

## ◆ Lead Story Headline

This story can fit 175-225 words.

A newsletter is a distributed publication generally about one main topic sent by associations, societies, clubs and businesses to provide information and news for their customers or members. Newspapers and leaflets are types of newsletters.

The newsletter must be attractive to catch the eye of the audience and make the subscribers want to read it without laying it down. The newsletter should report on activities or news that is interest to members.

It should be written in a manner that the readers can benefit from the information it contains, for example, club members interested in participating in the club sessions or activities, or customers desire to buy a product.

The design of a newsletter must be given serious thought. The contents must be accurate, factual, brief and impartial.

After all the articles, ads, fliers, etc. have been prepared for the newsletter, the document should be assembled and may require using the cut and paste method. Correct typographical and grammatical errors. If in doubt about a word or phrase, check it out! Does the article inform you and attract your attention? If it doesn't - rework it.



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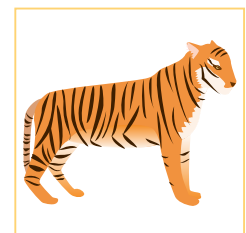
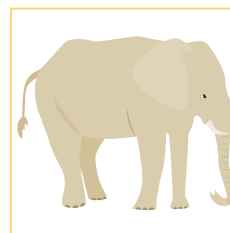
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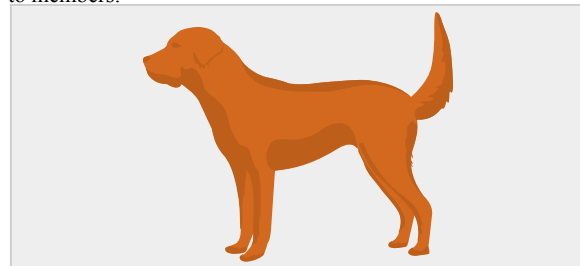


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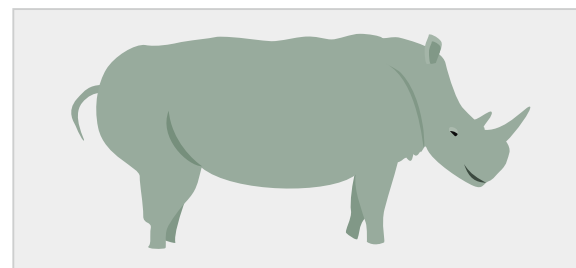
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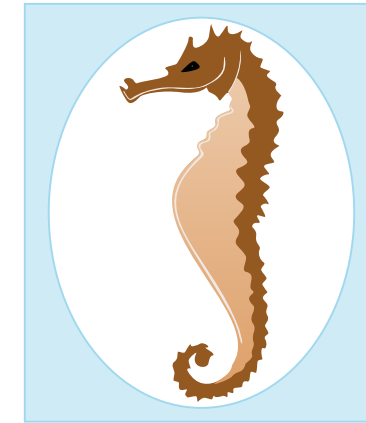


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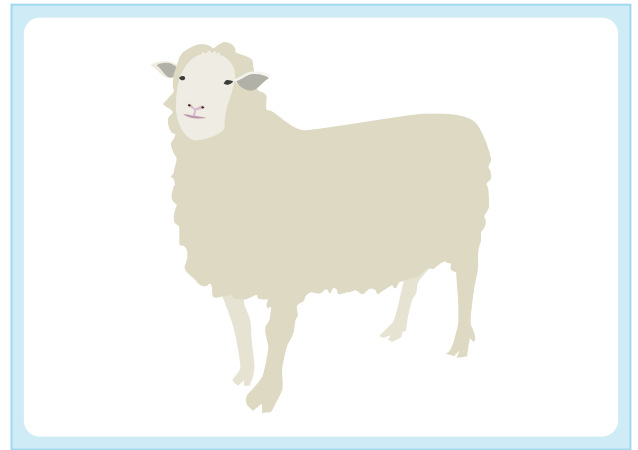
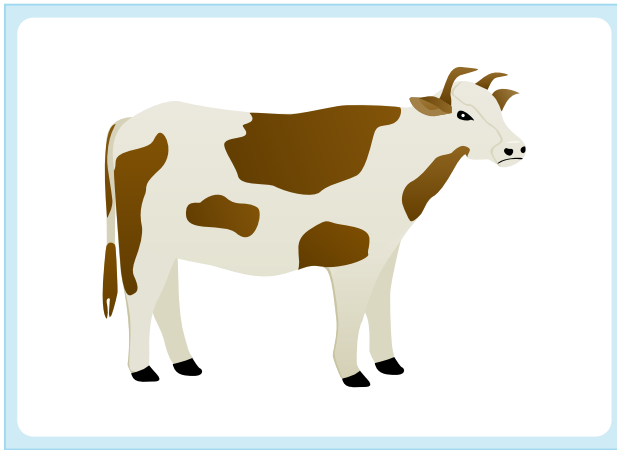
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A newsletter issued once a month should be adequate. More often is too much and quarterly would not be sufficient to provide the desired news. Production is normally accomplished by the use of photocopy machines at quick-print shops.

