

Loeb School Offers Workshop on Producing Newsletters

The Nackey S. Loeb School of Communications is offering a new workshop to help companies and organizations stay in touch with their customers, members and the public through newsletters.

Newsletter Editing in the 21st Century will concentrate on creating newsletters for a variety of purposes and audiences, on paper and the Internet.

The day-long session on June 19 will cover identifying your readership and planning content, tips on editing, principles of good design and the differences between newsletters for print and e-mail. It includes exercises for students to apply what they know and what they are learning.

The workshop is designed for anyone who wants to strengthen their relationship with a group; provide information in an organized, consistent and appealing manner; and improve their skills and confidence at planning and editing content. Graphic design and layout concepts will be discussed; however, this is **not** a workshop on how to use particular desktop publishing software. In the e-newsletter portion of the workshop, creating a newsletter through Constant Contact will be demonstrated.

The instructors are Dan Wise, communications director of the New Hampshire Bar Association and former editor of Business NH Magazine; and graphic designer and artist Tom Mungovan, of Vanmungo.com, an adjunct faculty member who teaches graphic design at several area colleges.

The workshop is being offered on June 19, from 9 am -3 pm. Fee: \$40, includes lunch. To register, call 627-0005 or go to www.loeb.school.org.

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