

# Newsletters

EPC Communicators Call-in

28 Mar 2011

# What we will discuss today

- Content
- Design
- Publication
- Homework

# Content

Content is still king!

# Content Is Still King

- Cover vs. content.
- People have an expectation when they decide to read. You need to fill the expectation with the type of information you include.
- Information is intellectual and emotional.

# What content do you include?

- The information must be relevant to the audience.
  - New services
  - Events
  - Frequently asked questions (FAQ).
  - Interviews with staff members about the organization.
  - Organizational, policy, and procedural changes.
  - Photographs and supporting graphics.
- Themes are great.

# How do you create information?

- Create it from scratch.
- Recycle or update previous articles.
  - Web site and social media content
  - Policy and procedure manuals
- Reprint freely available information.
- Research and surveys
- In all cases, offer something original.

# Design

It's less about art and more about  
improving readability

# Format

Regardless of its size, a newsletter consists of distinct parts:

- Nameplate (also called the banner)
- Masthead
- Headlines (and subheads)
- Body copy
- Graphics and/or photographs
- Advertising



# Format

- Have a table of contents.
- Use headlines to draw in readers.
- Use front page articles to draw in readers.
- Use at least one graphic per page. Use image editing software to sharpen images.
- Create an easy-to-read design.
- Write to express, not impress.

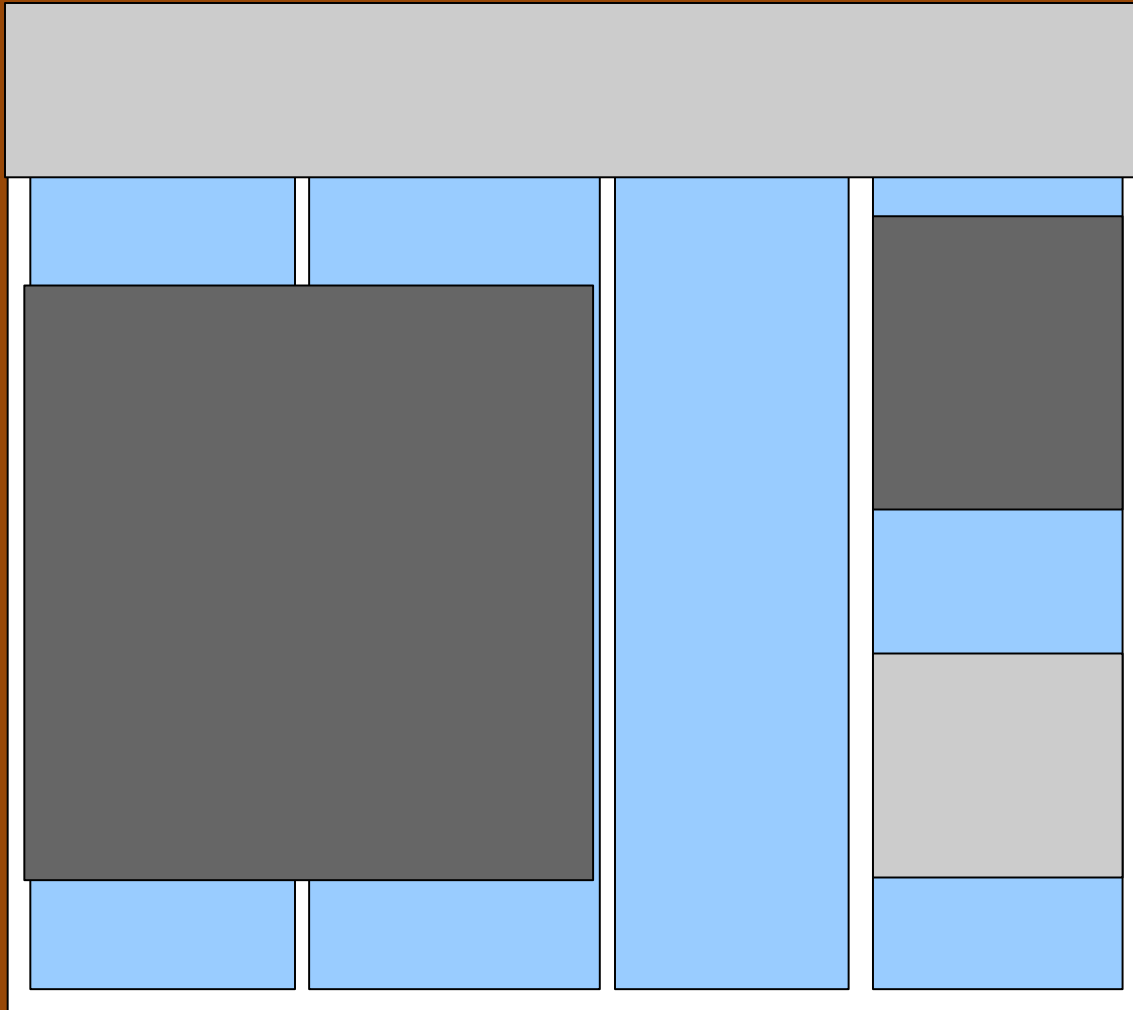
# Branding

- Borrow from your logo, web site, church building, and other identifiable branding elements.
- Consistent use of typefaces and placement of elements.

# Layout Grids

- Grids help the eye easily move from one element to the next.
- Grids help the brain organize and provide an “aahhhh” effect.
- Grids also make it easy to design because you don’t have to decide where to place elements.
- It is okay to go off-grid for a good reason, you don’t want to be too anonymous.

# Layout Grids







# Visual focus

- Use headlines and pictures to draw attention.
- Visual cues
  - Shape
  - Size
  - Color and contrast
- Use white space to separate elements and reduce the grayness of the page.

# Layout Grids and Focus

## NAMEPLATE

### Otters ipsum dolor sit amet, consectetur

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

laboreis nisi ut aliquip ex ea commodo consequat. Duis aute irure

#### Lorem ipsum dolor sit ametconsect

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

laboreis nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

Mollit anim id est laborum Et harum sed loquam like Greek to me. This is called greeking, derived facile est et expedit distinct. Nam liber to conosciat to factor nam poem legum collique civitatis.

Etiam neque pecun modet est neque nunc et imperi sed libidit me minimis veniam, quis nostrud error. Inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

Mollit anim id est laborum Et harum sed loquam like Greek to me. This is called greeking, derived facile



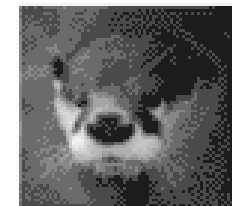
minim veniam, quis nostrud error. Inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

laboreis nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

Mollit anim id est laborum Et harum sed loquam like Greek to me. This is called greeking, derived facile est et expedit distinct. Nam liber to conosciat to factor nam poem legum collique civitatis.

Etiam neque pecun modet est neque nunc et imperi sed libidit me minimis veniam, quis nostrud error. Inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

est et expedit distinct. Nam liber to conosciat to factor nam poem legum collique civitatis.



#### Ipsum ipsum dolor sit ametconsect

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboreis nisi ut minimis veniam, quis nostrud error. Inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

#### New story starts here

Etiam neque pecun modet est neque nunc et imperi sed libidit me, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Who needs greeking?

His nostrud exercitation ullamco modet consequat. Duis aute irure voluptate velit esse cillum dolore eu fugiat nulla pariatur.

At vero eos et accusam dignissim qui blandit est praesent luptatum dolord alique excepteur sint occa Et harum sed loquam like Greek to me. This is called greeking, derived facile est et expedit distinct. Greeking is dummy text. It says nothing, but it mimics the flow of



### IN THIS ISSUE

- HIP'S MEMBER ADVOCACY PROGRAM - PAGE 2
- REFERRALS FOR SPECIALTY CARE - PAGE 3
- LOOKING WHAT THEY'RE SHOULD KNOW - PAGE 5
- REQUESTING MEDICAL RECORDS - PAGE 7



### HIP Strengthens Ties to Hospital District

To ensure that members have access to the widest choice of quality hospitals, we're pleased to announce that we've recently strengthened our long-standing partnership with North Broward Hospital District. The enhanced alliance with the District will benefit members through expansion of our provider network and enhancement of the electronic claims processing.

North Broward Hospital District consists of four hospitals in Broward County, including North Broward Medical Center, Imperial Point Medical Center, Broward General Medical Center and Coral Springs Medical Center, with many affiliated physicians in the HIP network. As we work with the District on physician network alignment, HIP will broaden the scope of health care choices for HIP members, offering a wider selection of some of the finest doctors in the area.

HIP's stronger and more synergistic alliance with the District is unique in the industry. It will not only foster streamlined claims administration but will also provide an integrated and systematic approach to health care.

### Can't Get to the Drug Store? Let the Drug Store Come to You!

Far times when you are ill or without transportation, certain pharmacy locations offer delivery services to members with the HIP pharmacy benefit. Check the list below and give your local pharmacy a call for delivery hours, restrictions, details and to see if they deliver in your area.



- Arts Rx
- Bright Medical Arts & Pharmacy
- Belle Glade Discount Pharmacy
- Budget Drugs
- Cambridge-Century Village Pharmacy
- Concussion Soring Center Pharmacy
- Continental Pharmacy
- Cullen Home Health Pharmacy
- Davis Retail Pharmacy
- Gordon Drugs
- Hollywood Healthcare
- Jerry's Drugs
- Jupiter Drug & Medical Supplies
- Kings Point Community Pharmacy
- Linton Square Pharmacy
- Merit Pharmacy
- Morris Pharmacy
- My Pharmacy
- Pill Box Pharmacy
- Plaza Discount Pharmacy
- Rx Drugs
- Sterling Pharmacy
- Soreness Pharmacy
- Surfside Pharmacy
- Sunnol Beach Way
- Tequesta Pharmacy
- Venetia Village Pharmacy

### Formulary Update

HIP routinely evaluates its drug formulary to make sure that all covered medications are safe and effective. On March 22 the Food and Drug Administration (FDA) requested that **Accutin**, a drug used to treat diabetes, be removed from the market. The FDA took this action after reviewing recent safety data on Accutin. As a result, HIP removed Accutin from its formulary the same day. The FDA approved drug **Avandia**, which offers the same benefits as Accutin, was added in its place. If you are currently taking Accutin, consult with your doctor as soon as possible.





# Graphics

- Photographs support the story.
  - Crop
  - Reduce background clutter.
  - Include action, avoid portraits.
- Only use clip art when you don't have a photograph.

# Publication

Don't make it any harder than it  
needs to be

# Where to Publish Your Newsletter

	Print	Web	E-mail
Production cost	High	Low	Low
Distribution cost	High	Moderate	Moderate
Transferability	Moderate	High	Moderate
Permanency	High	Low	Low
Artistic control	High	Moderate	Low

# When to Publish Your Newsletter

- Quarterly is the minimum time frame. Set the goal of bi-monthly.
- Your staff needs newsletters more frequently bi-monthly (6 times a year) should be the minimum.
- Time publications to key dates.

# When to Publish Your Newsletter

## Aug (Nov/Feb/May)

- 1 - 4 Define the theme for the issue.
- 5 Notify writers of deadlines for articles.
- 6 - 30 Write articles.

## Sep (Dec/Mar/Jun)

- 1 - 14 Continue writing articles / check on progress.
- 15 – 20 Review articles for grammar, spelling, punctuation, and bias.
- 15 - 20 Create supporting graphics.
- 20 - 23 Verify facts.
- 20 - 23 Edit photographs.
- 24 - 30 Rewrite articles.

## Oct (Jan/Apr (Jul)

- 1 – 6 Layout text, graphics, and photographs.
- 7 Distribute the proof.
- 8 - 13 Review and correct the proof.
- 15 Distribute the newsletter.

# How to Publish Your Newsletter

Theme:		Personal Crime		Articles due by Nov 30th	
Page	Size	Article	Author	Graphics	
1	1	Client interview	Dana		
2	1/2	Social Security Numbers and Privacy	Mat		
	1/2	Open			
3	1/2	Open			
	1/2	Article of Articles	Mat		n/a
4	1/2	Clients In the News	Matt / Dana		n/a
	1/4	Free Legal Audit	Randy		n/a
	1/4	Open			

# How to Publish Your Newsletter

- A style guide is a dictionary of formatting definitions.
- Conveys a professional image to your publications.
- Reduce writing and editing time.
- Use words consistently.
- Use punctuation consistently.
- Use voice consistently.
- Adhere to your original design.

# How to Publish Your Newsletter

- Writer
- Editor
- Photographer
- Graphic Artist
- Design/Layout Artist
- Distribution List Manager



# Teach Yourself How to Publish

- Set a goal of learning one new technique every month.
- Basic techniques
  - Styles
  - Templates
  - Columns
  - Tables
  - Formatting graphics (resize, crop, order).

# Wrap-up

Get your questions ready

# What did you learn today?

- Without good content, your newsletter is pointless. People expect something when they read what you have written.
- Design is not about being a great artist, but making it easier to find and read what is written.
- There is a process to publication and you need to own it.

# Help Us Connect to You

- Facebook – E-mail us the link to your page so we can Favorite you.
- Twitter – If someone tweets about your church, send us their handle so we can follow them.
- Youtube – If you have videos, let us know so we can add you to your channel.

# How You Can Connect to Us

- EPC Community –  
<http://EPC.SocialGo.com>
- Facebook –  
[www.Facebook.com/EPChurch](http://www.Facebook.com/EPChurch)
- Twitter – [www.Twitter.com/EPChurch](http://www.Twitter.com/EPChurch)
- Vimeo – [www.vimeo/channels/epc](http://www.vimeo/channels/epc)
- YouTube – [www.Youtube/EPChurch80](http://www.Youtube/EPChurch80)

# Homework – Invite Your Church

- Z 4:10 Network for small church leaders
- Family and children's ministry leaders
- Worship leaders
- Youth leaders
- Stated Clerks
- Female teaching elders
- Urban ministry

# For our next call - Facebook

- Who is on it and why?
- Profile and page basics
- What makes an engaging page
- Causes
- Pitfalls of Facebook