

Task Guide

Monthly Company Newsletter

Responsible: Communications Department

Project Description:

The company news letter is a communication tool that will be used to let employees working inside the company know what is happening through the company. When creating the newsletter you must imagine you are not in a class in school but working for a real company. The newsletter needs to reflect the type of business you have and the image the company is trying to establish. In the newsletter you should never mention anything about school, students, teachers, your class..etc. This all about pretending you are really working in a company.

Guidelines:

Before you start, go to the Newsletter under Trade Show Rubric web page and download or print out the scoring sheet for the newsletter competition. Review the sheet so you know what is expected in the newsletter.

1. Brainstorm ideas for articles: Think about what a company would want to tell its employees and write short articles (100-200 words max) that related to those things. You will need 3-5 articles for each issue. Things you might include:

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|---------------------------------|-----------------------------------|-----------------------------|
| A. Upcoming events | H. Attitude in the workplace | O. Announcements |
| B. New products | I. Safety in the workplace Issues | P. Productivity ideas |
| C. How to dress for the office | J. Employee recognition | Q. Job Highlight |
| D. Leadership Interview | K. Benefit plan related articles | R. Community Service |
| E. Department Profile | L. Employee Profile | S. Marketing Trends |
| F. New job related technologies | M. National Trends & Legislation | T. Company Past events |
| G. Special Announcements | N. Company Related Projects | U. Holiday or Social Events |

2. Design Concept: Create a dummy newsletter and sketch out the design you want and come up with a catchy, company related name for the newsletter. Visit your consultant to get approval on the newsletter design and name. (note : all newsletters in the future will follow this basic design and have this name)

3. Creation: The newsletter size will be two pages tabloid size (17 x 11) and landscape. Create it using InDesign. Check in with your consultant regularly to make sure you are working toward what is expected. Always save back up copies of the newsletter, and have your consultant should you how to save it as a "packaged" file.

4. Design Decisions: During the design process, choose fonts (body text, headings and sub-headings) and colors wisely and try to maintain the theme throughout the newsletter design. Always include pictures and clip art to enrich the viewing experience.

5. Required Components: Check to make sure you have included all required components; volume/issue number, company address, phone, fax, email and web address. Also included information about who created the newsletter, editor, story writers and such. Spell check the entire document.

6. Submit for Draft Approval that includes A. PDF file of newsletter B. Newsletter Rubric score sheet

7. Final Newsletter: Revise any needed changes and make all the corrections and submit the final newsletter for evidence of completion.

Approval

VP of Communications Signature: _____ Date _____

Proof Reader Signature: _____ Date _____

Consultant Signature: _____ Date _____