

EDITING YOUR NEWSLETTER

how to produce an effective publication using traditional tools and computers

4TH EDITION

HOW TO PRODUCE AN EFFECTIVE,
PROFESSIONAL PUBLICATION — ON SCHEDULE
AND ON BUDGET — INCLUDING:

- setting your publication's goals
- developing reader-appropriate stories
- combining text and graphics
- creating designs and headlines that grab readers
- a new section on story ideas and angles that work

COMPLETELY REVISED AND
UPDATED INFORMATION ON:

- designing and editing with the computer
 - postal regulations and costs
 - the latest printing technology

MARK BEACH

Editing Your Newsletter How To Produce An Effective Publication Using Traditional Tools

Sandra M. Weyeneth



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MediaWriting W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith, 2009-01-13 Designed for those preparing to write in the current multimedia environment MediaWriting explores the linkages between print broadcast and public relations styles outlines the nature of good writing synthesizes and integrates professional skills and concepts Complete with interesting real world examples and exercises this textbook gives students progressive writing activities amid an environment for developing research and interviewing skills Starting from a basis in writing news and features for print media it moves on to writing for broadcast news media then introduces students to public relations writing in print broadcast and digital media as well as for news media and advertising venues Rather than emphasizing the differences among the three writing styles this book synthesizes and integrates the three concepts weaving in basic principles of Internet writing and reporting This book provides beginning newswriting students with a primer for developing the skills needed for work in the media industry As such it is a hands on writing text for students preparing in all professional areas of communication journalism broadcasting media and public relations **Professional Genealogy** Elizabeth Shown Mills, 2001 A manual for researchers writers editors lecturers and Librarians Creating and Producing the Perfect Newsletter Patricia Ann Williams, 1990 **Tools of the Writer's Trade** American Society of Journalists and Authors, 1990 In Tools of the Writer s Trade members of the American Society of Journalists and Authors tell all about the equipment and services they find the best including advice on computers hardware and software copiers and their accessories information sources travel tips stationery and much more **Starting & Running a Successful Newsletter Or Magazine** Cheryl Woodard, 1997 Founding and operating small specialized newsletters and magazines has become one of the great entrepreneurial

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