# Newsletters

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Newsletter

Major tool of organizational communication, distributed on a regular basis to internal and/or external audiences.

Designed for different audiences

- Internal newsletters
    - employees
    - stockholders
    - trustees
    - administration
    - management

- External newsletters
    - suppliers
    - customers
    - association members
    - opinion leaders
    - potential donors
    - community residents

Newsletter's Purpose

- One specific audience
- Combination of audiences

Newsletters vary…

- Design
- Format
- Content

… but share

- Subsidy (funding)
- Control

by a sponsoring organization

Newsletter Editor's Role (balancing act)

- Advances and promotes management objectives
- Meets audience's interests

At the same time…

- Balance management imperatives

Management needs

Reader interest

Editorial independence

Newsletter Content

- Inform audiences about organization
- Solicit donors
- Recognize employees and volunteers

Meeting Audience Interests

- Most interested topics
  - future plans
  - policies/procedures
  - improve productivity
  - job-related information
  - job advancement information

- Least interested topics
  - personnel changes/promotions
  - financial results
  - advertising and promotional plans
  - employee stories
  - personal news

Newsletters need

- Mission statement
- Editorial plan

Design

- Body type – text (consistent)
- Display type – (headlines, subheads)
- Art – (photos, illustrations, charts)
- White space

Commonly confused terms

- Nameplate
- Masthead

Format

- Two, four or eight pages
- Two or three columns

Layout

- Plan showing arrangement of material in publication
- Size and location of stories
- Regularly appearing columns
- Headlines, photos, artwork
- Template

Layout tips

- White space
- Vary paragraph length
- Use subheads
- Two or three typefaces only
- Keep articles short

- Balance inside pages
- Use headlines to provide information
- 30-3-30 rule
- Dollar bill trick
- Always include captions with photos
- Always follow journalistic style

Distribution

- Usually at workplace
- With paycheck
- E-mail – PDF attachment, html embedding, or text
- Web site

Questions?