

# The Town Times

## Lead Story Headline

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, residents, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains

You can compile a mailing list from your own databases, Chambers of Commerce and other local sources. You might consider purchasing a mailing list from a company.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your readers will look forward to its arrival.



*Caption describing picture or graphic.*

## Secondary Story Headline

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

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### SPECIAL POINTS OF INTEREST:

- Briefly highlight your point of interest here.
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## Inside Story Headline

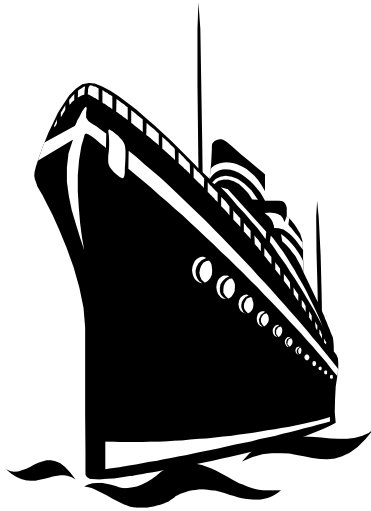
This story can fit 150-200 words.

One benefit of using your newsletter as a communications tool is that you can reuse content from other materials, such as press releases, market studies, past events, reports and meeting minutes.

The key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events, reports on meetings, etc.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write



*Caption describing picture or graphic.*

about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site.

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## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current events and issues in your community.

You may also want to note business or economic trends, or get feedback from residents surveys.

If the newsletter is distributed internally, you might comment upon new procedures

or improvements to the organization.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the board, or an editorial. You can also profile new employees, residents or others in your community. The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current events and issues in your community.

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

We have thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



*Caption describing picture or graphic.*

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*“Place a quote from a community meeting or public figure here”*

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*Caption describing picture or graphic.*

Organization Name

Primary Address  
Your Address Line 2  
Your Address Line 3

Phone: 555-555-5555

Fax: 555-555-5555

Email: info@yourcommunitynetwork.net

Mailing Address Line 1  
Mailing Address Line 2  
Mailing Address Line 3  
Mailing Address Line 4  
Mailing Address Line 5

*Your slogan or tag  
line here.*

We're on the Web!  
www.your.com

  
Organization

## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers.

You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of board members in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees or department heads.

You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind



*Caption describing picture or graphic.*

readers to mark their calendars for a regular event, such as a breakfast meeting for committee chairmen every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

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