please do not read *Daily Word*® messages regularly for any broadcast. For a one-time or occasional recording, give credit to *Daily Word*® and reference the website.
- 4. Websites:** Please do not post full messages from *Daily Word*® on your website. We will provide a widget for you to embed in your website. Get it by emailing [unitywidgets@unityonline.org](mailto:unitywidgets@unityonline.org).
- 5. Facebook, YouTube, and Other Social Media:** You may not post, quote, or record full *Daily Word* messages on social media. You may quote the word, affirmation, or a line or two from the daily message for your center's social media page or feed. Please follow common practice in acknowledging the source of the material. On Twitter the hashtag #DailyWord is preferred. On Facebook and other media, please link to either [dailyword.com](http://dailyword.com) or [facebook.com/dailywordmagazine](https://facebook.com/dailywordmagazine). Also feel free to share anything you find on the *Daily Word* page on Facebook.
  - Ministries sometimes create daily devotionals to post online. Quoting the word of the day, affirmation, and scripture is permissible, as is sharing a line from a day's message as part of a talk or meditation. Please do not read the full message.
  - Please credit *Daily Word*®—what it is and where it comes from. Consider showing magazine onscreen and please reference the website [dailyword.com](http://dailyword.com).
  - *Daily Word*® is a registered trademark. Please do not use the term "Daily Word" as part of the title for an ongoing series, such as Daily Word Reflections, Daily Word Moment, etc.

6. **Cover Photos and Other Artwork:** Use of cover photos or photos from inside the magazine is *not permitted* as those photographs may have been purchased for one-time use by Unity. However, you may show the cover of the magazine as printed.
7. **Advertising:** When advertising for your center, please *do not* use a phrase such as "Church of the *Daily Word*." Use the phrase "Affiliated with Unity<sup>®</sup>, publisher of *Daily Word*<sup>®</sup>." Please include the registration symbol.

### **Contact Information:**

Wholesale orders: 816-251-3571 or [wholesaleaccts@unityonline.org](mailto:wholesaleaccts@unityonline.org)

Customer Care, for individual subscriptions: 816-969-2069

Editorial content questions: Teresa Burton, editor in chief, 816-347-5590  
or [dailywordeditor@unityonline.org](mailto:dailywordeditor@unityonline.org)

For questions or comments about reprint permissions or usage, 816-347-5590 or  
[permissions@unityonline.org](mailto:permissions@unityonline.org).

Copyright questions: Ellen Debenport, vice president of publishing, 816-347-5553 or  
[ellen@unityonline.org](mailto:ellen@unityonline.org); or Lila Herrmann, director of publishing, 816-251-3515 or  
[herrmannls@unityonline.org](mailto:herrmannls@unityonline.org)

To link to *Daily Word*<sup>®</sup> from your website, email [unitywidgets@unityonline.org](mailto:unitywidgets@unityonline.org) for the approved link. For technical support with widgets or website: [dailyword.com/contact](http://dailyword.com/contact).

ZIP code mailing: If you wish to send a postcard to *Daily Word* subscribers within your center's zip code, please contact the Unity Wholesale Department via email at [wholesaleaccts@unityonline.org](mailto:wholesaleaccts@unityonline.org) or by phone at 815-251-3571.

updated March 2022