



Newsletter

Newsletters are an important part of many organizations from colleges to Fortune 500 companies. They are meant to create a culture of community and can be a valuable tool for promoting products or services.

1. Types of Newsletters:

- A. In-house newsletters are written for a specific group: company newsletters, club newsletters, church newsletters, etc.
- B. Public newsletters are written by a company for distribution to the public. Companies use newsletters as a marketing strategy.

2. Design: Newsletter designs may include the following:

- A. A banner at the top of page one that provides the title.
- B. A table of contents that is situated on the far left or right.
- C. Headlines that organize content.
- D. Bylines or the name of the author.
- E. Jump lines that announce when a story is finished on another page (“continued on p. 4”).
- F. Continuation headings that state whether the story began on another page.
- G. Publisher (the organization that publishes the newsletter).
- H. Postal information.
- I. Stories that are situated by level of importance.
- J. Information that is modular and is laid out in boxed columns.
- K. Illustrations such as photographs, clip art, and quote boxes.

3. Content: Content is dependent upon the purpose and the audience. Newsletters should always reflect the values and beliefs of an organization. Even though the primary audience is select (employees or club members), you must consider that others outside of the organization could read the newsletter.

- A. In-house newsletters may contain information or stories on the following:
 - I. Morale-building stories (employee awards etc.).
 - II. Policy changes.
 - III. Upcoming events.
 - IV. Introductions to new employees.
 - V. Announcements.
- B. Public newsletters may contain information on the following:
 - I. Product information.
 - II. New product announcements.