

Project 11ba – Newsletter

Building Fan Loyalty

Previously Assigned

Goal

A newsletter is a periodically published document containing news and announcements about a subject or theme. The purpose of a newsletter is to provide highly specialized information to a targeted audience. Staying in touch with your fans and ticket holders is important because it builds team loyalty. In this project, you will create a team newsletter to send to fans and season ticket holders.

Tactics

- Look at some samples of newsletters online to use as a guide as you design your own.
- An effective newsletter should be attractive, well organized, and self-explanatory with text and graphics linked to a specific target audience.
- The masthead is the top portion of the newsletter that provides readers with the name, publication date, and other important information. It should be the most prominent element of the newsletter, so take your time with its design.
- Read through ALL instructions before proceeding with this project.

Instructions

1. Follow the instructions provided and complete the Newsletter Planning Form. You will use this information to complete the final.

Continuation of the Project

2. Using Microsoft Publisher create a new document.
3. Save your project in case of a computer problem (and continue to save the project every 10-a5 minutes).
4. Set up your document using the Page Setup instructions provided on the next page.
5. Create the masthead for the newsletter from your sketch design on the Newsletter Planning Form.
6. Format the text in the masthead using the colors and fonts that best match the team’s design.
7. Using the articles from your Newsletter Planning Form, insert the text and headlines from the articles.
8. Format the size and placement of the text and other elements on the newsletter so that they are in proportion with each other and project a **professional image**.
9. Add additional elements and/or graphic images that will help illustrate and enhance the look of the newsletter.
10. Carefully proofread your work for accuracy, format, spelling, and grammar.
11. Print a copy of the document.

Page Setup

# of pages	1	Step 1: Place a horizontal guide at 2.5 inches. Place the masthead of the newsletter above this guide, but do not place any contents above the top margin guide. Step 2: Use page or column guides to divide the page into two equal columns. Leave a 0.5 inch gutter space between the columns. Place the contents of the body of the newsletter within these columns. Note: Do not place any contents inside the 0.5 inch gutter space (see page setup illustration below for mor assistance.
Dimensions	8.5 x 11 inches	
Margins	0.25 inches on all sides	
Orientations	Portrait	

