Newsletter Production
Outline & Notes

Newsletter Introduction

A. Real client with goals.
B. Target audience.
C. Letterhead
D. Stories
   1. News
   2. Features
E. Photos & graphics
F. Headlines
G. Cutlines
H. Masthead
   1. Credits
   2. Reference Directory
I. Preproduction Memo Items
   1. Identify Client & Organization.
   2. Title & Purpose of Newsletter.
   3. Frequency of publication.
   4. Describe target audience.
   5. 4-5 Story ideas with description.
   6. 3-4 Photo/graphic ideas.
   7. Anticipated problems.
   8. Distribution system.

Newsletter Production

A. Overview
   1. Audience
      a. evaluate audience needs.
      b. methods of two-way communication.
      c. publication frequency.
      d. distribution method.
   2. Client
      a. evaluate client needs.
      b. client participation.
      c. editorial collaboration.
      d. budget.
   3. Purpose/Goals

B. Technology
   1. Desk-top publishing.
      a. hardware
         i. computer.
         ii. scanner.
         iii. drive.
         iv. printer.
      b. software
         i. publishing program.
         ii. internet access.
   2. Photography.

C. Planning
   1. Stories
   2. Photos and graphics.
   3. Letterhead
   4. Dummy
   5. Copy Log.

D. Stories
   1. News
   2. Features

E. Photos & graphics

F. Headlines

G. Cutlines

H. Masthead

1. Credits
2. Reference Directory

I. Preproduction Memo Items

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3. Production
   1. Copy
      a. Writing
         i. stories
         aa. news
         bb. features
         ii. columns
         aa. personal
         bb. informational
         iii. headlines
      b. Editing
      c. Client approval
      d. Revising
      e. Final Editing
      f. Copy placement
   2. Photos
      a. Plan subjects.
      b. Camera Operation
      c. Photo shoot
      d. Proof sheets
      e. Selection
      f. Obtain prints.
      g. Process
         i. scan
         ii. crop & size
         iii. tab (if necessary)
   3. Graphics
      a. Selection/Creation
      b. Production Processing.

E. Editing & Publishing
   1. Prepared Newsletter
      a. proofread
      b. re-edit
      c. revise
      d. client final approval
      e. revision (if necessary)
      f. print 2 copies.
   2. Print Copies.
   4. Deliver to Printer.
   5. Proof Printer Production
   7. Distribute.
   8. Evaluate.

Serving the Public is Serving the Client

Since public relations is two-way communication, it is important
to include not only news and information the client wants the
audience to know, but also information from the audience and
information the audience wants to know.

Memos, letters, company directives and even advertisements are
convenient one-way communication tools for the client. A newsletter
is should be a two-way tool.
Headlines

Drawing the reader's attention to the story is the reason headlines are so important to the success of any publication. It is the No. 1 job of a headline to describe what the story is about.

Effective headline writing is more than just writing something catchy or flashy. The most effective headlines have a subject and a verb.

One of the most frequent mistakes made by young or inexperienced headline writers is that they write headlines which are interesting to read, but irrelevant to the story.

Accuracy and fit are the most important characteristics of headlines.

A. Accuracy
   1. Headlines should accurately describe what the story is about.
   2. Headlines should have a subject and a verb; otherwise, they are just titles.
   3. First names seldom appear in headlines.
   4. Headlines should relate to audience experience; avoid jargon, unfamiliar terms and uncommon abbreviations.
   5. Articles and forms of the verb "to be" can be left out of headlines.
   6. Don't hyphenate the end of a line in headlines.
   7. Never separate a preposition from its object in a headline.

B. Fit
   1. Headlines should comfortably fit the space provided.
   2. Select an appropriate typeface for your headlines and stick to it.
   3. Shorter stories should have smaller typeface on their headlines.
   4. A headline should be higher on the page than any copy in the story it covers.
   5. Headlines over more than one column should extend at least half-way across the last column of copy to the right.
   6. Headlines with two or more lines should stack neatly.

Cutlines

Like headlines, cutlines are an important part of successful publications. Unlike headlines, cutlines don't lead the reader to the photo. Their main functions are to identify the people, locate the action and explain the importance of photographs.

The most important requirements of cutlines are the same as headlines: accuracy and fit.

A. Accuracy
   1. Describe and locate the people and places in the photo. Never assume the reader should 'know who that is.'
   2. If necessary, have the cutline place the photo in the context of the story it accompanies.
   3. Avoid jargon, unfamiliar terms and uncommon abbreviations in cutlines.
   4. Like news copy, cutlines should be written in newswriting style with complete sentences.
   5. Cutlines should not be identical to the headline or any other line in the accompanying story.

B. Fit
   1. Cutlines should be no wider than the photo.
   2. Cutlines should be only a sentence or two.
   3. Cutlines should be flush left or flush right.
   4. When accompanying mug shots, it is all right to use a nameline or nameline and function in place of a cutline. This can be centered.

(e.g. Tom Lamonica or Tom Lamonica Instructor of Public Relations).

Dummies

Since publications are visual media, many people believe they need a visual planning tool. A dummy is a visual planning tool used by publications editors to organize all elements of a publication.

It is important to know that a dummy is a tool to serve the editor and the publication and it must be flexible. Most people dummy in pencil for just that reason. Dummies and copy logs are not 'masters,' they are 'slaves' subject to the whims of editors.

Attached is an example of a dummy for the front page of a newsletter as well as a blank page with three-column by one-inch rules.

Copy Log

This is another planning document. Its primary function is to help the editor keep track of stories and other items for publication. Below is a miniature example of a copy log. The sizes are in column inches on a three-column format.

<table>
<thead>
<tr>
<th>Item</th>
<th>Size</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher Story w/photo</td>
<td>18&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>3&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Letterhead</td>
<td>7.5&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Info box with teacher story</td>
<td>3.5&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Top student profile w/photo</td>
<td>15&quot;</td>
<td>2</td>
</tr>
<tr>
<td>School Calendar</td>
<td>8&quot;</td>
<td>2</td>
</tr>
<tr>
<td>Masthead</td>
<td>2.5&quot;</td>
<td>2</td>
</tr>
<tr>
<td>Staff Personnel moves</td>
<td>6.5&quot;</td>
<td>2</td>
</tr>
</tbody>
</table>
Newsletter Production
Product Evaluation

PUBLICATION TITLE: __________________________________________

EDITOR’S NAME: ______________________ GRADE _____ of _____ Pct.: ___

1. Appearance: How design, format, layout, white space, letterhead, page headers/footers promote the piece.

2. Information: How well does the copy inform the reader and represent the client with two-way communication.

3. Writing Quality: The impact of effective writing and editing on the piece.


5. Visual Support: How well do headlines and cutlines support the major components.

6. Quality: How effectively does the piece serve the client's needs in a quality way.
### Newsletter Production: Letterhead & Dummy

**Assignment Notes**

**Letterhead**
- Include name of publication.
- Incorporate client's logo whenever possible.
- Connect publication with client if necessary.
- Include date, volume and number in letterhead.

**Dummy**
- Include space for
  - letterhead
  - masthead
  - stories
  - headlines
  - photos
  - cutlines
- Describe your

- story ideas
- headline ideas
- photo ideas
- Be sure to have reasonable margins
- Use/copy an example if necessary.

**Masthead**
- Include name of publication, brief description of its goals/target audiences and frequency of publication.
  - Credit yourself only once and as 'editor.'
  - Include names of those who contributed copy, photos or graphics to your newsletter.
  - Credit all photo sources.
  - Do not include sources for stories or quotes.
  - Include your name, address, phone and email source under the heading

  "Send your comments or questions on (name of publication) to: ..."

### Newsletter Production: Copy Writing

**Assignment Notes**

**Major Stories**
- Include a strong lead.
- Stories which dominate the page.
- Emphasize feature angle.
- Well-developed content.
- Focus on people.
- Utilize strong quotes.
- Stick to AP Style.

**Information Stories**
- Stick to AP Stylebook
- Fact-based, USA Today style.
- Inverted pyramid is important.
- Include action step if necessary (for more information).

- Be consistent in person and tense.
- Utilize transition.
ASSIGNMENT

1. Revise newsletter stories and place in dummy.

2. Write two headlines for each story and two cutlines for each photo (one cutline for mug shots). Put these on a separate sheet.

3. Pick the best headline/cutline for each story/photo and place on dummy.

4. Turn in both the newsletter with headlines, cutlines and stories AND the headline/cutline sheet.

ASSIGNMENT NOTES

Headlines
- Headlines must have both a subject and a verb.
- Headlines must accurately describe the story.
- All photos (even mug shots) must have cutlines which accurately describe the action and people in the photo.
- Headlines must go at least half-way over the last column of type.
- Headlines must be above the copy they describe.
- Headlines should stack neatly (each line of multiple-line headlines should be the same width).
- Avoid 'slogan' headlines.

Cutlines
- Cutlines should be no wider than the photo.
- Cutlines should be only a sentence or two.
- Cutlines should identify every person in a photo.
- Cutlines should identify people in the photo from left to right, or in some other described orderly fashion; cutlines should assume that the reader has never seen or met the people in the cutline.

ASSIGNMENT NOTES

Photos/Graphics
- Remember the thumbnail rule for faces.
- Crop photos to make them more attractive, larger and better-fitting.
- Every photo must have a cutline.
- Photos and graphics must relate to stories.
- Do not use graphics merely to 'fill space.'