

# Editing a Newsletter

By Marsha Winbecker

## Managing a Mailing List

It is very time consuming to write or type names and addresses on newsletters for each mailing. To make the job easier (without a computer), call a local printer and ask if they can print Avery® labels on their copier. These usually cost from 35¢-55¢ per sheet of 33 labels. Also ask the printer if you can get a "label master" from them. Usually this will be free or the price of a copy. The label master is divided into 33 sections. To use the label master, lay a piece of typing paper over the master and type one name and address into each divided section. This information can then be copied onto the labels at the printer. When you receive any mailing list changes, be sure to update your list. Dennison® labels work the same way. Dennison® makes plastic pages with label-sized cards so the mailing list can be updated by replacing the cards. More information on this can be obtained from Dennison Carter's Division, Dennison Manufacturing Co., Framingham, MA 01701.

## Beneficial Tools for Editing a Newsletter

*Most items are available from an office or graphic arts supply store.*

Typewriter or Computer: Use on with clear, readable type.

Copy Machine: This is handy for resizing type, clip art, and photo screenings.

Copyscreen™: These screens, available in 65, 85 and 100 lines, are laid between the glass of a copy machine and an original photo. The screen reproduces the photo into lines/dots that, in most cases, will result in a better image than copying directly from the photo. These cost about \$4.00 each.

Reference Books: A good dictionary, quick spelling dictionary, thesaurus, and English guide are very helpful.

Clear Triangle with Ruler & Metal Cutting Edge: This will help prevent cutting crooked photo screenings, etc.

Proportional Scale: This scale helps you figure what percentage to copy text or make screenings of photos (see Some Helpful Hints). It also figures the new dimensions of the resized text or screening. The cost is about \$3.00.

Clear T-Square: This enables you to paste-up items straight by lining up the paper with the "T" and the text, etc., with the ruler.

Very-Light-Blue-Ruled Graph Paper: This also helps to keep the paste-up straight by giving you lines, which do not copy, to use as guides.

X-Acto® Knife: This razor knife is used to cut photo screenings, etc.

Non-Photo Blue Pencil: The light blue color of this pencil does not register on copies or the printer's camera so you can make notes regarding how many copies, the size, etc.

Glue Stick: This is used to do the "paste-up" of text or photo screenings.

DryLine™ Adhesive: This Liquid Paper™ product is available in either temporary or permanent forms. The temporary form allows you to reposition text or photo screenings. DryLine™ is not as messy as a glue stick. The price for the initial cartridge is about \$4.00, with refills about \$2.00.

Liquid Paper™: This correction fluid is available for typewritten work, pen and ink, and photocopies, or a new all-purpose version.

Avery® Correction Tapes: These white tapes are used to cover lines of type. They are available in one-line, two-line, and five-line widths.

DryLine™ Correction Films: These films are similar to the DryLine™ adhesive but cover one or two lines of type.

Press-On Lettering: Larger sizes of this lettering can be used for titles that will appear in each newsletter.

Chartpak® Border Tapes: These decorative border tapes add pizzazz to your newsletter and are available in generic and holiday styles.

Clip Art Books: The non-copyrighted drawings in these books break up a page of text and add interest to the newsletter.

## Some Helpful Hints

Make a newsletter template with the heading and regularly appearing items such as your return address, address change form, reoccurring column headings, etc. Make copies of this template before beginning each issue.

To layout the newsletter, type or word-process the text first to determine the amount of space you might need for each item. Make a small drawing of each page of the newsletter and write what items you want to appear on that page. This will help you determine how much space you can devote to each article, photo, pattern, etc. Resize the text (if typewritten), photos, etc. as described below. If using a computer, make a box for each photo to give you a position and cutting guide. Remove the boxes on your final printout.

When using photos, have them made into screenings either by using the screens mentioned previously or at the printers (PMT). These screenings turn the image on the photo into small lines/dots that are reprinted easily. Printing directly from photos will usually end with disappointing results. The PMT screenings provide superior results and can be inexpensively done (about \$12.00 per 8" x 10" final image-including several photos at the same percentage) at whatever percentage of the original you need.

To determine the size needed for a photo screening or test, measure the width of the area you want the photo or text to fill. Next, measure the original photo or text width. Use the proportional scale or divide the width of the area to be filled by the width of the original to figure the percentage to have the original copied or screened. For example, at .25, have the copy made at 25%, at 1.6, have the copy made at 160%. Remember that this percentage will change the length as well as the width. Use a calculator or the proportional scale to figure the new length.

## Common Grammatical and Punctuation Errors

Using incomplete sentences is one of the most common grammatical mistakes. A dependent clause, which has its own subject and verb, is not complete by itself because it only further explains the independent clause (complete sentence). For example, "After the war ended and the cannons stopped" is not complete. It does not tell what happened after the war ended and the cannons stopped.

Using other punctuation with quotation marks is often a mystery to many. Periods and commas always go inside the quote marks. (The only exception I can think of to this is perhaps when quotes are used as an abbreviation for inches.) Semicolons and colons go outside the quote marks. Question marks and exclamation points should go inside the quote marks only when they are part of the quote.

Use a comma to separate two independent clauses combined with a conjunction; however, if either of the independent clauses has other punctuation in it, usually a comma, the clauses should be divided with a semicolon.

Making up your own rules for using commas is a mistake. Too often commas are inserted to no logical reason. The old if-you-pause-add-a-comma rule often does not agree with a the standard rules of punctuating. Use a reference book as your guide.

## Saving Money on Postage

If you mail over 200 newsletters at once (even spread across the U.S.), you could probably qualify for the bulk-mail rate for up to 3.36 oz. There is a yearly fee for bulk mail (plus a one-time fee if you prefer to use a permit imprint instead of stamps). Be sure to consider these fees, newsletter quantity and weight, and mailing frequency when determining if bulk mail would save you money. To qualify for the bulk-mail rate, the newsletters must be sorted by zip code. Contact your local post office for further information.