

Newsletter Workshop

NSNA 2010 MIDYEAR CONFERENCE

CINCINNATI, OHIO

NOVEMBER 4, 2010

BUILDING YOUR NEWSLETTER FROM THE GROUND UP

Presented by

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What objective does your newsletter have?

- Effective/attractive way to get your organization's message across
- Showcases the chapter and its accomplishments
- Provides students with information resources about your chapter and your services.

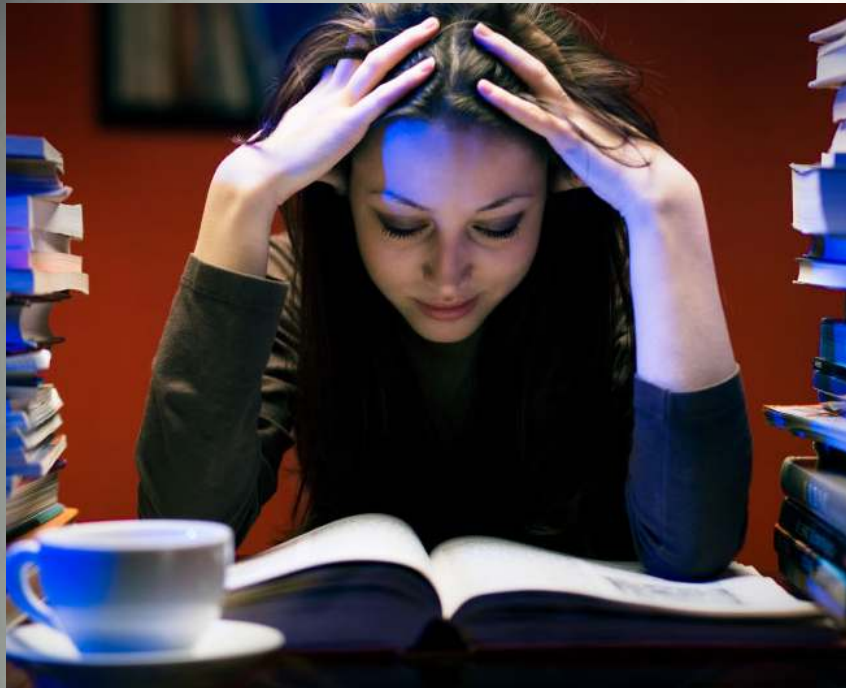
What objective does your newsletter have? (cont.)

- Image of Nursing: your newsletter represents nursing to your community. (Good PR.)
- Good introduction to new members, school faculty, community
- Good recruitment tool

Have a clear vision of who you're addressing.

This will determine what kind of content to include, and how to include it.

Who is Your Audience?



Hard working, sleep-deprived students, probably trying to balance studies, family, work, and a social life all while dealing with the inherent stress of a tough nursing program

NSNA

Will your audience read it, or toss it aside and forget about it?

What will keep your newsletter from becoming “junk mail”?

Some questions to keep in mind:

Is it timely?

Relevant?

Informative?



Thinking about the basics...

- Logistics
 - Size of newsletter + type of paper
 - How many issues (quarterly? Monthly?)
 - Colors? (2 or 4 color, black & white)
 - Color consistency?
 - What kind of mailing lists do you keep and how are they maintained?
 - How will it be distributed?

The Basics (cont.)

- Budget?
 - Consider: Mailing, Production, Design
- Who will determine the editorial calendar and who runs the newsletter?
- Will you sell advertising?

What keeps your audience reading...?

Consistency

- Content
- Style
- Layout



Consistency

- Having multiple writing styles is confusing to the reader
 - Have one consistent editor go through all the copy
 - Consider standing columns
- Constant changing of font size and font can be considered off-putting
 - **Serif** vs. **Sans Serif**
 - General rule: Stay away from *FUN*, *hard to read*, **or** *fancy* fonts

Remember that to this audience, time is critical:

Content and layout design should reflect that.

How to reflect that:

- Critical News should be placed first
- Highlight content of the newsletter on the front or with a table of contents. This allows the reader to find what she/he wants quickly.

“Start from Scratch: Dummy Your Layout”

- Start an outline: can be on a layout program or on a scrap sheet of paper
- Arrange the material on the pages.
 - Most important material goes in front.
 - Other stories with high priority go to the last page and to page three.

“Start from Scratch: Dummy Your Layout” (cont.)

- Reserve the tops of pages for important items.
 - Stories of secondary importance go lower on the pages.
- Assign other material such as mastheads, calendars, etc. to key parts of pages which is usually at the top or bottom to strive for



Add a picture to
illustrate the story.

Starting from Scratch with Basic Template Publishing Options

Microsoft Word



Microsoft Publisher



Adobe InDesign




QuarkXPress



Microsoft Word

- Easily accessible software
- Before: Text boxes aplenty

Nursing News Today
November 2, 2006



Message from the President

Welcome back, nursing students! I just wanted to extend a welcome and let you know how excited we are to have you back with us at Random Student Nurses' Association. I think it's going to be a great year. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer scelerisque, diam id dapibus faucibus, urna arcu elementum orci, at cursus mauris pede nec elit. Fusce convallis pretium pede. Donec cursus varius tortor. Maecenas eu elit quis nunc nonummy suscipit. Nunc vel quam. Aliquam non sem. Nulla commodo. Aenean ac orci vel libero hendrerit sagittis. Sed eu lacus. Maecenas consequat eleifend tortor. Praesent eleifend nisi mattis enim. Pellentesque augue. Donec erat.

Maecenas interdum nisi. Nunc a est eu sapien consectetur accumsan. Duis eget arcu. Aenean venenatis. Praesent sodales, ipsum ullamcorper rutrum molestie, lorem metus cursus

Good Luck,
Your President

Table of Contents

Letter from the Editor	2
Awards and Contests	3
State Convention.....	4
Meet Your Faculty Advisor.....	5
NCLEX tips.....	6


Join today!
Participate in our Elementary School Health Fair!

When: Wednesday, November 8th
10 a.m.-2 p.m.

Where: 800 Park Place

Why: Great Experience! Chance to Participate! Earn Leadership University Credit


Sign up with Joe Schmoe at
jchmoe@server.com



Word (continued)

The “after” image

Nursing News Today
November 2, 2006



**Message from
the President**

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Letter from the Editor 2
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Maecenas interdum nisi. Nunc a est eu sapien consectetur accumsan. Duis eget arcu. Aenean venenatis. Praesent sodales, ipsum ullamcorper rutrum molestie, lorem metus cursus

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Publisher:

The screenshot displays the Microsoft Publisher interface with a newspaper layout. The main title is "Nursing News Today". Below it is an article titled "Message from the President" with a small portrait of a man. To the right, there is a large graphic with the word "day" and a "Table of Contents" section listing "Letter from the Editor" (page 2) and "Awards and Contest" (page 3). A red circle highlights the "Arrange" menu and the "Layout Guides" sub-menu, which includes options like "Snap", "Nudge", "Align or Distribute", "Rotate or Flip", "Text Wrapping", and "Change AutoShape". A green circle highlights a text box in the "Message from the President" article.

Quark Xpress



New Document

Page

Size: US Legal ▼

Width: 8.5"

Height: 14"

Orientation:  

Margin Guides

Top: 1"

Bottom: 1"

Inside: 1"

Outside: 1"

Facing Pages

Column Guides

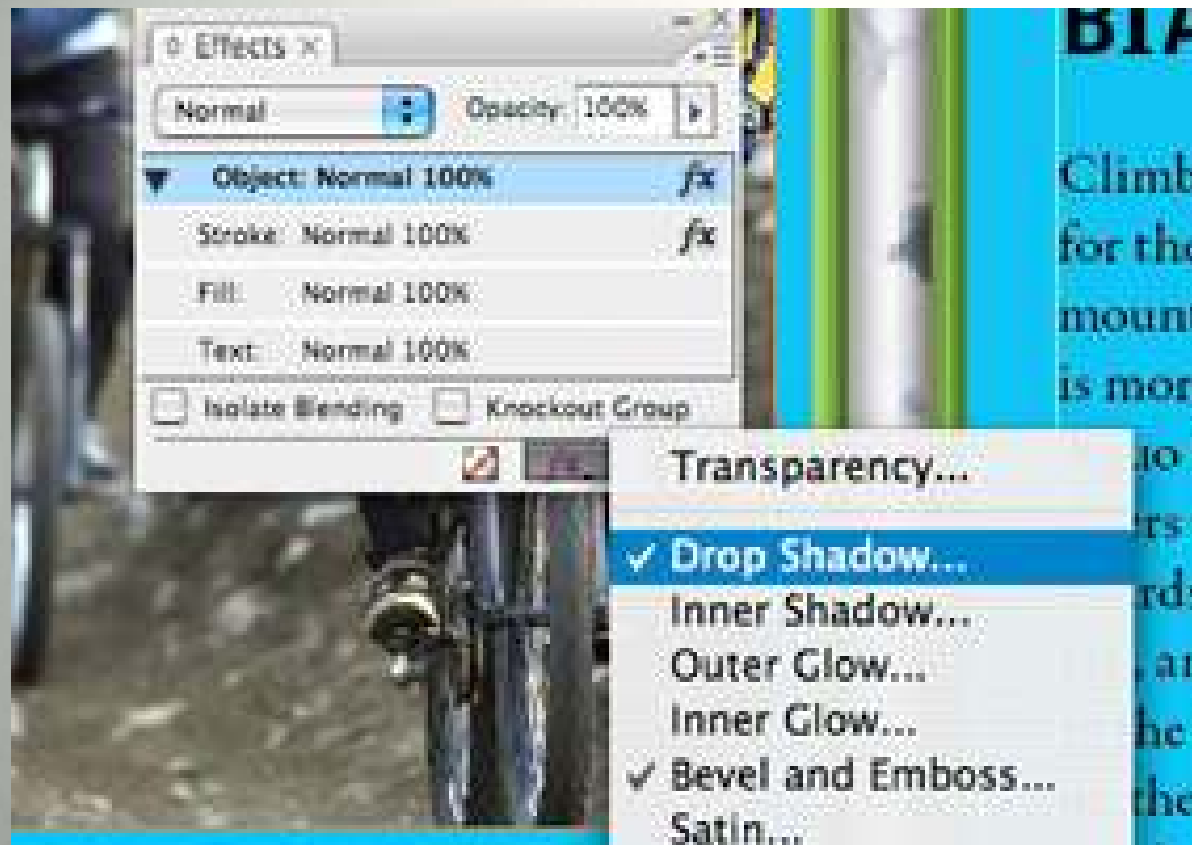
Columns: 2

Gutter Width: 0.042"

Automatic Text Box

Cancel OK

InDesign



Some Layout Lingo – Basic Elements

Making Your Newsletter Newsworthy

- **Headings**

Use decked headings to tell more of the story and lead the reader into the lead paragraph.

Life Discovered on New Planet Not Alone Anymore

By JL Picard

The world was shocked to hear on Saturday night that life was discovered on the outer rims of the system surrounding Alpha Centuari. While it's not little green men with antennae, these microscopic life forms, and even

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The logo for NSNA (National Science News Association) is located in the bottom right corner. It consists of the letters "NSNA" in a bold, white, sans-serif font, set against a blue background with horizontal white stripes.

Some Layout Lingo – (continued)

Making Your Newsletter Newsworthy

- **Table Of Contents & Masthead**
Section of the newsletter typically found on the first or second page, or any page that lists the name of the publisher, staff names, addressees, logo, and subscription information.



Secret Formula for Good Headlines

Tells a Story

A good headline tells readers what a story is about. Readers should be able to pick up the main news in a newsletter by scanning only its headlines.

Proofread

Omissions

- Misspellings
- Misalignment
- Mispaginations
- Missing words or letters
- Missing punctuation
- Missing sentences

Extras

- Extra spaces between words or lines
- Extra words/letters

Spell Checks

Good: can catch misspelled words

Bad: won't catch words spelled right but with the wrong meaning

Editing

- Ask yourself: is your editorial staff utilizing all of its resources?
- Do you have a supportive faculty advisor willing to share their ideas/suggestions for the newsletter?
- Can you ask a faculty advisor to serve as a consulting editor?

Avoid Some Common Newsletter Pitfalls

- **Poor First Impressions**
- **No Benefits Message**
- **Too Wordy**

Avoid Some Common Newsletter Pitfalls (cont.)

- **Design Pitfalls**
 - long, dull columns of gray type
 - Use creative graphic elements, but don't clutter. (It's a fine line.)
- **Irrelevant Artwork**

Your audience will read your publication if they know that your information is accurate, up-to-date, that is has the full support of the institution and if your publication is **FUN TO READ!!!**

NSNA

QUESTIONS?

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