

Public Relations Writing  
Spring 2011  
April 1



## Newsletter Project Guidelines—Due Date is Friday, April 22

Using the Constant Contact program ([www.constantcontact.com](http://www.constantcontact.com)) you are to produce and publish the debut issue of a new weekly, monthly or quarterly newsletter. The topic will be of your choosing. It can be similar to my [CofC Scene example](#), being about College of Charleston people, news and happenings. You can use your Cougar Volunteer Spirit article/photo and the two student pieces you did this semester, plus some other required elements.

You can also produce a newsletter for something you are involved with such a club, team, campus organization or charity. Please submit your idea on Monday, April 11. Include the following in this proposal:

- Topic or theme of your newsletter
- Why you may want to do this topic
- What will the newsletter be called/titled
- What kinds of articles/features will be in it
- What visuals/photos it may have

Here are the required elements that the newsletter must have now matter the topic:

- At least five articles, three of which must be at least 250 words, the others at least 100 words
- Each article must be written for this newsletter. They can't be things written for other classes, etc. or reprinting someone else's news releases, etc. Your CVS piece and two student profiles done in this class are OK to use
- A Note to Readers/Subscribers in the top Introduction Block saying that the newsletter is new, and what its purpose is. Include a little bit about yourself as the editor/producer of this newsletter (this doesn't count as one of the five pieces)
- The articles must include a profile about a person
- The articles must include a news story about something readers should or may want to know about pertaining to your newsletter's theme/purpose
- Along with the six main articles there should be at least three other features.

Here are some examples: (others you can think of are welcome)

- A Contest of some sort
- Calendar/Key Dates
- Photo of the week/month or just a stand alone photo with a caption
- Words of Wisdom or Quote of the Week/Month
- Recipe
- Gardening Tip
- Music/Band review
- Product Review
- Things to Do Tips
- Important Note: Constant Contact limits to five the number of photos as a trial member)

On the due date, you will have emailed your newsletter to all members of the class, including the professor. You can also email it to friends, family, anyone else. Also turn in a color copy of the newsletter on the due date. Constant Contact offers a number of user support options including an Assistance Hotline and a Coach. Don't hesitate to ask me questions (in class, phone, email).

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