

Newsletter



► See the Advice Worksheet-Communication

TYPE OF TOOL: **PUBLISHING**



Goals

- Provide current news about the organization, events, and programs.
- Create links, Establish loyalty among readers and partners.
- Creating a feeling of belonging, esteem (internally).



Targets

- Funders
- Donors
- Institutions
- Partners, Associates, Members



Steps for Creating

DESIGN

Think about the needs, goals, main topics, messages to be addressed, audiences, the amount of information to be processed, budget, internal or external human resources, publication frequency, section titles. Make a production schedule listing all the elements and actions to be undertaken and deadlines: Editorial Committee; Confirmation of the content; Assignment of topics, Editing, Draft model, Proofing the final draft, Printing Approval, Distribution.

Make a "Road Map": a simple layout, indicating the contents page by page. Before the first issue is published, do a draft layout of the entire issue with copy and headlines, section titles, photos, the number of columns,

credits and bylines. The layout designer should include the number of words for each item along with the photo/image size. Graphic charts should be clear and concise. If possible, have the designer to do more than one layout version before selecting the final version.

PRODUCTION

Request and schedule adequate time for printing. Proof the PDF draft version before signing off on Print Approval (check spellings, typos, credits, etc.). Also, check the colors before final version is printed (Cromalin, Iris, colorimetric proofs). If possible, choose a printer who is eco-friendly (inks, varnish, recycled or eco-managed forest paper, etc.).

Key points:

Establish an "Editorial line" (goals, topics, point of view, approaches, etc.); Plan for the production; Respect the Production Schedule. Have the document reviewed by someone outside the organization, who is not involved with the publication, to get an independent opinion; Proof the copy for typos, comprehension, etc. Be demanding regarding the quality of the writing. If possible, from time to time conduct a reader satisfaction survey.



Content

Provide a mix of text and photos. Offer two ways of reading, with the article text and visually using charts and graphs to concisely present more technical points. Alternate use of written copy and photos/visuals. Provide contact information for article writers (emails).

MESSAGES

News of the organization, programs, projects, activities; Technical and scientific news; results of studies; updates about different advocacy activities; human resources/staff/organization people news; the latest political, parliamentary and legal news, etc.

IMAGES

The images should be of good quality (sharpness, framing, presentation, resolution, etc.). Be sure to check on Copyrights, getting authorization as required prior to publication. Getting prior approval before taking photos of persons, places, even objects, as required. Give proper credit as warranted.



Distribution

- Think about the distribution costs. Maximize options if shipping a printed version. A newsletter can actually be disseminated in an electronic format (PDF). Keep a current Email list to make use of distribution in this format.



Indicators

- Number of newsletters printed, reprinted, distributed (paper/electronic format).
- Reader Satisfaction Survey.

Examples



- "Courrier du RAMPAO" (RAMPAO's newsletter)

See the Examples Worksheet as well as the document.

- IBAP Newsletter

EXAMPLE Newsletter

RAMPAO NEWSLETTER

Context

The Regional Marine Protected Areas Network in West Africa (RAMPAO) is comprised of 27 marine protected areas (MPAs) from seven countries. Its mission is to "Ensure within the West African marine eco-region that encompasses Cape Verde, The Gambia, Guinea Bissau, Mauritania, Senegal and Sierra Leone, the maintaining of a coherent set of critical habitats necessary for the dynamic functioning of the ecological processes essential to the regeneration of the natural resources and the conservation of biodiversity for the benefit of societies.

Type of Tool

Publishing

Language

French (*also a version in English)

Technical Characteristics

A4 size format, folded, heavy stock paper; A3 size unfolded; 4 pages; 4-color printing.

Targets

- Network Members, Partners
- Other partners

Geographic Scope

International
(French and English version)

Key Messages

RAMPAO is an active network. Join; Get involved, Become active. Share information, be informed. Subscribe to the newsletter. Become a regular reader

Usability



Use over time



Replicability*



This newsletter cannot be reproduced as it is, but the concept could be.



Goals

- Provide news about the RAMPAO network
- Share expert views, opinions, etc.

+

- Good composition, with all the "ingredients" of an information newsletter (editorial comment; table of contents; signed articles (bylines); credits; different sections; images).
- The model is not monotonous despite the large amount of the text, thanks to the use of images, text boxes, etc. and articles are presented against a background of color.

-

- The text font size is too small.
- There is too much text for a "four-page" newsletter.

* Replicability: Capacity to be reproduced as is or with few modifications for another organization and/or to be replicated (reprint, copy, etc.)