Creating Dynamic ALUMNI Newsletters

COPY • PHOTOS • STRATEGY • LAYOUT • ARTICLES • HEADLINES • BANNERS • READERS
WHITE SPACE • E-NEWSLETTERS • CAPTIONS • TIMELINE • GRID • EDITORIAL STYLE • EDIT

University Communications and Marketing
UNIVERSITY OF WISCONSIN–MADISON

WISCONSIN ALUMNI ASSOCIATION
Creating newsletters isn’t rocket science (unless you’re publishing *Rocket Scientist Today*). Still, many people who produce them have a hard time getting them out. The most common complaints of newsletter publishers are:

1. I don’t have any budget.
2. My colleagues don’t care about this.
3. My readers don’t care about this.
4. Nobody cares about this but me.
5. I don’t care.

As long as number 5 doesn’t apply, you can still put together a professional newsletter, even without a lot of resources or aid from others.

The key to it all is organization: organizing your production process, your publication and your creative materials.
For Starters …

The first thing you should do is figure out what you want to do.

Sounds easy, right? You want to make a newsletter!

But why? What’s your message? Who’s your audience? Who’s in charge of — and responsible for — this thing? (The answers to both halves of that question aren’t always the same.) How big should it be? How often do you want your publication to come out, and how do you want to deliver it?

Considering these questions will make you look into the darkest recesses of your soul, where you keep your budget. The money you have available will help you to figure out how much you can afford — because paper, printing, postage and staff time all have costs.

To determine what you want to do, you may have to answer questions about why you want to do it. What’s your editorial mission? What’s your publication strategy?

Editorial Mission

The next thing any editor needs to know about a publication is its basic editorial mission. This isn’t hard to figure out, but it does require being decisive.

The best way to think about your publication’s mission is to ask yourself this question: If you had to sum up in one sentence the purpose of your newsletter, what would that be? Some common missions are:

- It delivers the department’s message to alumni.
- It inspires a feeling of loyalty among alumni.
- It raises the profile of your organization.

You may think, Yes! All of those apply. If so, stop where you are. You want your newsletter to do too much, and it will end up being poorly focused.

Try to decide what your primary purpose is. All other purposes should be subordinate. If you can decide on one primary mission, many later editorial decisions will be easier.

So you’re probably wondering: what’s the difference between strategy and mission? Good question. Give yourself a pat on the back. The chief difference is in focus.

Strategy refers to the effect you want the publication to have on your readers (usually, an action you hope they’ll take: donate, volunteer, join or renew membership in an organization, etc.).

Mission refers to what you expect your newsletter to give to your readers (usually, an action that you’ll do for the readership: inform, inspire, amuse, etc.).
Newsletter Structure

Think of your newsletter as something that falls between a magazine and a newspaper. It’s not going to be as in-depth as the former, nor as time-sensitive as the latter. Your construction should reflect this: articles will be short (as in a newspaper), but should have a long shelf life (as in a magazine). To get your readers to look at the publication, you must strive for an eye-catching page design.

Newsletters may be as short as one page or as long as 24. Most often, they’ll run either four or eight pages. The following pages lay out one possible way to structure an eight-page newsletter, though the advice can apply to shorter or longer publications as well.

We’ll start big picture.

What’s Your Style?

**AP:** Popular with newspapers and many magazines, the *Associated Press Stylebook* gives a comprehensive list of grammatical rules, as well as a concise dictionary and guide for capitalization and abbreviations. AP style is sometimes considered too trendy by traditionalists, but it’s a good source of information for fast-changing terminology, especially technological and computer terms.

**MLA:** The Modern Language Association of America offers what it calls “the standard guide for over half a century”: its handbook for writers of research papers. MLA style is most often used in an academic setting, and it’s the most comprehensive source for information on documentation and citations. If you want to know how to properly put a footnote within your footnote, this is the guide for you.

**Chicago:** The *Chicago Manual of Style* is probably the most commonly cited “bible” of style books. Though conservative (and not quite as comprehensive as its reputation suggests), it covers most writing and publishing questions. And if you’re stuck in an argument and can say, “Well, it’s in Chicago, rule 7.34,” you’re sure to win your point.

**University Communications:** UComm has posted its own style guide online at www.uc.wisc.edu/styleguide/. It’s a handy reference, as it addresses points of style specific to UW-Madison.

Editorial Style

**Editorial style** is often misunderstood. By this, we mean that we want to know what you consider your editorial “bible.” (Common styles include AP, MLA and Chicago, or you may want to create one of your own.) It may seem that this is pedantic, but it helps us (and you) to establish consistency. Believe us, a time will come when you want to know whether to capitalize *Badger Beauty* or if *polka dot* should be one word, two or hyphenated. And when it does, you’ll want an authority to fall back on.
Grid

The **grid** is something like the newsletter’s design skeleton. It’s a determination of how many columns you want on a page, how graphics can be placed (should they always fit within the grid, or may text wrap around them? may they “bleed” off the page?) and how headlines, pull quotes and other display type can be used.

UComm and WAA can give you plenty of advice. The key to remember is that the grid *is not flexible*: there should be a single grid for the entire publication, and you should always stick with it. A consistent grid makes for an easy-to-read publication.
Banner

This is your newsletter’s statement of identity. Design it carefully, then stick with it. It’s a dangerous thing to change your banner, as your identity is your most important asset.

A good banner includes the publication’s full name (HOT CHEESE) and possibly a brief statement of purpose (for Fondue Manufacturers). The banner should fall in the same place in every issue — and in almost every instance, that place should be at the top of page 1.

For Letters & Science newsletters, we request that you run a version of the L&S logo above the banner to help brand your newsletter as coming from the UW and from the college.

Lead story

This is where you want to catch your readers’ attention. The front page should be reserved for your most interesting story, the one with the best news value. You may not be able to announce, WAR DECLARED!!!!! but you should still give your readers something of value.

Many people like to run a column written by their department chair or their editor — it’s folksy and friendly and has the feel of a letter (thus emphasizing the letter half of newsletter). However, if you want readers to dig into the newsletter right away, it’s better to give them the news that is likely to be of most interest, the story that most epitomizes why your newsletter exists.

The top story needs a strong headline, which means:
- Keep it short.
- Use an active verb.
- Tell the reader what the story is about.
- Be specific. (If your headline is something that could be used over and over, such as “Regents Meet” or “Notes from Graduation,” it’s not a headline — it’s a department header.)
- If you have a brief, clever head that needs a little explaining, add a “kicker” or subhead.
- For more advice on headlines, see page 15.

The top story should also have the best graphic — a good photo that illustrates the top story, for example, or a chart or graph that details important statistics or a striking piece of artwork that brings home the story’s point.

Below the fold

A newsletter may have more than one story on a page — even on its first page. Keep in mind, though, that the more stories there are, the less weight each will have.

If there’s a secondary story (or pair of stories), it (they) should come, to use a newspaper term, “below the fold” — on the lower half of the page, visibly separated from the top story.

Below the fold, you may also want to run a short table of contents, particularly if your newsletter is more than two pages long (at one or two pages, no table of contents is needed) and fewer than 12 (if it’s more than 12, you may want to run it on the second page).
The Department of Communication Arts is taking the lead in the campus-wide Digital Studies Initiative. Professor Robert Glenn Howard has been named director of the initiative, putting Comm Arts at the center of this campus-wide program funded by the Madison Initiative for Undergraduates. “Communication Arts emerged as the leader in this initiative because of our strong track record in teaching digital humanities, our excellent infrastructure with the Instructional Media Center and Hamel lab, and a core group of outstanding professors dedicated to researching and teaching digital communication,” said Susan Zaeske, Comm Arts Department chair.

Professor Howard, who played a major role in the development of the digital studies proposal and has taught courses on digital expression to great acclaim, will be leading the implementation of the Digital Studies Initiative, which spans more than a dozen departments. The goal of the initiative is to integrate technology into the curriculum. By offering an array of courses in Communication Arts, Information Studies, Art, and English, the program will teach students in four foundational areas. These include media literacy, visual literacy, information literacy, and technology literacy. The Comm Arts Department was awarded a faculty position, and we are currently searching for a professor who specializes in the study and production of digital culture.

“This initiative is an incredible opportunity for Comm Arts and our students. Professor Howard notes, “Students today need and want the kinds of skills in digital media that we have the expertise to provide. Now we can offer more courses with better technology.” Howard adds, “We often imagine our students today as ‘born digital’—and there is something to that. They have grown up with technologies that didn’t exist when I was in college. But just like any kind of communication—public speaking or writing—Comm Arts majors don’t just use Facebook. They have the opportunity to develop skills that prepare them for whatever the next big thing is. They have the chance to think about and experiment with digital media on a level beyond just an everyday user. This new initiative is going to help make students in Comm Arts the ones who stand out as the people who don’t just use the Internet, but have mastered it.”

Professor Howard concludes, “This is just the first opportunity of many. In the coming years, we will keep looking for new ideas and new opportunities. In difficult financial times, we are still finding ways to keep Comm Arts...”
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Sample spread illustrating placement of the masthead, headings, sidebar, photo and text.
The Art of Public Speaking in China

Caption
Greetings from the Chair

A s autumn approaches, the campus and its inhabitants begin their seasonal transformation. The leaves turn colors, the days grow shorter, and the air becomes crisp. It is a time of transition, both personal and professional, as we prepare for the new academic year. In this edition of our annual newsletter, we will introduce our new faces to you and describe the numerous activities and accomplishments of our faculty, staff, and students.

In spite of the many challenges we face, we find ourselves, as always, at our Annual Alumni Reunion at the AMS Annual Meeting in New Orleans in late January. In spite of the many challenges we face, we find ourselves, as always, at our Annual Alumni Reunion at the AMS Annual Meeting in New Orleans in late January. In spite of the many challenges we face, we find ourselves, as always, at our Annual Alumni Reunion at the AMS Annual Meeting in New Orleans in late January. In spite of the many challenges we face, we find ourselves, as always, at our Annual Alumni Reunion at the AMS Annual Meeting in New Orleans in late January. In spite of the many challenges we face, we find ourselves, as always, at our Annual Alumni Reunion at the AMS Annual Meeting in New Orleans in late January. In spite of the many challenges we face, we find ourselves, as always, at our Annual Alumni Reunion at the AMS Annual Meeting in New Orleans in late January. 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Determined that Brogden cannot be improved through renovation and it has been slated for demolition in the condition continues to decline as the months and years go by. Supporting this observation, central campus has our building, which opened its doors in 1964, is showing its age. The building is in a dilapidated state and its faculty and outstanding graduate students. I wish for the department to maintain its strong national ranking. I of course, I wish for the typical things. For example, I wish for successful recruitment of exciting.

Holiday greetings, alumni and friends. Things have been going well in the department. In the fall of 2011 we has changed a great deal since the building was designed. Perhaps many of you recall sitting on the students to sit. Personally, I find in snow on their boots and the floor!

There are no common spaces where students can gather to study or to relax between classes. Where do students hang out? Have a look at there are no common spaces where students can gather to study or to relax between classes. Where do students hang out? Have a look at this picture on the left – they hang out in the lobby outside the lecture halls on the first floor of the building. Most students sit on the concrete in snow on their boots and the floor! The picture on the left – they hang out in the lobby outside the lecture halls on the first floor of the building. Most students sit on the concrete in snow on their boots and the floor!

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The necessary information about your publication:

- The purpose of the publication and who produces it.
- Contact information.
- A message from the editor/department chair.

The second page is a convenient place to put the necessary (if dull) information about your publication. People will have an easy time finding it, and yet it won’t get in the way of other material. Here’s where many people will place:

**The masthead or staff box**

List all the important people who work on your newsletter. Include the publication date and frequency (for instance, monthly, quarterly, annually, hourly).

**Identity statement and policies**

This is where you say what the purpose of your publication is. Include who your sponsors are, who your readership is and, if you take outside submissions (articles, ads, etc.), how you choose them.

This is also where you’ll want to put some tedious but necessary business: a copyright line, a statement as to your department’s (and the university’s) status as an equal-opportunity educational institution, a note that your publication was produced using private funding and so on. Try to be as brief as possible with all of this, as it’s truly uninteresting to anyone who isn’t a crank.

But on the topic of cranks (and other correspondents), this is also the section that should include contact information, including address, phone number, website and e-mail address, so that admiring readers can send you their praise, compliments and marriage proposals.

**Institutional message**

If you have a column by your chair or editor, this is often the best place to put it.

The message can be on any topic, but it’s good to think of it as a letter to your readers, and you want your readers to be your friends. Be informal, avoid jargon and don’t assume that the readers know what’s going on in Madison.

Most editors will choose to run a head shot of the author of the message alongside his or her letter or column. This is generally fine — it tends to help establish the identity of the chair or editor, and to put a face on either the publication or the institution that sponsors it. But though our faculty are all stunningly gorgeous individuals, head shots are kind of dull. Think about different ways of illustrating this piece. Whatever you choose to do, be consistent. If you decide to run a photo illustrating whatever the letter talks about, stick with illustrative photos in future issues. If you decide to go with a drawing, stick with drawings.

**News**

This spread is a good place to put a round-up of the short news stories. Be sure to use photos on this spread where appropriate.

**Copyright**

The Board of Regents of the University of Wisconsin System is the copyright owner of electronic and print materials created by University of Wisconsin departments. Include the copyright symbol and the year of publication; for example,

© 2012 Board of Regents of the University of Wisconsin System

**EO/AA (Equal Opportunity/Affirmative Action) Compliance Statement**

State and federal regulations, as well as university policy, require that certain information appears on University of Wisconsin-Madison publications, to demonstrate the university’s commitment to equal opportunity and accessibility. The EO/AA compliance statement must appear on all University of Wisconsin-Madison publications.

The University of Wisconsin-Madison is an equal-opportunity and affirmative-action educator and employer. We promote excellence through diversity in all programs.
The School of Social Work at a Glance

1350 University Avenue

Newspaper Toolkit 13

of July. Jane’s departure feels, as one

Professor Jane Pearlmutter retired at the end

throughout the fall semester.

ing which they met faculty, second-year

orientation week in early August, dur-

Information Studies
caregiving and end-of-life care.

Research: state and federal grants supporting

disability.

mental health, health, aging and
evidence-based practice. Concen

Faculty-based field mod

750   BA/BS, BSW, MSW

Work at a Glance

The School of Social

AWARDS AND ACCOMPLISHMENTS

Three School Faculty Receive Prestigious University Awards

Professor Marko Vorkapich, Shari Bernier, and

Junior-Intermediate Achievement Award at the NASW Wisconsin Chapter.

1350 University Avenue

www.slis.wisc.edu

Crystal Schmidt, Web 2.0

Send your name!

www.slis.wisc.edu

Crystal Schmidt in London


Crystal Schmidt is a photographer, writer and


Crystal Schmidt in London

Pages 4–5:
The center spread: prime real estate.
- Think of it as one large page.
- Use it for your feature story or several related stories.
- It’s a great place for larger images.

Center spread
In an eight-page newsletter, you’ll have some nice real estate in the middle, with plenty of room to flesh out a longer story and to run sizable pictures — in other words, to do the sort of things that take space.

Think of this area as a unified spread, not just as a couple of pages. If you can, develop a longer story or a few short pieces on the same theme.
The pages toward the back of the publication are the best place to put class notes; lists of donors, awards and honors; calendars of events — all the things you want to (or have to) mention, but don’t feel that you can turn into stories.

This doesn’t mean you should abandon the design of this area, however. If at all possible, try to include a couple of items that will engage your readers. These might include:

- A quiz
- A call to action
- Interactive items (for example, ask for stories or photos from readers)
- Interesting nostalgic photos
Many newsletters are “self-mailers” — in other words, they don’t go in an envelope. If this is the case, you need to leave room for postal information. Often, this will mean a quarter or half page, more or less blank, for the recipient’s address. Also, you’ll need a return address and postage (or an indicia with your bulk-mail permit number).

On the other half of this page, be sure not to run anything that might confuse the post office. But do run text and graphics that you think will inspire your readers to open your newsletter.

Try:

- Highlights from the issue
- An intriguing photo (“What the heck is this? Find out inside!”)

If your publication isn’t a self-mailer, then the back page is your back cover — some of your most important real estate. Don’t use it as a dumping ground for leftover text. It may be good for a calendar of events, donation or registration forms, calls to action or anything else you want your readers to see every time they pick up your publication.
Copywriting

Headlines
Every story needs a title. Good headlines are typically short but informative, delivering a quick indication of what the attached story is about. They’re also complete sentences (that is, they contain a subject and a verb).

The best headlines are also clever, such as this one from the Daily Cardinal. Years ago, Union Director Porter Butts was named as a co-defendant in a lawsuit against the Memorial Union. The Cardinal, sensing a once-in-a-lifetime opportunity, covered the story under this headline:

Butts Cited in Union Suit

However, such stories are rare, and the desire for cleverness can lead to trouble. For instance, once upon a time, On Wisconsin nearly published this headline on an obituary for soil science professor Francis Hole:

Hole in One

It’s brief. It’s accurate. It’s descriptive (though you’ve got to think about it). But the tone isn’t quite right for an obit, and On Wisconsin decided against it.

The other danger of cleverness is getting caught up in jargon. This headline, for instance, appeared in the entertainment magazine Variety:

Bundle Fumbles Sked

To the standard English speaker, this appears to be word salad, a strange mix of words and wordlike structures jumbled into a meaningless mess. Actually, it’s Hollywood slang, and if you read the story, you discover that an actress had become pregnant (the bundle), which had disrupted (or fumbled) her movie-production schedule (or sked, for those whose time is too precious for multisyllabic words).

Few of your readers will be intimately familiar with campus slang — and that goes for administrator slang as much as student slang. For example, only in the offices of university administrators are the words development and stewardship code for fund-raising. When writing headlines, think like an average reader.

Other Helpful Writing Hints

• Use short paragraphs (they seem inviting and easy to read).
• Try not to write an article that jumps from one page to another (it makes the story seem longer than it is).
• Generally stick with the active voice, avoid jargon and be brief.
• Nouns and verbs are good; adjectives and adverbs are clutter.

Captions
Just about every photo should have a caption, and every caption should tell a story (even if that story is only one or two sentences long). The reason for this is simple: many people look only at the pictures, and you want them to take something away from the newsletter. Good captions are complete sentences (not just names of the people in the photo). Better captions say something more than just a description of what is pictured. The best captions add some information that would not be available to readers from simply looking at the photo or reading the attached story.

To Sum Up
If you take nothing else away, remember these three rules: be simple, be active and be brief. All good writing comes from these guidelines.
Images

Photos

The photos you’ll most commonly find in newsletters fall into one of two categories: head shots and group shots. Neither is particularly interesting to those who aren’t in the picture.

When you’re selecting photos for your publication, try to find pictures in which people are doing something. Want to show your department’s new building? Don’t just shoot a picture of it from the street — show people using the labs or classrooms. Want a picture to go along with the story on some award-winning students? Don’t show a group of kids clutching their awards in a line-up. Instead, get a picture of one of the students doing whatever it was that he or she did to earn the award.

In other words, pictures work best when they show people in action.

Illustrations

Not everyone has the talent to draw or the budget to hire an artist. But sometimes an illustration works best to convey a certain point. Try not to rely too heavily on clip art and logos, however, and consider this question: does the artwork tell a story? If so, does it tell the right story? Be certain that the art reinforces the point you’re trying to make in your text. If you’ve got charts or graphs, do they illustrate your most important data? If you’ve got a map, is it anchored to generally known points of reference?

Important Note: CAMERA SETTINGS

Small, low-resolution images are fine for the web, but if you want your photos to be usable in a printed piece such as a brochure, poster, ad, annual report or postcard, then you need to adjust your camera settings to take large photos.

All digital cameras have an option in their settings for photo size or quality. Explore your camera settings and choose one that will give you the larger photos. Some cameras will list them as small, medium and large. Other cameras will give you size options such as 300x300 or 1200x1200. Check your camera’s user guide for instructions on how to change the settings on your camera.

Just remember: big number = big picture.

Top Five Tips to Better Photos

1. Get closer.
   Most people have way too much background space in their photos. Also, the best photos are about faces, not about bodies, so when you take a picture of a person, zoom in so that the face is 25 percent of the shot. That said, also include shots that provide context. For example, at student sendoffs, include a sign, banner, balloons or an alumnus cooking brats.

2. Take more shots.
   Digital is cheap. When you might take one picture, take two or three or 10. You’ll find that one will inevitably be blurry; or someone is blinking; or something weird happened. Take additional shots to make sure you have a good one.

3. Back light!
   Make sure that however you take a picture, the main source of light is mostly behind you. If it is behind the subject, the camera won’t be able to see the details and the subject will be too dark.

4. The subjects should do something.
   People standing around can be boring. Have them move around or shift positions. Have them look away from the camera. Great shots aren’t all about smiles and saying “Cheese!”

5. You should do something.
   The photographer should move around a little. Get low. Get high. Get funky.
E-Newsletters

If you feel you need to be in touch with your readers more often than a print schedule allows, you may want to consider sending an electronic newsletter. Such publications present obvious benefits (especially in cost), but they also offer some challenges, such as:

- E-mail addresses change more often than postal addresses.
- E-newsletters may be confused with spam.
- E-mail is easily ignored by readers.

E-newsletters also present editorial challenges, particularly in that people tend not to want to read e-mails that are very long. E-mail attention spans are short, and people seem to have an instinctive desire to trash any non-personal messages. Keep these things in mind if you’re going to do an e-newsletter:

Subject line

**Identify yourself in the subject line.** It’s the first thing your readers see, so think of it as you would the outside of an envelope. **Don’t try to get clever.** Most e-mail providers have spam filters nowadays, and the filters can be overly aggressive. If your subject line happens to use one of the wrong words, your newsletter will disappear unread. Also, keep your subject line short — 35 characters or fewer!

Copy

**Be very brief.** News items shouldn’t be more than one or two sentences long. They should really be more like teasers than stories, and you should include links that will take interested readers to a website where they can find out more about the story.

Remember that the structure of an e-newsletter is very different from that of a printed piece. Instead of having pages and spreads, text is given in one long scroll. The most important item should go at the top, and others should follow in descending order. Do not include too many stories — the ones near the bottom will likely be skipped altogether.

If you do have a lot of stories and can’t drop any, you may also want to run a table of contents at the top of your document. This would be a series of one-line previews of the stories to follow.

Other structural points

Every e-newsletter needs to give recipients the chance to take their names off of your mailing list. **An opt-out message should always be included.** Also, if your organization has a privacy policy or statement of how it uses e-mails, include it or a link to it.
Designate a project coordinator who will:

- Collect and manage content
- Facilitate internal discussions about project content, purpose, etc.
- Serve as the point of contact for the design and production team, L&S Office of Advancement, UW Foundation, University Communications and Marketing, WAA and others

Define an objective for your publication:

- Advancement
- Engagement
- Providing information

Create a project plan that allows enough time to produce a quality product (eight to 10 weeks from the time all content is collected until distribution).

Develop a table of contents/document map to keep the project focused.

Don’t begin production until the content is final and approved; this minimizes the number of proofreading cycles.

Use the UW brand.

Define your audience:

- Alumni
- Donors
- Friends
- Faculty/staff
- Professional groups/societies/organizations

Request alumni and donor lists from WAA and the UWF to ensure that mailing lists are current; do not use “shadow” databases.

Know your budget: it will determine how many pages the newsletter can be; how often it will mail; whether freelance photographers, artists or writers can be hired; and whether stock images can be purchased.

Cost factors to consider:

- Postage
- Printing
- WAA or UComm labor
- Internal staff time

Create continuity by maintaining an archive of past issues, and documenting your process and project cycle so that the newsletter can live on after you win the lottery.
## SAMPLE PROJECT PLAN

**Date:** June 21, 2012  
**Title:** Creation of a Newsletter for L&S Departments  
**Prime Responsibility:** L&S Newsletter Coordinators  
**Assists:** L&S Office of Advancement, faculty, other staff, students, WAA, UWF, University Communications  

**Purpose:** Create a communications piece about your department, center or program that will:  
1. Inform your audience  
2. Engage your audience  
3. Advance the initiatives of your department, program, center and the college  
4. Enhance and support development efforts

<table>
<thead>
<tr>
<th>TACTIC</th>
<th>RESPONSIBILITY</th>
<th>ESTIMATED TIME TO COMPLETION (BUSINESS DAYS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Meet with L&amp;S Director of Communications (Megan) to discuss the project</td>
<td>Coordinator</td>
<td>1 day</td>
</tr>
<tr>
<td>2. Meet with internal constituents who will be involved in the project to discuss content and set a budget</td>
<td>Coordinator, Megan</td>
<td>1 day</td>
</tr>
<tr>
<td>3. Gather content (text, images, captions, etc.) and prepare a document map</td>
<td>Coordinator</td>
<td>21 days</td>
</tr>
<tr>
<td>4. Meet with design team (WAA, UComm, etc.) to review copy/images and the document map</td>
<td>Coordinator, Design team</td>
<td>1 day</td>
</tr>
<tr>
<td>5. Create an initial layout</td>
<td>Design team</td>
<td>8 days</td>
</tr>
<tr>
<td>6. Departmental review</td>
<td>Coordinator, Megan</td>
<td>5 days</td>
</tr>
<tr>
<td>7. Order the mailing list</td>
<td>Design team</td>
<td>1 day</td>
</tr>
<tr>
<td>8. Incorporate edits from the departmental review</td>
<td>Design team</td>
<td>3 days</td>
</tr>
<tr>
<td>9. Internal proofing</td>
<td>Design team</td>
<td>6 days</td>
</tr>
<tr>
<td>10. Incorporate edits from internal proofing</td>
<td>Design team</td>
<td>3 days</td>
</tr>
<tr>
<td>11. Departmental review</td>
<td>Coordinator, Megan</td>
<td>4 days</td>
</tr>
<tr>
<td>12. Incorporate edits from the departmental review</td>
<td>Design team</td>
<td>2 days</td>
</tr>
<tr>
<td>13. Final sign-off</td>
<td>Coordinator, Design team, Megan</td>
<td>2 days</td>
</tr>
<tr>
<td>14. Printing processes (includes printing, bindery, bulk mail, etc.)</td>
<td>Design team</td>
<td>10–15 days</td>
</tr>
<tr>
<td>15. Distribution/mailing</td>
<td></td>
<td>5–10 days</td>
</tr>
</tbody>
</table>

**TOTAL** 73–83 days
**Sample Project Checklist**

<table>
<thead>
<tr>
<th>Client: _______________________</th>
<th>Editor: _______________________</th>
<th>Date: ______________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project: _______________________</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### PLANNING
- [ ] Establish Team
- [ ] Writers
- [ ] Designer
- [ ] Marketing
- [ ] Print Buyer
- [ ] Project Manager/Editor
  - Contact Person ____________________________
- [ ] Management Review required?
  - Management Contact _______________________

### PRIOR TO CLIENT INITIAL MEETING (if possible)
If known, discuss basic facts of the project:
- [ ] Goal/objectives
- [ ] Deadlines
- [ ] Research—what was done in the past
- [ ] Review client Web site
- [ ] Samples of similar projects
- [ ] Budget
- [ ] Distribution/mailing/quantity desired
- [ ] Funding/billing information

### INITIAL CLIENT MEETING (TEAM)
- [ ] Shelf-life of publication
- [ ] Other uses—Web?
- [ ] Photography
  - [ ] University Communications
  - [ ] Other?
- [ ] Mailing and distribution
  - [ ] Complexities
  - [ ] Who does this?
  - [ ] Who mailed to?
  - [ ] What else is mailed with it?
- [ ] Budget/Develop estimate
- [ ] Consult print buyer
- [ ] Timeline
  - [ ] Ideal
  - [ ] Required
  - [ ] Web

### WORK IN PROGRESS
- [ ] Keep team/managing editor up-to-date
- [ ] Art Director/Designer/Editor consult
- [ ] Share copy with team/managing editor
- [ ] Share copy with client before sent to design
  - (if necessary)
- [ ] UW Logo?
- [ ] Funding statement
- [ ] Credits

### READY FOR PRESS
- [ ] After client sign-off: quality check (second editor)
- [ ] Editor check
- [ ] Management check
- [ ] Begin Web work, if appropriate

### PROOFS
- [ ] Blueline/color proof
  - [ ] Team (Editor, Designer, Client)
  - [ ] Second editor

### DELIVERY AND PROJECT WRAP-UP
- [ ] Comments/Concerns noted in tracking system
- [ ] In-house critique of project, when appropriate
- [ ] Samples
- [ ] Final high res files received from printer
- [ ] PDF
- [ ] Return artwork
- [ ] Bill Project
Image Resources

Campus Photo Library
University Communications and Marketing maintains a photo library, which features more than 8,000 photographs that may be used by UW-Madison units for non-commercial communications pieces related to the university (http://photos.news.wisc.edu).

Other university image collections
Campus sources for photographs related to UW-Madison include:
- College of Agricultural and Life Sciences (www.cals.wisc.edu/external-relations/contacts)
- College of Engineering (www.engr.wisc.edu/services/cer/overview.html)
- University Archives (http://archives.library.wisc.edu/images.html)
- UW Health Marketing and Public Affairs (John Maniaci, photographer, at jmaniaci@uwhealth.org)
- Wisconsin Historical Society (http://www.wisconsinhistory.org/whi/)

University photo guidelines
Visit http://universityrelations.wisc.edu/policies/photo-guidelines.php for campus policies on the creation and use of photographs, copyright, permissions and model releases.
Print continues to be a powerful component of any communication strategy, and frankly, we love it! One of the campus’ strategic priorities, however — made all the more important during difficult economic times — is being a responsible steward of our resources. Thus, we recommend a few ways to reduce your newsletter’s carbon footprint:

- Reduce the physical size of the printed piece.
- Decrease quantity, if possible, and ensure that you order the right quantity initially to avoid expensive reprints.
- Use vegetable-based inks.
- Avoid metallic and fluorescent inks, which contain toxic heavy metal.
- Design publications using fewer varnishes and coatings.
- Use paper with at least 30 percent recycled content; Forest Stewardship Council (FSC) certified paper and printing are preferred.
- Use digital printing when printing smaller quantities — generally 2,000 or fewer pieces. Digital printing uses non-toxic dry inks and generates lower emissions than offset printers.
- Work with printers who have obtained third-party environmental certification from the Forest Stewardship Council (FSC) or the Sustainable Forestry Initiative. These certifications ensure that paper originates from well-managed forests and complies with a certified organization’s rigorous standards.
- Review distribution and mailing lists regularly to avoid overproducing materials.
- Request updated alumni lists from WAA or the UWF. Ensure that other lists are as accurate and up-to-date as possible.