



WRITING A NEWSLETTER



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NAMEPLATE

- The banner on the front of a newsletter that identifies the publication is its nameplate. The nameplate usually contains the name of the newsletter, possibly graphics or a logo, and perhaps a subtitle, motto, and publication information including Volume and Issue or Date.

BODY

- The body of the newsletter is the bulk of the text excluding the headlines and decorative text elements. It's the articles that make up the newsletter content.



TABLE OF CONTENTS

- Usually appearing on the front page, the table of contents briefly lists articles and special sections of the newsletter and the page number for those items.

MASTHEAD

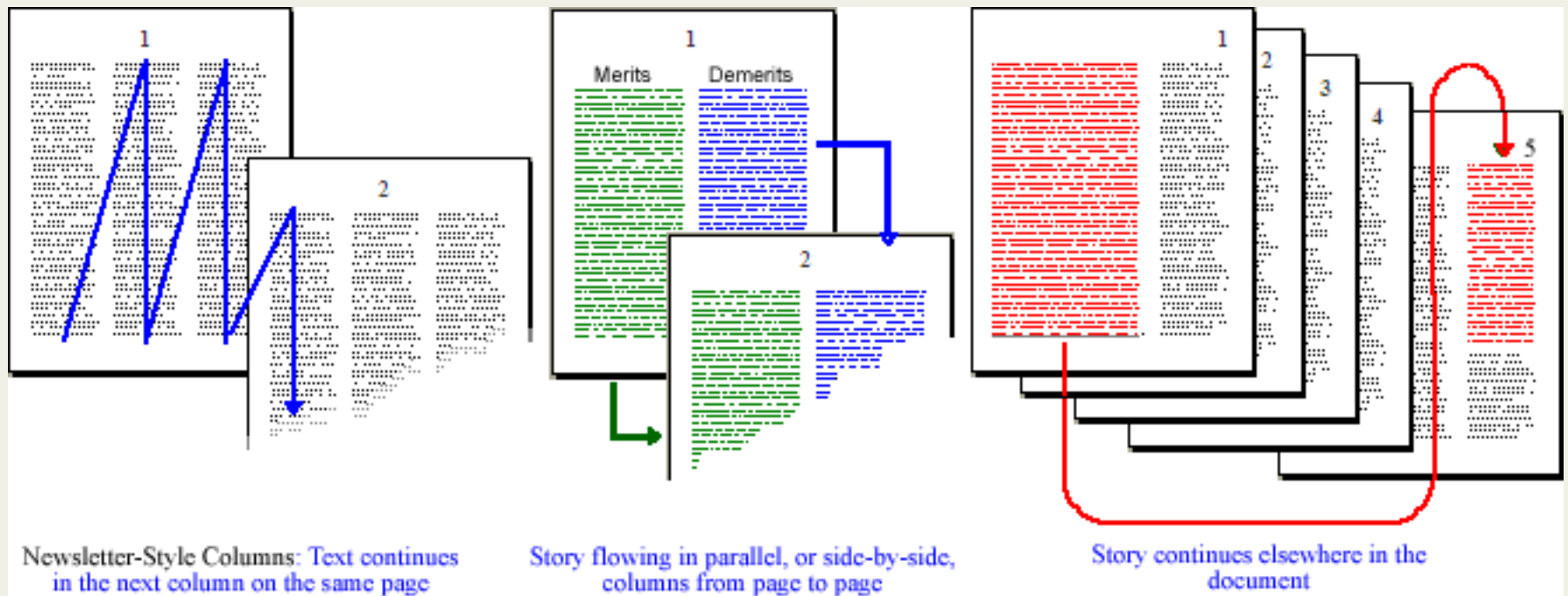
- The masthead is that section of a newsletter design, typically found on the second page (but could be on any page) that lists the name of the publisher and other pertinent data. May include staff names, contributors, subscription information, addresses, logo, etc.
- If your newsletter is written and put together by one person, it's probably not necessary to have a masthead. But if several contribute or if the newsletter can only be obtained through subscription, then you need a masthead
- Always put it in the same place for each issue of your newsletter. Some people like to put it at the bottom of page two. Others like to put it on the back of a four-page newsletter
- A typical masthead includes a miniature version of your nameplate for a unified look to your newsletter and this information:
 - Authors and contributors
 - Address, phone number and place of origin of the newsletter
 - Date and volume number

HEADLINE

- After the nameplate, the headline identifying each article in a newsletter is the most prominent text element.

PAGE NUMBERS

- Page numbers can appear at the top, bottom, or sides of the pages. Usually page one is not numbered in a newsletter.



BYLINES

- The byline is a short phrase or paragraph that indicates the name of the author of an article in a newsletter. The byline commonly appears between the headline and the start of the article, prefaced by the word “By” although it could also appear at the end of the article.

CONTINUATION LINES

- When articles span two or more pages, a newsletter uses continuation lines to help readers find the rest of the article.
- Jumplines – also called continuation lines, typically appear at the end of a column, as in *continued on page 45*. Jumplines at the top of a column indicate where the article is continued from, as in *continued from page 16*.

END SIGNS

- A dingbat or printer's ornament used to mark the end of a story in a newsletter is an end sign. It signals the reader that they have reached the end of the article. ☚

PULL-QUOTES

- Used to attract attention, especially in long articles, a pull-quote is a small selection of text "pulled out and quoted" in a larger typeface.

The image shows the cover of a newsletter titled "Cloudburst Chronicle" from the National Weather Service in Juneau, Alaska. The cover has a dark green header with the title in white. Below the title, there is a small photograph of a wooden cabin with a green roof. To the left of the photo, it says "National Weather Service Juneau, Alaska" and to the right, "Volume 7, Issue 2 December 2007". The main article is titled "Southeast Alaska Thunderstorms" in large blue letters, with a pull-quote in a larger font: "Have you ever seen thundersnow?". The pull-quote is attributed to "By Craig Schwartz". Below the pull-quote, there is a short paragraph of text. On the left side of the cover, there is a blue square with a red question mark and the text "Ask the Experts! Send in your weather questions to:".

Southeast Alaska
Cloudburst Chronicle
National Weather Service
Juneau, Alaska
Volume 7, Issue 2
December 2007

Southeast Alaska Thunderstorms
By Craig Schwartz
"Have you ever seen thundersnow?"

While thunderstorms are frequently observed over interior Alaska during the late spring and summer, they are quite rare over the Panhandle. When they do form, they are capable of hail, lightning, and heavy rain, and even snow, all of which can disrupt travel and outdoor activities. In addition, forecasting thunderstorms in

Ask the Experts!
Send in your weather questions to:

PHOTOS/ ILLUSTRATIONS

- A newsletter design layout may contain photographs, drawings, charts, graphs or clip art.
- Mug Shots - the most typical people photo found in newsletter design is the mug shot - a more or less straight into the camera head and shoulders picture.
- Caption - is a phrase, sentence or paragraph describing the contents of an illustration such as a photo or chart. The caption is usually placed directly above, below, or to the side of the picture it describes.

MAILING PANEL

- Newsletters created as self-mailers (no envelope) need a mailing panel. This is the portion of the newsletter design that contains the return address, mailing address of the recipient, and postage. The mailing panel typically appears on one-half or one-third of the back page so that it faces out when folded.

REQUIRED FOR THE FLORIDA DISTRICT NEWSLETTER COMPETITION AWARD

- NEWSLETTER COMPETITION AWARD
- Date of Submission: _____ Newsletter Editor _____
- Title of Newsletter _____
- Club: _____
- Contact: _____
- Address: _____ Phone: _____
- _____ E-mail: _____
- Note: Submit four (4) issues of the Club's newsletters for the current Pilot Year.
- 1.Number of times published during the Pilot Year _____
- 2.Number of copies submitted for the current Pilot Year _____
- 3.Distribution list of the newsletter (Who receives a copy of the newsletter?) _____
- _____
- 4. How is the newsletter distributed?
- Electronically Yes _____ No _____
- Hard Copy Yes _____ No _____
- Electronically & Hard Copy Yes _____ No _____
- 5. Are the following items in every issue?
- Pilot International Yes _____ No _____
- Pilot International Foundation Yes _____ No _____
- Florida District News Yes _____ No _____
- Pilot Scholarship House Foundation Yes _____ No _____
- Are the newsletters community friendly, professional, easy to read and informative? Yes _____ No _____