

# The Perspective

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## Special points of interest:

- Briefly highlight your point of interest here.
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## Lead Story Headline

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing

list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and



Caption describing picture or graphic.

its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

## Secondary Story Headline

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should

accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office Opens Near You.

## Kim Zamastil

No. of semesters at the W.C.: 1

**Other activities:** Student Activities Board, Newman Center, Student Ambassadors, Columnist for the Index

### What is...

1. **The best advice you've ever received?**  
Learn to say "no"
2. **The worst advice anyone has ever given you?**  
Go on the Walt Disney World College Program!
3. **The best concert you've ever been to?**  
\*NSYNC (I've been to 4, and I swear they're great shows!)
4. **The last thing you wrote?**  
A hastily and poorly written column for the Index
5. **The worst job you've ever had?**  
Fast Food at Disney World
6. **Your favorite class this semester?**  
Intro to Theatre Arts with Lee Orchard
7. **The number of times you've slipped on the ice this week?**  
Zero, it's September
8. **The last thing you cooked?**  
Velveeta Shells and Cheese (it you call that cooking)
9. **Your biggest pet peeve?**  
People who leave political bumper stickers on their cars after the race is over
10. **One thing you would change about Truman?**  
Scholarship hours! "You've earned that scholarship, now earn it a little more!"
11. **One unusual experience you've had?**  
I saw Mickey and Minnie with their heads off in the tunnels under Disney World, Mickey was an old woman!
12. **The longest you've gone with out sleep?**  
Not very
13. **The last book you read?**  
*The Princess Bride* with unsolicited comments by William Goldman
14. **The last TV show/movie you fell asleep during?**  
*K-Pax*
15. **Your favorite comic strip?**  
*Zits*
16. **The biggest fashion mistake you made during the '80s?**  
I had these stirrup pants with built-in leg warmers
17. **The last thing you laughed at?**  
The crazy cats on SAB
18. **Your favorite store/building/restaurant/place in Kirksville?**  
El Vaquero
19. **Your favorite place in your hometown (and where is your hometown)?**  
In Rochelle Illinois? I guess my former employer the New York Bagel & Coffee Exchange
20. **The topic of the last paper you wrote?**  
Mon Rencontre avec Jimmy Fallon (My Encounter with Jimmy Fallon)
21. **The last place you drove to?**  
Wal-Mart
22. **The last event you wore a tux or formal dress for?**  
My senior prom (I get out a lot!)
23. **Your favorite Brad Pitt or Julia Roberts movie?**  
Notting Hill
24. **The best prank you've ever pulled?**  
I don't really pull pranks...or at least not memorable ones
25. **Your favorite thing to do when stressed out?**  
Call my best friend and vent
26. **Your favorite piece of furniture in your house?**  
In my home house, my bed
27. **The thing you are most committed to?**

## Rachel Schulz

No. of semesters at the W.C.: 5

**Other activities:** Phi Sigma Pi, Minor Detail (women's acapella group)

### What is...

- 1 **The best advice you've ever received?**  
"Stick with the plan"
- 2 **The worst advice anyone has ever given you?**  
"Be more rational"
- 3 **The best concert you've ever been to?**  
The Executioners
- 4 **The last thing you wrote?**  
This!
- 5 **The worst job you've ever had?**  
I worked at a car wash one summer
- 6 **Your favorite class this semester?**  
History of Math
- 7 **The last thing you cooked?**  
Grilled cheese
- 8 **Your biggest pet peeve?**  
People who talk too much
- 10 **One thing you would change about Truman?**  
Scholarship hours! "You've earned that scholarship, now earn it a little more!"
- 11 **One unusual experience you've had?**  
I saw Mickey and Minnie with their heads off in the tunnels under Disney World, Mickey was an old woman!
- 12 **The longest you've gone without sleep?**  
Not very
- 13 **The last book you read?**  
*The Princess Bride* with unsolicited comments by William Goldman
- 14 **The last TV show/movie you fell asleep during?**  
*K-Pax*
- 15 **Your favorite comic strip?**  
*Zits*
- 16 **The biggest fashion mistake you made during the '80s?**  
I had these stirrup pants with built-in leg warmers
- 17 **The last thing you laughed at?**  
The crazy cats on SAB
- 18 **Your favorite store/building/restaurant/place in Kirksville?**  
El Vaquero
- 19 **Your favorite place in your hometown (and where is your hometown)?**  
In Rochelle Illinois? I guess my former employer the New York Bagel & Coffee Exchange
- 20 **The topic of the last paper you wrote?**  
Mon Rencontre avec Jimmy Fallon (My Encounter with Jimmy Fallon)
- 21 **The last place you drove to?**  
Wal-Mart
- 22 **The last event you wore a tux or formal dress for?**  
My senior prom (I get out a lot!)
- 23 **Your favorite Brad Pitt or Julia Roberts movie?**  
Notting Hill
- 24 **The best prank you've ever pulled?**  
I don't really pull pranks...or at least not memorable ones
- 25 **Your favorite thing to do when stressed out?**  
Call my best friend and vent
- 26 **Your favorite piece of furniture in your house?**  
In my home house, my bed
- 27 **The thing you are most committed to?**

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all

employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is

a good place to insert a clip art image or



Caption describing picture or graphic.