



**Public Relations Writing**  
**Spring 2012**  
**March 30**

**Newsletter Project Guidelines—Due Date is Friday, April 20**

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 about College of Charleston people, news and happenings. You can make it Department of Communication oriented by using your two classmate features and other pieces you have written this semester, based on class visitors.

You can also produce a newsletter for something you are involved with such a club, team, campus organization or charity. Please submit your newsletter topic/focus on Wednesday, 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 no matter the topic:

- At least six 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.
- 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).

We will have a guest speaker in April who is a Constant Contact expert (Kristen McMullen, the communications manager at Pinewood Prep in Summerville). You can bring your laptops that day if you like and ask her questions about any issues you may be facing with the Constant Contact program.

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