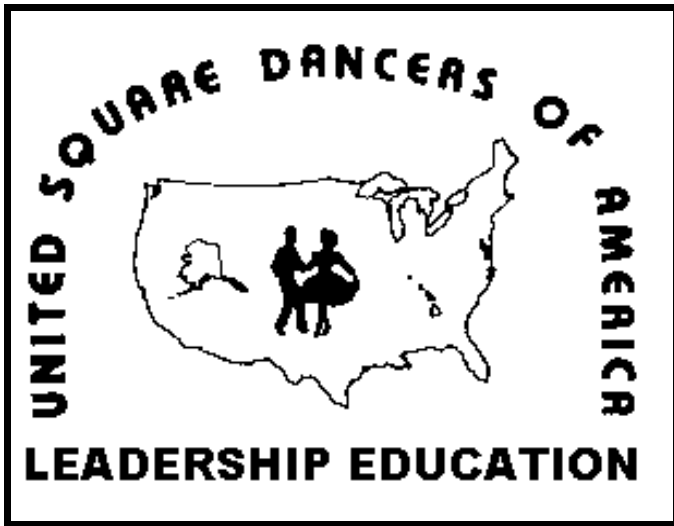


# CLUB NEWSLETTER



This Pamphlet was developed by the Education Committee of the United Square Dancers of America, Inc. and provides information concerning the preparation of club newsletters.

Live Lively-



Square Dance!

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## INTRODUCTION

There are many types of newsletters - medical, technical, health, union, hobby, travel, marketing, publishing, aerobics, square dance, clogging, round dance, and the list could go on and on. A newsletter informs, announces, reminds, advises, instructs, advertises, and communicates.

Square dance newsletters and magazines are big business across the nation. The National Square Dance Directory lists over 225 Area, State and National newsletters and magazines. It is known that there are many, many more club newsletters existing in the square dance community. A conservative guess would be over 2,500 club bulletins or newsletters are in existence in some form or type.

A club newsletter provides a specialized type of information that is not readily available from other immediate sources, such as TV, radio, newspapers, books, magazines, etc.

Area, state and national newsletters or publications serve the needs of the dancers within their circulation. There are two different categories of dance publications. Commercial dance publications are independently operated and financed. They depend on a paid circulation and the sale of ads to produce their necessary operating costs. Other club, area, state and national newsletters or publications can be sponsored by a club, area, state, or national dance organization and receive their operating funds from an active dance organization.

A square dance club newsletter is a journalistic communication vehicle that provides specialized information about a specific club; its club members; square dancing; club activities; club functions; and local, area, state and national activities. Reference to square dance in this pamphlet also applies to other dance forms such as round dancing, clogging, contra, folk dancing, line, heritage, etc. The club newsletter is funded by the club with possible assistance through the sale of local ads.



To justify and maintain an existence, a club or any organization must communicate with its members. A monthly club newsletter provided to the club members is a logical, economical and efficient method of communicating with the club members. A club that publishes a well-prepared newsletter should never be caught with "uninformed" members when something big takes place in the square dance activity as all the club members have received advance notice and informative details via the club newsletter.

A club newsletter is an essential form of communication for club leaders and club members. It is a rapid form of communication and provides a bond or linking of all club members. It creates a club family and serves as the family letter to its members and also serves as a good club historical document.

Club newsletters come in all sizes, shapes and styles and consist of one or many pages. The club newsletter may be published weekly, monthly, bi-monthly or quarterly and can be formal, informal, precise or amateurish. There is no right or wrong club newsletter, only good and better newsletters.

A good newsletter requires a lot of advance planning, detailed research and preparation, design, assembly, critical review, printing and distribution. A club newsletter just doesn't happen overnight! An editor must know the readers and how to write, generate stories, use clip art, photos, headlines, text, ads, camera-ready artwork, assembling techniques, labels, mailing lists, and distribution methods.

Most club newsletters are produced by using a typewriter or a computer and printer to make a master copy.

Copies of newsletters for distribution are normally produced by clubs with the use of a copy or reproduction machines or going to a small print shop for copies.

In this pamphlet we will provide more information than you want to know about a club newsletter, but will answer many questions for the novice about the contents of a club newsletter, how to write, prepare, assemble, produce, print, and circulate or distribute a newsletter. A great amount of this information may be applicable to any Area or State Newsletter.

## PURPOSE OF CLUB NEWSLETTER

The club newsletter is the bonding agent that will hold a club together as a dance family. It is the communications tool of the club and provides specialized information of interest to all club members. The newsletter builds interest in the club and its activities. Every member that misses a few weeks or months due to illness or travel welcomes a club newsletter to read what has been going on at the club during their absence. Also, they seek out what dance activities are scheduled in the immediate future and make their plans accordingly. The club newsletter serves as a club reporter of club business information; membership health and welfare; birthdays and anniversaries; club calendar of activities and functions; area, state and national dance activities; ads; dance and leadership articles.

Why a club newsletter?

- Provides a media to build interest and keep members informed of club activities and plans.
- The communications link with the club members.
- To assure "all" members are aware of club actions.
- To make absent or missing members wish they had not missed club dances and functions.
- To make attending members glad they participated in club activities.
- To encourage all members to attend future events.

## DESIGN OF A NEWSLETTER

First impressions are critical in a printed document. If the document doesn't impress a reader at first glance, the reader ignores the document. Most people like newsletters because they are rather short (averaging four to eight pages). Few people read every article in a magazine or a newspaper, but a majority of people will read every article in a newsletter because it contains short informal articles about our hobby. Some dancers will read only certain sections, others will read only news articles and still others will scan the text and study the ads, illustrations and artwork. It is easy, fast and satisfying to read a complete newsletter that is dedicated to a specific subject without weeding out or segregating the desired subject matter from a lengthy newspaper or magazine that covers many subjects.

Creating a successful design involves many steps. Because each step builds on the last or is related to the last step, the first step is the most important: planning and preparing your design for a specific purpose. The main purpose of all printed material is to convey a message to the reader. Likewise, the main purpose of design is to convey a message to the reader - a message that attracts the readers attention and persuades the reader to pick up and read the printed material. Good design techniques assists in the newsletter attraction and recognition sought by a club editor. An editor should design a newsletter as "appropriate". What is appropriate for one newsletter or one club is not appropriate for another. Just design the newsletter as you think is best for your application. A significant factor in all newsletter design is consistency. Your design must be consistent within and between issues. Consistency within the issue makes the reading comfortable and easy to read. Consistency between issues of a newsletter familiarizes the reader with the style and makes the reader comfortable and willing to continue reading. The decisions you make when planning and designing your newsletter will determine its success or failure.

**GOALS:** The goals and objectives of the club newsletter should be established or approved by the club officers. Since the newsletter is a vital communication link among all club members, it is extremely important to thoroughly understand what is wanted from the publication. The club goals and objectives will shape the budget, design, content, printing and circulation of the newsletter. Define your goals with precise statements. Use verbs, such as those listed below, in a sentence about the desired goals or objectives:

advise	announce	assure
clarify	define	describe
explain	guide	help
illustrate	improve	influence
inform	inspire	interpret
justify	lead	motivate
notify	persuade	praise
prepare	prevent	raise funds
recruit	report	solicit
stimulate	suggest	support
teach	train	try

Four to eight sentences should be sufficient to state the goals of a club newsletter.

**CONTENTS:** The contents of a successful club newsletter are really determined by the readers. The editor or writer must continuously repeat "What do they want to read about?" "What should they read about?" Some topics a club newsletter may contain are:

- Advertising and fliers
- Area, State and National articles
- Articles of interest about club caller and cuer
- Articles of interest about club members and officers
- Awards
- Badges and banners
- Benefits



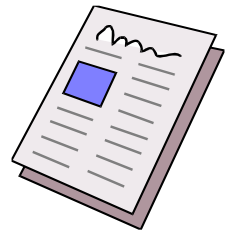
Calendar of club events  
Call definitions  
Club activities & meetings  
Club archives and history  
Club facilities  
Club and dancer insurance  
Club Hotline and emergency plans  
Club involvement in community affairs  
Club nominations and elections  
Club policies, rules and procedures  
Club position on current dance issues  
Club profiles  
Club reports  
Code of conduct and ethics  
Computers in the dance activity  
Dance class schedules  
Dance courtesies  
Dance health issues  
Dance publications  
Dance resorts  
Donations  
Editorials  
Festivals, Conventions, Specials  
Financial status of club  
Handicapable dancers  
Holiday themes  
Immediate past club activities  
Interviews  
Leadership articles  
Long and short range club plans  
Minutes of meetings  
National activities and functions  
National and international dance organizations  
Personal news - anniversaries, birthdays, promotions,  
sickness, absences, new members, departing members  
Publication policy  
Quarterly dance selections  
Responsibilities of officers and members

Safety  
Sewing hints  
Sources of information  
Special events of local dance organizations  
Special recognitions and thanks  
Square dance attire  
Square dance conventions  
Stories or articles from other newsletters or magazines  
Suppliers of dance merchandise  
Visitations  
Volunteers  
Workshops

The list could go on and on providing topics that could go into a club newsletter. But any article or story planned for the newsletter must be meaningful, useful, interesting and important to the reader. The design of a newsletter is worthless if the newsletter content is poor. The newsletter design and content must work to complement each other to assure an acceptable newsletter. A sprinkling of ads, graphics, photos, fliers, related articles lifted from other sources attract the readers eye.

SIZE: The size of a newsletter depends on the amount of copy, format, quantity printed, and the method of distribution. Most newsletter formats conform to common sizes used in the printing industry.

The normal size of a club newsletter is 8 1/2" X 11" - the standard size of typing paper or stationary. The legal size 8 1/2" X 14" can be used but is less common. Size must be considered in the practical design of a newsletter especially when you consider the final destination of the newsletter - in a 3-ring reference or "historic" notebook, file folder, bookcase, or a trash can. Most file folders or containers are designed to hold the 8 1/2" X 11" paper. The standard size sheet of paper can also be folded to form a smaller newsletter 5 1/2" X 8" but requires either type



reduction or typing in a special mode. The smaller 5 1/2" X 8" newsletter also requires stapling along the fold with a special stapler that will accept the 5 1/2" paper.

COLUMN FORMAT: A simple "letter" style format may suffice for many club newsletters. This style resembles personal or business letters - written all the way across the page. This is sometimes referred to as "full measure". It is one large column across the page. This format can be developed rapidly and works very well with tabular data that requires several different columns across the page. One-column formats are easy and efficient but do not allow much latitude in layout of the newsletter. They also contribute to causing the reader's eyes to tire and "double" or reread the same line or skip lines. Approximately 35 to 40 characters per line are considered as a comfortable line length to reduce eye fatigue. However, eye fatigue is not a real problem with club newsletters due to the short length of the newsletter. The one-column format is probably used in most club newsletters when consideration is given to the readers, writers, ease of preparation and final disposition of the newsletter.

one column      two column      three column

Two-column format provides more flexibility of layout than the one-column format and yields more readable lines. It is still fairly simple to develop, depending on the equipment available to the editor. The computer allows multiple columns at a flip of a button or key on the keyboard. The standard typewriter may require a bit more manipulation to form the columns. An easy way to produce a two-column format with a typewriter is to type only one column wide on a sheet of paper and then use the cut and paste method to assemble the newsletter. This same method can be used to type a larger column then reduce the column size by use of a reduction photocopy machine.

The two-column format permits the incorporation of graphics, clip art, cartoons, photographs and small ads or illustrations that dress up the newsletter or make it more eye-appealing. Another design of a two-column format could find the headlines of articles printed in a small left hand column and the text of the article in a larger right side column.

Three-column format still provides adequate layout flexibility and efficient readability but the print commences to be smaller to ensure a full line of characters. Likewise, the computer easily sets up the three-column format while the standard typewriter will require many extra phases to assemble and layout the newsletter. Detail thought and consideration must be given to the utility, use and disposition of a club newsletter when determining the potential use of multi-column formats.

NAME: One of the most important design features of a newsletter is the nameplate. The nameplate of the newsletter is placed on the top of the newsletter, in large conspicuous bold print and is the first and most often thing observed by the reader. The nameplate sets the pace for the club newsletter and is used in the same format on all future copies of the newsletter. Many times the club logo is used with the nameplate to focus attention and give favorable attention to the club. The nameplate should be distinctive and symbolize the club activities to the reader. Date, issue number, club name, slogan or a statement "Published by the \_\_\_\_\_.Club" should be included in the nameplate block. The date, volume number and issue number will play a very important part in filing and will facilitate the historic use of the newsletter. The nameplate, or portions thereof, may be used on subsequent pages if desired (remember it does utilize valuable space on other pages).

After a nameplate has been designed, examine it with great thoroughness and detail. Does it contain all the necessary facts to fully identify the newsletter? Are the optional



contents such as the logo, slogan, statement, date, volume and issue number, publisher, club or editor, adequately identified, uncluttered and legible to the reader? Are the contrast, balance and unity of the nameplate acceptable? Does the nameplate impart the desired impact upon the reader?

**MASTHEAD:** A masthead is a section of the newsletter that tells the name and address of the club, club officers, and editor; copyright notice (if copyrighted); frequency of publication; subscription rates; publication policy, and any other business type information. If the club has a limited circulation to only its club members, then a masthead is not required. If the newsletter is circulated to outside sources, libraries, other dance clubs or organizations, dance publications, etc., the masthead should be included to provide an authoritative source of information.

**HEADLINES:** Newsletter headlines are created to attract attention, summarize and advertise the article that follows. Headlines for newspapers and magazines are created after an article or story is written. A headline for a newsletter is composed before the article is written. This will aid the writer or editor to focus the content of the body copy or text on the subject of the headline. The headline also implies the importance of the article when compared to other articles in the newsletter. The headline should have a direct relation to the article and tell enough to attract the readers attention. Include a verb in the headline to attract attention. The headline should be specific to aid the reader to find an article of interest. Readers like fresh news, not antiquated news and the use of headlines with present tense will keep the headlines short, lively and eye-catching. A good headline can make the difference whether an article is read or by-passed.

**BODY COPY:** One of the most important elements of design is typography. Typography is the style, arrangement, or appearance of typeset matter. It also refers to the general appearance of the printed page. A typeface is a specific style



or design of the actual letters of type. Helvetica, Courier, and Times Roman are examples of typeface and are very commonly used in producing newsletters. Study other newsletters, newspapers, magazines, books and determine what you consider to be most readable. There are nearly 5,000 different typefaces and a simple club newsletter can be published with only one or two. A poor selection of type may make a newsletter, unattractive, plain, and difficult to read. A good type selection will make the newsletter appear interesting, inviting and worthy of the reader's time to read the document.

**Type Size:** The main portion of any document is the body text. The common sizes for body text are 9-, 10-, 11-, 12-point. Type smaller than 9-point is too small to read comfortably. Body text larger than 12-point type is difficult to read, unless the text is geared to visually impaired readers. For major heading, 18-, 24-, 36- or 48-point type serves best. Headings can be boldface, boldface italic, or all uppercase. An 18-point heading, for example, fits 10-point body type well and is comfortable to read. Type set in upper and lower case reads 13.4% faster than type set in all capitals.

**Type Quality:** The quality of type depends partly on the device used to make it. Newsletter type may come from a typewriter, computer printer, dry transfer sheets and dot matrix or laser printers.

**Typewriter type:** "strike-on" type usually comes from typewriters or computer printers with print wheels (daisy wheels) and make one character for each stroke of a key, ball, or a daisy wheel. The printed output is referred to as letter quality and usually elite (12 characters per inch) or pica (10) characters per inch. A carbon or film ribbon provides the most legible type as a cloth ribbon may yield fuzzy characters due to the uneven weave of the cloth



ribbon. Most strike-on equipment produces "equally spaced" type and not "proportional spaced". Proportional type allocates space to letters according to their width and thereby utilizes space more efficiently.

**Transfer:** Dry transfer sheets may be purchased from printer or school supply stores and are used primarily for creating headlines, flyers, notices, etc.

**Printer type:** Dot matrix type comes from a dot matrix printer used in conjunction with a computer. It forms letters by using the points of many pins hitting a ribbon to form a character. The character is simply made of many small dots. Most dot matrix printers can be programmed to provide different modes of print, such as, draft or near letter quality (NLQ). The more pins on a dot matrix printer, the higher the print quality. The NLQ is an acceptable density for a club newsletter. The "draft" mode does not present a desirable, attractive newsletter. Laser type is created with the use of a laser printer and a computer. Characters are formed when a powder toner sticks to dots on paper charged by a pulsating laser beam. The laser printer uses larger dots than the dot matrix printer and print in a relative tight density, thereby producing an outstanding legible newsletter.

**PARAGRAPHS:** The treatment of paragraphing must be considered in the design of a newsletter. Will each paragraph start flush at the left hand column or have an indentation? Will the right column edge be justified? How much space should be allowed between paragraphs? This is a matter of choice of the designer. Whatever is selected, stick with the same format throughout the newsletter.

**SPACING:** You need to include white space in your club newsletter. This space is important for the sake of design and for readability. Crowded text - words too close together - and too much "gray" on the page fatigues a reader's eyes. To include white space in a newsletter you can use wider margins.

You can also increase the white space by controlling the spacing within the text. When reading, the eye doesn't look closely at each word. Instead, the reader uses the shape of words - the shape of the ascenders (b,d,f,h,k,l,t) and decenders (g,j,p,q,y) in relation to the body of the word - to recognize what the word is. You can use the spacing of letters, words, lines, and paragraphs to help your reader get through your material quickly and easily. This is much easier when using the computer.

TEXT ALIGNMENT: Alignment is a design method of organizing newsletter text and may include left aligned, right aligned, centered, or fully justified.

Left-aligned text has a flush left margin and a ragged right margin. Using left-aligned text for the newsletter body has many advantages. The ragged right margin adds valuable white space to break up the page. Equal word spacing occurs naturally and provides an even texture to the gray of the page. Left-aligned text also works well in narrow columns because the reader can find the beginning of a line easier and faster. The flush left-alignment directs the eye easily.

Right-aligned text has a flush right margin and a ragged left margin. Don't use right-alignment for newsletter body text because it is very difficult to read. Usually, right-alignment is reserved for headline or subhead to attract attention.

Center-alignment has ragged left and right margins. It is most often used for headlines, subheads, captions, datelines, and anything that is to be centered on the page or the column. Center-alignment is rarely used for body text because it is hard to read. The reader must search for the beginning and end of each line. It can be used for certain items such as lists of names or dates, invitations or announcements and very short lines in a flier.





Full justified text has a flush-left and flush-right margin. Fully justified alignment enables you to fit more copy on the page. Justification sometimes forces long words to the next line or squeezes short words to the current line. When using fully justified text, always use hyphenation to make maximum use of a full line.

**CAPTIONS:** Every photograph, illustration, chart or drawing in a newsletter should have a caption that gives sufficient information for the reader to clearly understand and to tie it to the accompanying text. Check and double check all names, specific details, numbers, dates, etc. cited in the captions. The captions, like headlines, should be short and to the point.

**MARGINS:** Margins must be considered as part of the design of the newsletter and should be at least .5" to permit the "gripper" of the reproduction machine to grab or pick up the paper without marring or smearing the print image. If the standard size (8 1/2" X 11") is selected for the size of the newsletter and the newsletter will be designed to be placed in a three-ring notebook, the left hand margin should be at least .75" or 1.0" to provide room for the three holes that will be punched in the paper. If both sides of the paper will be printed on, the right hand margin should also be .75" or 1.0" so that the holes will not be punched through the text on the back side of the paper. The top and bottom margins should be at least .5" with full consideration given for the nameplate and page numbers. Margins between columns should only be sufficient to break the columns apart or provide sufficient white space to clearly indicate different columns.

**PAGE NUMBERS:** If your club newsletter is over two pages, a page numbering system should be used. Page numbers may be placed at the top, bottom, centered, left side or right side of the pages. Page numbers are not required on the first or last page of newsletters.

RULES: When used as graphics, lines for borders, column or paragraph dividers, and boxes are known as rules. Rules keep copy from appearing to float on a page. Rules may be solid, dashes, dots, and symbols. Rules may vary in width and should have straight, clean edges to reflect some form of professionalism and present an attractive appearance. Rules may be made by machine, pen, typewriter, typesetter, dry transfer or border tape.

WRITING: When writing and organizing your newsletter, keep the newsletter's purpose and goals in mind. Organize your main topics and subtopics first, then form them into well-written, interesting articles. The main topics, or heads, of the document should pique the reader's interest and persuade the reader to read the copy. Any added graphics, such as charts, drawings, illustrations and photographs should contribute to gaining the reader's interest. Remember that everything - headlines, body copy, images, graphics, fliers, design - must support the message and interest of the reader.

SOURCES OF INFORMATION: Where does an editor or writer get ideas or information to develop a club newsletter? Probably the largest portion of time used in generating a newsletter is spent in research or gaining the necessary background data, facts and figures necessary to write an article. For a club newsletter, attendance at all club functions is the greatest source of club newsletter information. A newsletter article or story should answer these questions Who, What, When, Where, and Why. By attending and participating in each club event, (dance, meeting, activity) the writer knows what are the significant highlights of the event and can develop answers to the five W's. Personal news may be picked up from interviews with club members, officers, caller or cuer. Outside news may be obtained from other club newsletters, area, state or national publications, libraries, references books, other editors - learn from others. The National Square Dance Convention provides a publications display with sample copies that will last an editor a year.

From these sample copies you take home with you, you can scan and study articles, style, format, etc. which will provide an invaluable source of information and clip art. Data from other sources may be easily entered into a computer by the use of an Optical Character Recognition (OCR) unit or hand-held scanner. The time consuming research process is essential to the production of a good club newsletter.

NEWS: To be news to the club members, your stories, articles and information must be dynamic and of great interest to the majority of the readers. It must be new information or a new slant on an old story.

Big events makes good news. The Mayor (Governor, President, artist, recording star, etc.) visits our club, Club dance on TV, Major League players dance with our club members at recent baseball game. Any big event that catches and holds the eye of the reader is news to that reader, especially if the reader was not a participant. Readers do like to see their own name and photographs or those of their fellow club members in print.



Progress makes a good news story. Reporting on the progress of your class, club, area or state organization activities; club building; fund raising program; completion of a club project; etc. are always newsworthy items.

The unusual provides interesting subject matter for a club newsletter. An unusual anniversary, birthday, party theme, occurrence, visitation, handicapable dancer, is good press for a club newsletter and may also serve as a good article for area, state or national publications.

Human interest stories are always good for catching and holding the eye of the reader. Service provided to charitable organizations, voluntary acts in behalf of fellow club members

or dancers outside the club or area, personal sacrifices made by dancers, and personal services offered by dancers to others, are outstanding news items for the club newsletter.

**STYLE:** The success of any newsletter is dependent on its style and editorial content. There is just one way to achieve a good writing style - write, write, write, and then rewrite. The primary method of accomplishing the goals and objectives of a newsletter is writing. High writing standards and skills must be established and maintained. The newsletter design, graphics and clip art gets the attention of the reader, however only the informal editorial content will keep the reader glued to newsletter until it is completely read. Newsletter writing is difficult for most people. Some people may appear to be editorially gifted, while others must labor at the writing task and develop their own writing skills.

Limited space and readability dictates writing style for club newsletters. Introductions, background or warming-up information as used in newspapers or magazines are missing in a newsletter. Brevity is one of the features of a newsletter. The writer just plunges into the story without fanfare or introductory remarks.

The best writing style for club newsletters contain the following characteristics:

**Short Simple Sentences:** Break long sentences into short sentences. Everyday words can be understood by all. Be cautious when using technical verbiage or jargon. Not all readers will understand the writings. Spell out acronyms when used in sentences the first time. This will help the reader understand the article. Write to express and not to impress. Choose words and phrases with great care and reduce or eliminate elaborate combinations.



<u>Instead of</u>	<u>Use</u>
along the lines of	like
as a result of	because
ascertain	learn
assist	help
attempt	try
communicate	say, write
facilitate	help, ease
for the reason that	since, because
from the point of view of	for
implement	do
in as much as	since, because
in case of	if
indicate	show
in excess of	more than
in order to	to
insufficient	not enough
in the event that	if
in the neighborhood of	about
numerous	many
on the basis of	by
terminate	end, stop
with reference to	about
with the result that	so that

**Be Specific:** There can't be any misunderstanding in a club newsletter. Imprecise writing breeds doubt, confusion and disgust in the reader. The readers will make many decisions based on their understanding of articles in the club newsletter. Misused or misspelled words damage the credibility of the writer.

**Brevity:** The key to strong writing is brevity. The club newsletter should be a basic, hard-hitting, to the point, means of communication that transmits essential information and data to the club members in a form that is short,



understandable, clear and concise. Never say in two words what can be said in one. This does not mean you should be cryptic. Say everything you need to say for the reader to understand you, and nothing more. Sentences, paragraphs and articles should be as short as in a personal letter. The average sentence can be about 17 words. There are no hard and fast rules on paragraph length. As long as a paragraph presents a single coherent topic, it may be of any length. Very long paragraphs often do not present a single topic, and need to be broken up into multiple paragraphs. The average paragraph is about three to five sentences but may be longer if it covers only one topic. The average newsletter article will contain three to five paragraphs. These are average figures and will vary depending on the subject matter, complexity and space available. Reduce words and phrases that clutter. Clutter depersonalizes and promotes mistakes. Avoid redundant phrases and purge every useless word. Brevity will help to reduce costs involved in the production and circulation effort.

**Strong verbs:** Verbs should be short, personal and packed with action. Action builds interest to the reader. Begin a sentence with the subject followed by a strong verb. Weak verbs are impersonal. Verbs are the guts of language and make other words work and gives sparkle to the sentence. You are not forbidden to use adjectives and adverbs, but limit their use.

**Slang:** Never use slang. Slang makes the writing too informal and often improper. Slang also dates your writing. Never use slang to make writing cute or shocking. This is a hallmark of the amateur. Do not use slang or colloquial expression in your articles.

**Unnecessary Words:** Delete words that add nothing to the message you are trying to impart. A frequent problem in writing is putting in unnecessary words. We often do this while trying to think what to write next, just as we insert

"ums" and "ahs" into our speech. Whether writing or speaking, we must learn to stop when we're not saying anything. Never put in extra words and phrases that add nothing to your article. Never clutter your writing with background information the reader already knows, or with qualifications the reader will automatically assume. Make your writing clear, concise, and to the point.

**Qualifying:** A common writing problem is qualifying a statement to death. A strong statement may not be accurate 100% of the time, so we put in phrases and words like "almost", "often", and "seems to". Beware of such qualifiers; they can turn a strong statement into a whimper. State qualifications only when the reader needs to know them. Never qualify just to protect yourself from unimportant rebuttal.

**Negative:** Refrain from writing in negative phrases or using double negatives. Writing should be positive wherever possible. A classic double negative is "not never". Two negatives logically cancel one another. What is the intended meaning? If the meaning is positive, omit "not never" completely. If the meaning is negative, omit either not or never. "Not absent" is an example of a positive thought phrased in a negative way. Replace "not absent" by "present", making the writing both shorter and more positive.

**Vague:** Don't just write something is fascinating or interesting. Tell why. If something is not fascinating, the reader will know it without you having to say so. If something is not fascinating, saying it is will not help. Words such as fascinating, interesting, and wonderful often detract from the credibility of your writing. "There is evidence" is another vague phrase unless the evidence is explained. If you haven't stated the evidence, don't expect your reader to accept this weak statement. If you have stated the evidence, this statement isn't needed.

**Ambiguous:** Replace ambiguous references with concrete facts. An ambiguous phrase can be read in more than one way. Reword the phrase to make the meaning clear. Ambiguous sentences frequently result from long strings of adjectives and nouns. It becomes uncertain which words qualify which. Avoid long strings of adjectives and nouns in your writings.

**Cliches:** Cliches are overworked phrases. Often they are so overworked they become an object of humor. Using cliches is similar to using slang. It makes the writing appear weak and unoriginal. Avoid cliches like the plague.

**Long Sentences:** Long sentences make writing difficult to read and understand. Frequently long sentences are comma splices, run-on sentences, or other types of grammatical errors. Even when a long sentence is grammatically correct, it may be complex and hard to understand. If a long sentence is trying to convey more than one thought, try breaking it up into multiple, simple sentences. A comma splice occurs when two independent sentences are run together by linking them with a comma. Look at each of the clauses in the sentence. Is there more than one part of the sentence that can stand alone as an independent sentence? If so, break up the sentence into separate sentences. A conjunction often used to link separate sentences. This is a frequent error similar to the comma splice. Break the sentence into two sentences unless you have a definite reason to run them together. As a rule of thumb, your average sentence length should be about 17 words. Also, you should strike an even balance between sentences containing only one clause and sentences containing multiple clauses. Reducing average sentence length will also lower the reading grade level measure. Remember, long sentences are not always wrong, but they are always worth a second look.

**Passive Voice:** The use of passive voice is a major cause of weak writing. Use the active voice instead of the passive wherever possible. Compare the following:



The ball was played with by the boy. (Passive)  
The boy played with the ball. (Active)

The book was read by Susan. (Passive)  
Susan read the book. (Active)

Note the active version is shorter and more direct. Use passive voice only when the receiver of the action is more important than the one doing the action. This may be the case in describing a scientific experiment or a series of events. Use passive voice any time the party doing the action is not relevant to the article. For example, compare the following:

"The well is drilled too far from the house." (Passive)  
"The ACME drilling company drilled the well too far from the house." (Active)

The first sentence is appropriate when the reader has no interest in who drilled the well. The second sentence is appropriate when the reader needs to know who drilled the well.

**STYLE SHEET:** A writer's style sheet is always good to develop in the design phase of a newsletter and will assist the writer, editor, and proofreader. The writer's style sheet simply lays out guidelines for the writing style and may contain items such as the following examples:

**Abbreviations:** Use standard zip code letters for states. Use standard and common knowledge abbreviations if all readers know exactly what they mean. Spell out areas, road, avenue, parkway in the body of text, but can abbreviate these in addresses.

**Acronyms:** Spell out an acronym the first time it is used - Internal Revenue Service (IRS). After it is spelled out, it may be used throughout the text as IRS.

**Capitals:** Capitalize all organizations and their programs; government and official titles when they precede a name - President Jones; legislation; holidays; months; days of the week; book or article titles; and proper nouns.

**Comma:** Use a comma primarily as a mark of separation to make clear the grouping of words, phrases, and clauses in respect to the grammatical structure of the sentence. Use a comma before 'and' and 'or' in a series of three or more words, phrases, and clauses of like construction. (The estate was left to Jim, Robert, Bill, and Helen.)

**Dates:** Spell out months and write it first before writing the day - June 23. Add the year if necessary for clarity.

**Nameplate/Logo:** Use standard club logo and approved newsletter name for each issue.

**Names:** Provide full first and last names of individuals the first time they are used in the newsletter. First or last names only may be used after the initial presentation.

**Numerals:** Use words and spell out numbers 0 through 10 - zero, one, two, ten - in the text. When a series of numbers under ten are used, it is not necessary to spell out the numbers - squares 1, 3, 6, and 9. Numbers higher than 10 should not be spelled out. Don't start a sentence with a numeral.

**Punctuation:** The use of the most important punctuation marks are explained in most standard dictionaries.

**Spelling:** Per dictionary.

**Time:** Use 8:00 AM; 8:30 PM. Do not use the standard military time - 0800 hours, 1600 hours, 2330 hours.

**Underlining:** Use only to emphasize key words or phrases. May be used under headings and titles. Too much underlining may be an annoyance to readers.

**Verification:** Verify all proper names, technical and scientific words, references, quotations, and figures that appear in the newsletter.

## PROOFREADING

People who are good editors, writers or reporters are not necessarily good proofreaders. Individuals that write articles, read them like they want them to be read - not necessarily like they are written. That is why it is always best to let another party proofread your articles. Proofing is the final stage of developing newsletter content prior to the printing process. A newsletter or any article must be checked for grammar, punctuation, inaccuracies, completeness, format, inconsistencies, etc. If you use a computer, you probably have a spell checker. The computer software does a tremendous job but does not take the place of the human eye. The computer does not know when "so" or "sew" is correct and will pass these words, even if they are used incorrectly. For example take this little poem that went successfully through a spell checker:

### SPELLBOUND

I have a spelling checker;  
It came with my PC.  
It plainly marks four my revue  
Mistakes I cannot sea.  
I've run this poem threw it,  
I'm sure your pleased too no;  
Its letter perfect in it's weigh --  
My chequer tolled mi sew.



Its always best to catch an error before the newsletter is printed and distributed. Think how foolish you'll look with a big error in the headlines. Even professionals recognize that the reader will always catch a typo or incorrect name under a photograph, in the first paragraph, or on the first page. Try proofreading standing up which will help you concentrate. To check spelling of words, try reading the paragraph backwards. This will make you concentrate on each word in lieu of the full sentence. Another method of proofreading is to get someone to read it to you. You can immediately pick out weak verbs, incomplete sentences, qualifiers, and sometimes extra words, sentences or paragraphs that are not needed. Check any arithmetic used in the newsletter. Don't become too concerned if a word or two gets by in a newsletter. Consider the readers, they are all family of your club and readers just can't afford to fire a volunteer editor or writer.

The standard symbols used in proofreading are explained in the front or back of a standard dictionary.

## COPYRIGHT



Most commercially produced magazines, publications and newsletter are copyrighted. Very few if any club newsletters are copyrighted. Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of "original works of authorship" including literary, dramatic, musical, artistic, and certain other intellectual works. This protection is available to both published and unpublished works. Section 106 of the Copyright Act generally gives the owner of copyright the exclusive right to do and to authorize others to do the following:

To reproduce the copyrighted work in copies.

To prepare derivative works based upon the copyrighted work.

To perform the copyrighted work publicly in the case of literary, musical, dramatic, and choreographic works, pantomimes, and motion pictures and other audiovisual works.

To display the copyrighted work publicly, in the case of literary, musical, dramatic, and choreographic works, pantomimes, and pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work.

It is illegal for anyone to violate any of the rights provided by the Act to the owner of copyright. These rights, however, are not unlimited in scope. Sections 107 through 118 of the Copyright Act establish limitations on these rights. One major limitation is the doctrine of "fair use", which is given a statutory basis by Section 107 of the Act. In other instances, the limitation takes the form of a "compulsory license" under which certain limited uses of copyrighted works are permitted upon payment of specified royalties and compliance with statutory conditions.

Before March 1, 1989, the use of a Notice of Copyright was mandatory on all published works. For works published on or after March 1, 1989, use of the copyright notice is optional though highly recommended. Use of the notice is recommended because it informs the public that the work is protected by copyright, identifies the copyright owner, and shows the year of the first publication. Furthermore, in the event that a work is infringed, if the work carries proper notice, the court will not allow a defendant to claim "innocent infringement" - that is, that he or she did not realize that the work is protected.

For visually perceptible copies, the form of the notice consists of the following: The letter C in a circle, ©, the word "Copyright," and the year of first publication, and the name of the copyright in the work. The notice must be affixed in such a manner and location as to give reasonable notice of the claim of copyright. The Copyright must be registered with the Copyright Office.

Copyright protection of a given work may last up to 100 years and covers articles, photographs and drawings.

Copyright is important to a club newsletter editor because it gives the owner of copyright material the right to sue if someone else uses their work without their permission. The owners of copyright works may also collect license fees if they desire to license someone else to use their material. It is very important to be aware of the exceptions to copyright that allow publishers to republish a limited amount of copyrighted material without the permission of the owner under the "fair use" clause. This affects you not only if someone copies your material but also if you want to copy from someone else. Briefly, if it's "fair use" there is no copyright infringement. You should not use extensive material verbatim from a copyrighted article or book without the permission of the copyright owner, or at least without crediting the original author. If you borrow an idea from another publication, rewrite it in your style and give your interpretation of the significance of the item to the reader.

### LIBEL

Libel is any statement or representation, published without just cause or excuse, tending to expose another to public hatred, contempt, or ridicule. Slander is defamation, oral or written, tending to injure the reputation of another. These should never appear in a club newsletter. If you can't say something good about another dancer, organization, or leader, then don't say anything.

### ASSEMBLY

The time has come to put the newsletter together. All the articles have been written and typed, photos ready to be added, fliers ready to be inserted and it is time to prepare the mockup or dummy copy of your newsletter. The original copy might be as simple as a one page newsletter direct from the typewriter or several sheets from a

typewriter or computer. It may also be a single or several sheets of paper with the text, photos, drawings, graphics, headings, calendars, etc. arranged mechanically by the use of the cut and paste method or arranged by the computer. The process of preparing the original for printing is called paste-up if it is done by hand (scissors and tape, paste or glue) and if it is accomplished by a computer it is called desktop publishing. A mockup helps to rapidly identify problems in balance, scaling, completeness, quality, density, etc. When the layout is completed, the newsletter is in camera-ready form and ready for the printing process.

**EQUIPMENT & MATERIALS:** Mounting boards are light cardboard (like the cardboard on the back of a tablet) used as a backing for each newsletter page that is mechanically developed. Some editors prefer the mounting boards in lieu of plain bond paper. Mounting boards may be the same size or a little larger than the newsletter page. A paper cutter will assist in the cutting and trimming of columns and graphics. It can be of great value in keeping cutouts squared which will help in the layout process. It is cumbersome but a desirable piece of equipment. A T-square, triangle and a good flat working surface is desired to assist in the proper alignment of the columns, sketches, headings, photos, and lines. A large pasteup board with nonreproducible blue grid may also assist in the alignment task. Glue sticks, rubber cement, artists spray, wax and paste may serve as the adhesive to layout the newsletter. An X-Acto knife with pointed blades is often used to trim copy and for repositioning pasteup items. A ruler with a metal edge is desirable for the knife blade. White correction fluid is used to cover errors, smudges and unwanted lines or verbiage. Border tape may be used from time to time to create borders, boxes, lines and part of clip art graphics. Scotch tape (removable type) is used at times in place of glue or paste. Standard or special staplers may be required, depending on the design of your newsletter.



PHOTOGRAPHS: Photographs are difficult to use in newsletters unless they are properly processed.

Any photo used in a newsletter must be of high quality, good contrast, minimum shadows, clear, sharp focus and depict a lot of light. Xerox copies of photographs make poor input for a newsletter because the copier uses an "all or nothing" principle. The copier reproduces at a 100% level of what is detected or nothing. The copy machine places toner on the paper or nothing, it does not place just a little bit of toner. There is no middle ground. Therefore the tones and densities are lost in photocopying a photograph. Type and clip art are line copy, high contrast, and conform to the all or nothing principle. Photographs with a range of densities are continuous tone copy and must be changed into line copy, called halftones, before they can be successfully reproduced. Photographs are changed to halftones by breaking the image into thousands of tiny dots. The pattern of the dots creates an illusion of original images, tricking the eye into thinking it sees continuous tones. When a halftone is made on paper, it's a halftone positive; when on film, it's a halftone negative.

Photocopy and quick printing require that halftone positives be part of the camera-ready copy. Good clear photographs taken from other newsletters may be used without any other processing as they have already been prepared as halftones. Look very close with a magnifying glass and you will see the thousand of little dots that make the photo. Printers can make halftones by special order, but they can be expensive. Art screens may be purchased at printer or art supply houses, some book stores and school supply stores and may serve satisfactorily to copy photos and produce the halftone effect. The art screen looks like a paper screen with thousands of small holes and is placed on the glass of the copier with the photograph on top of the screen. The screen converts the various tones of the photo to a dot pattern. The copy will then reflect a photograph made up of thousands of little dots.



Some print shops now have hand scanners that may be used for a fee to scan photos onto a computer disk and can be incorporated into a newsletter using the desktop publisher. Use of photos in a newsletter can add significant costs to the newsletter budget.

Frequently a photo, clip art or drawing may be the wrong size or shape for your newsletter layout and require cropping or scaling to meet the desired size. Enlargements over 200% often show deterioration of the image and reduction can make fine lines disappear. Trial and error is often used to obtain the correct size.

When a photo is to be used in the newsletter, type the name, date, etc. on a stick-on label and place on the back of the photo. It can be surprising how fast names, dates, places eludes an editor prior to submission of the newsletter to the printer. Give credits where they are due.

CLIP ART: Clip art are illustrations or drawings that are generic in nature and are clipped out of special clip art pamphlets, magazines and books that can be purchased at art stores, print shops or school supply stores. There are several square dance clip art pamphlets available from square dance suppliers. Other sources include publications, newspapers, magazines, computer software, etc. Clip art may be of dancers, background scenes, party themes, verbiage, holiday themes, recent events, and olde nostalgic illustrations. Use caution when using art from commercial publications as they may be copyrighted and requires their permission to use in your newsletter. Illustrations may be cropped, reduced, expanded, combined, revised, or reversed. But all illustrations or drawings used in the newsletter should be clear, legible, have sharp edges and proper density. Faded or incomplete drawings are detractors and give a bad impression of the article or the total newsletter. Use clip art sparingly and consider the gender, age, race and other discrimination or stereotypes when selecting an illustration or drawing.

GRAPHIC DEVICES: Graphics add visual interest to newsletters as follows:

Lines assist in organizing the newsletter columns and enhance readability.

White space breaks up the text and attracts the reader.

Fancy borders fill up white space but should be used sparingly. Best suited to apply to fliers.

Boxes help to organize small articles or text and assists in readability.

Charts provides immediate interest and informs quickly with minimum text.

Clip art attracts the reader and enhances interest in the article content.

Fillers, Promos adds variety, uses excess white space, informs quickly.

ADS AND FLIERS: Ads and fliers placed in or attached to a club newsletter should be of the same calibre as the rest of the newsletter. They can be designed and developed using clip art and typing in the particular details. A flier is a quick-sell advertisement designed to announce, introduce, or remind. Remember to answer the five W's when preparing a flier (who, what, when, where, why, and add how much). If certain colors are used in the preprinted ad/flier other than black, a special black and white PMT print may be required at additional cost. Ads and fliers printed on red, pink, lavender or dark color paper stock cannot be reproduced in line art.



## PRINTING

As a publisher, it is your job to see that the newsletter is timely produced in the most economical method within the specified quality standards. As an editor, it is your job to devote your time to developing and writing articles and other newsletter input as well as to get input from others as required to compose and print the newsletter. Getting good quality printing requires good clean originals ready for photographing (camera-ready copy). If you are on a very tight budget, seek free photocopying. Large companies, churches, organizations will permit non-profit organizations to use their large copiers at noon hours, evenings or weekends. Offer to furnish your own paper, a free ad for the company, print a "thank you" in the newsletter, repay them in some manner for their donated support.

PHOTOCOPY: Photocopy is the most common method of printing club newsletters. It is printing using xerography which may be associated with small desk-top copiers up to large commercial floor mounted high speed copiers.

OFFSET: Offset printing is used primarily by print shops and is a lithographic printing that transfers ink from a plate to a blanket, then from the blanket to paper. The printer makes a negative of the camera-ready copy and then burns an offset plate from the combined negatives which is then placed on the press for printing. This method is cost prohibitive for small quantities of newsletters.

PAPER: The cost of paper represents 20% to 40% of the cost of printing the newsletter. The exact cost naturally depends on the quality of the paper, method of printing, number of copies, size and other factors. Most club newsletters are printed on bond paper which comes in 20# or 24# weight. The weight of paper is expressed as the weight of 500 sheets cut to a standard size. Paper mills add dyes and pigments to pulp to make paper of virtually any color. Colors vary from mill to mill and what is ivory at one mill may be called buff, cream or sand at

another. White is the least expensive paper because it's in greatest demand and easier to produce. Light colors cost slightly more and prices go up as the colors get darker. Using colored paper for newsletters may be attractive and catches the eye, however, colored paper is difficult to make photocopies from unless an expensive photocopy machine is used. Paper comes in a large variety of sheet sizes. Most quick printers use the 8 1/2" X 11" or 11" X 17" sheets. Larger paper sizes are used by commercial printers. Paper comes in reams of 500 sheets and most standard copy paper comes in a carton with 10 reams (5000 sheets).

## CIRCULATION

Planning the distribution of your newsletter necessitate consideration being given to quantity of newsletters, mailing list development and maintenance, mail classification, schedule, content and budget. Most club newsletters are delivered by hand at club activities and many are mailed to the recipients.

Controlling costs of postage and speed of delivery requires a good working knowledge of the newsletter circulation procedures and the US Postal Regulations. The Postal Service is very willing to work with any individual and may offer some good advice to assist you in the preparation and processing of your newsletters. Mailing Services listed in the yellow pages of your telephone book can also provide you the mailing services or advice that can assist you. Stick-on labels greatly assist the distribution of newsletters, even on those delivered by hand. If labels are on every newsletter, then it is very easy to see who has not picked up their newsletter and mail the remaining the very next day. Most communities have sheltered workshops run by organizations whose workers can label, sort, bundle and mail newsletters. Many of these workshops utilize our "Handicapable" dancers.



MAIL LIST: The mailing list of most club newsletters will contain only the names of club members, caller and cuer. It may contain additional names for complimentary or copies that are distributed to other clubs, area associations, state association, and national newsletters or magazines. The list should also contain the names and addresses of editors on your "exchange" list. Unless you mail just handful of newsletters, your address list should be computerized. If you are using a desktop publishing system you can add additional codes that will permit you to sort the list and print out only the addresses that you may need for any function. For example, you may want to send a letter or note to the "exchange" addressees. Just sort the database and print out those addresses that contain the code for "exchange" newsletters. Coding depends on your specific needs.

LIST MAINTENANCE: It is mandatory to maintain your mailing list in an up-to-date configuration. A list is worthless if it does not contain the proper addresses. The Postal Officials estimate that 15% of mail is improperly addressed. Review and purge the list as often as possible to assure a current address database. This can be a frustrating job at the area, state or national level because many people move and don't bother to initiate forwarding addresses or instructions. This is a minor problem at the club level.

DELIVERY: Delivery or distribution of the newsletters is a most important task.

The newsletter should be delivered as soon as possible after it is produced or the "news" will become "history" instead of news. The most economical method is to take the newsletters to the next club function and hand them out. This will save time, effort, envelopes and postage. Caution should be used to not disrupt the club activities by passing out the newsletters.

Choose the proper place, method and time to distribute the newsletter at the club. You don't want the dancers to be sitting around the dance floor reading when they should be dancing. Those newsletters not delivered at the club function should be mailed the next day. Don't let them set in a drawer, box or desk until the next club function. Deliver them immediately - its NEWS and its the club's method of communication!

ADDRESS CORRECTION: First-class mail is supposed to be forwarded, if the post office knows where to deliver it. Third-class "bulk" mail requires special preparation and is normally used for large mailings (over 200 pieces). Third-class mail is not forwarded by the post office. If you suspect some of the newsletters are not reaching their destination or the proper individuals, you may use the "Address Correction Requested" post office procedure whereby they will return, for a fee, all copies not delivered, . Print the three words "Address Correction Requested" under the return address, make a deposit with the post office and wait for results. This will assist in maintenance of the mail list as well as reducing operating expenses. Another address correction device is to include a note in the newsletter asking the recipient if they want to remain on the list or are there address changes that should be made.



## EDITOR'S TASK CHECKLIST

There are many tasks to be accomplished to publish a newsletter. Simple newsletters and complex newsletters may require some, all or more of the following tasks.

Determine newsletter purpose and goals.

Establish objectives

Identify newsletter recipients

Establish newsletter schedule

Prepare newsletter budget

Select newsletter name

Determine distribution method

Design format and nameplate

Select typography

Select printer and paper

Gather information, photos

Write articles and text

Proofread articles and text

Layout newsletter (dummy)

Rework as required

Proofread camera-ready copy

Take copy to printer

Print, trim, fold newsletters

Review printed copy

Develop mailing list

Prepare labels

Prepare for delivery

Distribution of newsletter

Final mailing

Evaluate complete process





## 5 W's STORY FORM

Use the 5 W's Story Form for each article that is written for the newsletter. Always record the writer's name and source of information.

These are the simple facts that make up a news story. Every story or article should answer all of these questions.

Who -

What -

When -

Where -

Why -

If your story answers each of these questions, it should be a good story!



## NEWSLETTER SPECIFICATION SHEET

Develop a specification sheet for your club newsletter to assist you in remaining consistent throughout the year.

1. Format (Size)
2. Grid (number of columns)
  - Margins - top, bottom, sides
  - Line length
  - Alley
3. Nameplate (name and position)
4. Headlines (typestyle)
  - Primary articles
  - Secondary articles
  - Style (caps, U/lc, lower case)
  - Position (center, flush left)
5. Body Copy (typestyle)
  - Justified or flush left/ragged right)
6. Paragraph
  - Indent (how much)
  - Space between (how much)
7. Captions (typestyle and placement)
8. Masthead (typestyle and placement)
9. Page numbers (typestyle and placement)
10. Rules (line thickness and placement)

## EXAMPLES OF RULES

The same system of points for expressing the size of type is used to describe the size of rules. Use the following as a quick reference when deciding what size to use.

Rules may be generated with a typewriter, computer or by pen and ruler and may be depicted as follows:

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REQUEST FOR PRINTING QUOTATION

Date: \_\_\_\_\_

Newsletter Name: \_\_\_\_\_

Point of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Camera-Ready Copy Attached: \_\_\_\_\_

Pages: \_\_\_\_\_

Size: \_\_\_\_\_

Folded: \_\_\_\_\_

Stapled: \_\_\_\_\_

Quantity: \_\_\_\_\_

Photos: \_\_\_\_\_

Halftones: \_\_\_\_\_

Paper Color: \_\_\_\_\_

Paper Weight: \_\_\_\_\_

Ink Color: \_\_\_\_\_

Print one side: \_\_\_\_\_ two sides: \_\_\_\_\_

Need Date: \_\_\_\_\_



## NEWSLETTER EVALUATION CHECKLIST

- \_\_\_ Does the newsletter contain more news than gossip?
- \_\_\_ Does the newsletter take advantage of all the story, feature, news and picture possibilities in the club?
- \_\_\_ Are important stories always placed in the front of the newsletter?
- \_\_\_ Does the newsletter inform the reader of past, current, future club functions?
- \_\_\_ Do all the articles appeal to the majority of the readers?
- \_\_\_ Is there a balance between serious and light content?
- \_\_\_ Are long articles balanced with short articles for variety?
- \_\_\_ Is the content balanced for the entire audience and not aimed at serving one segment's interest?
- \_\_\_ Is the writing style suitable for the readers and not written over their heads?
- \_\_\_ Are the majority of the sentences short and simple?
- \_\_\_ Are lots of names and personal pronouns used?
- \_\_\_ Are direct quotes used from your club members?
- \_\_\_ Does the content inspire instead of preach?
- \_\_\_ Is the writing clear, concise and consistent?
- \_\_\_ Do the headlines grab attention?
- \_\_\_ Are the photos in focus, good contrast?

- \_\_\_ Do all photos have captions?
- \_\_\_ Is the front page attractive?
- \_\_\_ Is each page the same number of columns?
- \_\_\_ Is each article easy to pick out?
- \_\_\_ Is white space sufficient in the layout?
- \_\_\_ Is the artwork appropriate for the subject of the articles?
- \_\_\_ Does the artwork draw the reader's attention?
- \_\_\_ Does the type of paper and printing support easy readability?

**Live Lively -**



**Square Dance!**

## GLOSSARY

address correction requested - An endorsement that, when printed in the upper left-hand corner of the address portion of the return address, authorizes the U.S. Postal Service, for a fee, to provide the new address, if known, of a person no longer at the address of the mailing piece.

advance renewal - A subscription that has been renewed prior to its expiration.

AIDA - A popular formula for the preparation of direct mail copy. The letters stand for Get Attention, Arouse Interest, Stimulate Desire, Ask for Action.

alley - Space between columns of type on a page.

artwork - Images prepared for printing. Some printers include type in "artwork," others don't.

backup copy - Duplicate of original newsletter, data, software, or printout made in case original is lost or damaged.

bind - To put newsletter pages in order and secure them in place.

blue nonreproducing pencil - A pencil that does not photograph; it washes out and disappears. Often used by proofreaders.

BRE - Business reply envelope.

camera-ready-copy - Text or artwork ready to be shot by the printer's camera; should be free of smudges, unclear type, or faint type.

caps - Short for capitals or uppercase.

caption - A legend or explanation that identifies an illustration or photograph.

character (printing) - The term applied to a single printed or typewritten letter.

clip art - Copyright-free drawings printed on white, glossy paper or stored in computer memory that are camera-ready for printing.

collate - To assemble individual elements of a newsletter in page sequence for stapling or binding prior to distribution.

column rule - Thin vertical line that separates columns.

computer graphics - Pictorial representations generated by software.

composition - Preparing the newsletter for printing.

controlled circulation - Distribution of newsletters to specific individuals on the basis of membership or relationship to the club.

copyright - Ownership of creative work by the writer, photographer, or artist who made it.

cropping - Placing of pencil marks at specific places on photographs indicating what portion is to be reproduced. May consist of actual cutting of photograph to desired size and shape.

decoy - A name specially inserted in a mailing for verification of mailing time, mail list usage, etc.

desktop publishing - Process of writing, drawing, manipulating, and laying out type, graphics, and other visual elements using a personal computer, then using a printer or typesetting machine to print out the assembled pages.

dry transfer lettering - Type and clip art that can be rubbed off its backing sheet onto another surface.



dummy - A preliminary mock-up of a newsletter showing placement and nature of material to be printed. Also a fictitious names with an actual address inserted into a mailing list to check on usage of that list - same as decoy.

editor - Person who selects words and visual elements such as photographs so they accomplish their communication goals within the space and budget that has been allotted to them.

elite type - Smaller of the two standard typewriter typefaces, being ten point and usually set in 12 pitch.

floating rule - Rule, usually between columns, whose ends do not touch other rules.

flush left or right - Type aligning vertically along the left or right side of the column.

font - Complete assortment of the different characters of a particular style and size of type.

headline - A sentence or a few enticing words to flag the reader's attention to the following article.

layout - A sketch showing the relative positioning of text, illustrations, and headlines.

lowercase (lc) - Uncapitalized letters of the alphabet.

light table - A table with a glass top and a diffused light underneath to facilitate pasteup of a newsletter.

mailing list - Listing of all names and organizations that receive a copy of the club newsletter. Includes, name, address, city, state, zip and any other information desired by the club.

nameplate - Name of the newsletter as it appears on the first page of the publication.

printing - Reproduction of the newsletter in quantity.

salting - Deliberate placing of a decoy or dummy name in a mailing list to trace list usage and delivery schedules.

self-mailer - Newsletter mailed without an envelope.

software - A set of computer programs concerned with a data-processing system.

stet - A proofreader's term meaning "let it stand." Used when a word or sentence is deleted and later changed back to the original configuration.

typography - Art of printing with type; style, arrangement, or appearance of printed matter.

teaser - An advertisement or promotion planned to excite curiosity about a later advertisement or promotion.

universe - Total number of individuals who might be included in a mailing list.

uppercase (uc) - Capital letters, as distinct from lowercase and small caps.



Live Lively-



Square Dance!



### ACKNOWLEDGEMENTS:

Appreciation is also expressed to many different dance publications that provided information, data, clip art thoughts, inspiration, and ideas for the pamphlet.

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