

## **Loeb School Offers Workshop on Producing Newsletters**

The Nackey S. Loeb School of Communications is offering a workshop on creating effective newsletters. Whether in print or online, newsletters allow companies and organizations to stay in touch with their selected audiences.

The day-long session on June 18 will cover identifying your readership and planning content, editing, principles of good design and the differences between newsletters for print and e-mail. It includes hands-on exercises.

The workshop is designed for anyone who produces newsletters for businesses, agencies or non-profits. Our goal is to help students make newsletters that reflect the best of their organizations and that readers will look forward to seeing in their mail box or inbox.

Students will improve skills and confidence at planning and editing content. Exercises will help students identify successful design and layout concepts; 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 Craig Sander, Assistant Communications Director at New Hampshire Bar Association, and a professional photographer/videographer with expertise in electronic media.

The workshop is being offered on June 18, from 9 am-3 pm. Fee: \$40, includes lunch. To register, call 627-0005 or go to [www.loeb.school.org](http://www.loeb.school.org).

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