### Inside This Issue

Why we declared war

What the situation is in Europe

What the Zimmer Man Note is

Please see *Great Articles* on page 4

Stem with leaves and fruit

Today, April 2nd, 1917, The United States decided to help turn the tide against the Central Powers. Some of our closest allies, France, The United Kingdom, and Italy, have been beaten to near collapse in the past three years. While some people may think entry into a war thousands of miles away was a bad idea, many die-hard patriots will not stand for neutrality. The Zimmerman Note was an attempted large-scale invasion from another nation on our mainland soil, something that hasn’t happened since the war of 1812! Will we the people stand for this? What make us think that Germany will not attempt another attack?!

# April 2nd, 1917

By Matthew Harmon

War Has Been Declared!

The Newspaper Times

Please see *Drawing Readers* on page 5

Loaf and slices of bread on cutting board

A caption describes the picture or graphic.

If you take the time to create a newsletter, you certainly want your readers to read as much of it as possible. You can help achieve this by drawing readers to other articles.

One way to do this is with the table of contents. A table of contents that has descriptive and enticing headlines will go a long way toward getting the reader beyond the articles on the front page.

You can also draw readers into your newsletter by placing an interesting article with broad appeal on the front page, and then continuing that story on another page, where yet another article awaits the reader once he or she finishes. This can also be an effective way to lead the reader to a sales pitch or an order form.

You can have an article go from one page to another by using linked text boxes. Everything in this newsletter template is contained in a series of text boxes. These words are contained in a text box, as is the graphic on this page, with its caption in yet another. A text box offers a flexible way of displaying text and graphics; it’s basically a container. You can move a text box around, positioning it just where you want it; you can resize it into a tall narrow column or into a short wide column, or even rotate it so that the text reads sideways. By linking a text box on one page with a text box on another, you make your article flow from one page to another. For information on how to link text boxes, click **Continue a story elsewhere with linked text boxes** in the Task Pane.

You can also draw readers into reading other articles by using what’s called a pull quote. A pull quote is a phrase or sentence taken from the article that appears in large letters on the page, often within a box to set it apart from the article. One appears on this page and begins with the text, “To catch the reader’s attention….” The text of a pull quote comes from the article and should be engaging and irresistible. When a reader flips through your newsletter looking for a reason to read an article, a pull quote can provide that reason.

You probably won’t be able to get all your readers to read all your articles. But by using these journalistic devices, you can draw more readers into your newsletter.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

A caption is a sentence describing a picture or graphic.

Fruits and cruets of oil and vinegar

You can replace the pictures in this template with your company’s art. To do so, click where you want to insert the picture. On the **Insert** menu, point to **Picture**, and then click **From File**. Locate the picture you want to insert, and then click it. Next, click the arrow to the right of the **Insert** button, and then click either **Insert** to place a copy of the picture into the newsletter, **Link to File** to display the picture without actually inserting a copy, or **Insert and Link**. Since **Insert** embeds a copy, the picture is always visible, but it may greatly increase the size (in bytes) of your newsletter depending on how large the picture is. In contrast, **Link to File** does not increase the size, and if you make changes to the original picture, they automatically show up in the newsletter. But the picture won’t be displayed if viewed from a computer that can’t link to the original. **Insert and Link** inserts a copy so that the image is always available, and also automatically updates changes to the original.

By Author Name

By Author Name

# Drawing Readers to Other Articles

A caption is a sentence describing a picture or graphic.

Bowl of fruit

Please see *Tight Space* on page 4

Please see *Everyone* on page 4

# Fitting an Article into a Tight Space

# An Article for Everyone

By Author Name

By Author Name

So you have space for one more article in your newsletter, and one of your experts out in the field is writing the article. How can you determine how long the article should be?

As in newspapers, the length of a newsletter article can be thought of in terms of how many “column inches” are available for the article. A column inch is a measure of space, namely an area on a page 1 column wide and 1 inch deep, used to measure the amount of type that would fill that space. This will vary from newsletter to newsletter depending on the font you are using, its size, the column width, and the amount of space between lines and between paragraphs. By knowing how many words on average fit into a column inch in your newsletter, and then by measuring how many column inches are available for the article, you can tell the writer how many words an article can have. Let’s take this scenario one step at a time.

1. Fill up at least 10 inches of column with actual article text, then print the page and use a ruler to measure how many inches of column your text takes up.
2. Count the number of words in the text.
3. Divide the number of words in the article by the number of inches the text takes up. For example, let’s say you have 456 words in 12 inches of column: 456 ÷ 12 = 38. That’s your magic number for how many words fit in an inch of column in your newsletter. But you’re not finished yet.
4. Measure how many column inches you have available for the article. For example, we’ll say it’s 7 inches.
5. Multiply your magic number by the number of column inches available for the article, which in this case would be: 38 x 7 = 266. This is the maximum length that the article can be.
6. To give yourself some room for error, tell the writer to write an article between 250 and 260 words. Once you get the article back and edit it, you can add or remove words here and there to get the article to the right length.

Over time, you’ll get used to this practice, and it won’t be long before you become a pro at writing and editing articles that are not only helpful to your readers, but perfect in length as well.

Who reads your newsletters, and what are their responsibilities? What segments of your industry are they concerned about? And do you have evidence to back up your assumptions? Being able to answer these questions is critical, because only then will you be able to provide the kind of content that readers will be drawn to.

Not everyone within a business or industry is concerned with the same issues. By understanding readers and their concerns, you can ensure that every issue of your newsletter has something to interest as many types of people as possible. A newsletter about technology in education may have articles relevant to administrators and what they need to know logistically to get technology into their schools, to teachers and how they can integrate technology into their classrooms, to parents and how they can introduce technology at home, and to the students themselves and how they can use technology to aid their learning.

The danger, of course, is that if you try to appeal to every type of audience you may make the focus of your newsletter too broad. In our example, we would not want the newsletter to include articles about how to develop software for the education market. When you write articles for an audience other than the newsletter’s core readership, or articles that are too broad in their intent, readers are not able to quickly determine whether the newsletter is of use to them, and they lose interest.

So the issue is of balance: Within the scope of your business and industry, you want to provide something in each newsletter that will be of interest to all the major players in your audience. By doing so, you will ensure that all your readers will continue to return to your newsletter, issue after issue, to find that relevant article that they know is waiting for them.

*Everyone* from page 3

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

*Tight Space* from page 3

*Great Articles* from page 1

In the course of adapting this template to suit your needs, you will see a number of newsletter elements. The following is a list of many of them, accompanied by brief definitions.

**Body text.**   The text of your articles.

**Byline.**  A line of text listing the name of the author of the article.

**Caption text.**  Text that describes a graphic. A caption should be a short but descriptive full sentence. For photos, it ought to explain what’s happening without being insultingly obvious. It should also add to the reader’s understanding of the photo by, for example, explaining prominent or unusual objects.

**“Continued from” line.** A line of text indicating the page an article is continuing from.

**“Continued on” line.**  A line of text indicating the page on which an article will be continued.

**Date.**  Either the date of publication or the date you expect the newsletter to be at the height of its circulation.

**Graphic.**  A photograph, piece of art, chart, diagram, or other visual element.

**Header.**  Text at the top of each page indicating the name of the newsletter and the page number.

**Headline.**  The title of an article. A headline needs to be clear in its purpose, brief, and active, and should attract attention by being relevant, inspiring curiosity, or having some other irresistible quality.

**Newsletter title.**  The title of the newsletter.

**Pull quote.**  A phrase or sentence taken from an article that appears in large letters on the page, often within a box to set it apart from the article.

**Volume and issue.**  Volume refers to the number of years a newsletter has been in circulation. Issue refers to the number of newsletters published so far in the year. The ninth newsletter in its fifth year of circulation would be Volume 5, Issue 9.

By Author Name

# The Eeents of a Newsletter

*Drawing Readers* from page 2

Bowl of food and chopsticks

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Please see *Elements* on page 6

A caption is a sentence describing a picture or graphic.

Motto

##### Company Name

Street Address  
City, ST ZIP Code

##### Phone:

Phone number

##### Fax:

Fax number

##### E-Mail:

E-mail address

*Elements* from page 5

Customer Name

Street Address

City, ST ZIP Code

*We’re on the Web!*

*Visit us at:*

Web site address

Company Name

Street Address

City, ST ZIP Code