

4.6 Newsletters

Definition: Regularly updated public information leaflets reporting progress on a project.

Purpose: Informing the community of the progress of the project, and encouraging continuing involvement. Newsletters may also include a questionnaire or other device for stimulating feedback.

Production: Desktop publishing programs to present project information in a consistent and repeatable format.

Newsletters:

- are a valuable, user-friendly medium for briefing and updating
- sustain interest and involvement
- are flexible enough to contain varied themes and topics
- present positive progress
- raise awareness.

Watchpoints

- Frequent use of familiar images, logos etc. builds recognition.
- Careful text/picture balance to reflect newspaper style.
- Co-ordinate with other project graphics.

Example of good newsletter design Northstowe Update

An eye-catching document that uses the familiar newspaper layout combined with striking colour, distinctive graphics and pictures to attract attention. The professional production quality creates instant credibility, while images of places and issues familiar to local people stimulates interest. Text is easy to read and broken up into easily assimilated points.

