

Spring 2002

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Quick Pops: This space should contain some condensed information about some of the contents inside the newsletter (i.e. an article, photo, etc.) and compel the reader to look inside!
Approximately 35 words.

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Your Fraternity
MASTHEAD
www.betaalumni.com Your School University

**Subhead that defines the article
A Headline That Clearly States
the Main Idea of the Article**

by Joe Smith
Creating a newsletter that people eagerly read is our goal. Here are some more simple tips to respect and entertain your readers.

Write in Small Chunks
Focus on only one idea per story. Break up longer articles into several smaller ones -- as separate stories, or use subheads within the longer story.

Let the Readers Write It
Focus it, readers will devour a news update sent to by an old friend, yet bypass your hardy-crafted article. Create ways to let the readers write the newsletter themselves. Purge the institutional voice and let the members speak to each other.

Full Quotes: Important interesting information directly from article to catch the eye. (Affinity Editor)

Retain the Subject's Voice
Use Q&A format for profiles and lots of quotes in stories. Let the reader hear the subject's voice.

Quotes Give Light
Quotes in stories should not give facts ("I weigh 173 pounds"), but rather insight into factor/personality ("Since I lost the weight, I feel like a teenager").

Full-quotes Lure
Blow up a powerful quote, box it, and it serves as a sub-headline to entice the reader. It should obviously relate to the headline, and lure the reader into the story.

Other Benefits
What's in it for me? (W.I.I.P.M.). Every headline and paragraph starts answer that question. Readers will not be bored or bored. The headline teases. The benefit of reading the story starts around the relevance of the topic. Hurray is the urgency of the newsletter. Remember the words spoken by



A well-cropped photo that clearly shows faces and identifies them (when feasible)
James Earl Jones is the above Field of Dreams. It is funny they have, and peak they lack.

Headlines: Don't Tease
Headlines must clearly state the main idea of the story. (Never make the reader ask a question as a headline unless you also telegraph the answer. Kill clever headlines that don't tell the story.)

Subheads: Draw Readers In
In longer stories, subheads capture snapshots, pull readers through and give the main ideas at a glance.

Combine Similar Items
If two stories concern related the same topic, make a short story on that topic instead.

Waste No Words
Redundancies and needless sentences are time drains to the reader. Cut them. If you need to fill space, use an entertaining photo.

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The Basic Newsletter User Guide

The Basic Newsletter

The Basic Newsletter format has been created to provide a cost efficient solution for your newsletter needs. It provides a structured format to enable you to efficiently and effectively build a newsletter. While it does not offer all the bells and whistles of a custom newsletter, it does provide a functional and attractive alternative to get the job done.

WHAT IS DIFFERENT?

Layout is predetermined

- Content must be submitted according to word count
- Few upgrades are available
 - Add color
 - Add a photo (2 are included)
 - Add a page (Layout predetermined)
- Slippage fee of \$250 for delaying project by 10 or more days

WHY DOES THIS SAVE YOU MONEY?

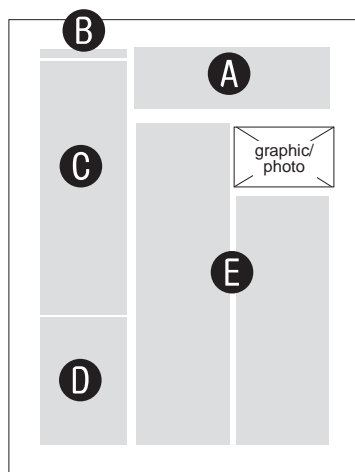
- Less editing
- Less layout work
- Pre-booking projects with printers

This document has been created to describe how you can take advantage of the Basic format and still get the intended result.

The Basic Newsletter is a 4 page newsletter that includes the following 8 components: masthead, date, officer's column, quick pop notes, cover story, inside spread, alumni updates and mailer panel.

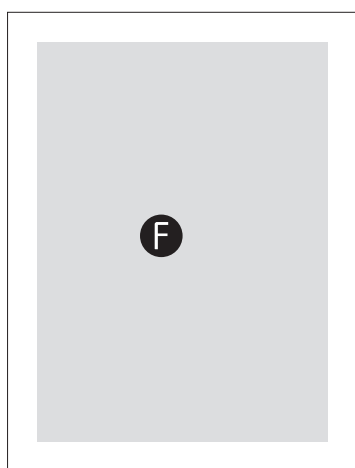
Each Basic Newsletter will be built using standard content building blocks of 1/3, 1/2, 2/3 and 1 page. Simply select the number of articles and length and follow the word counts provided in the chart below.

	Word Count (no photo)	Word count (+photo)
Cover		(425-450)
Sec. C	(175 - 200)	
1/3 pg.	(225 - 250)	(175 -200)
1/2 pg.	(400 - 425)	(250 - 350)
2/3 pg.	(600 - 625)	(425 - 550)
1 pg.	(900-925)	(725 - 850)

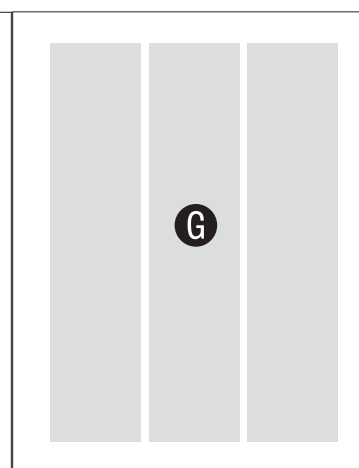


pg. 1

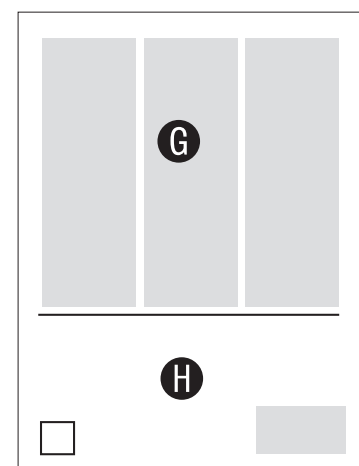
- A Masthead
- B Date
- C Officers column
- D Quick Pop Notes
- E Cover Story
- F Inside Spread Content
- G Alumni Updates
- H Mailer Panel



pg. 2



pg. 3



pg. 4

Content provided by Affinity Connection:

A

Masthead

The Masthead will be generated from your existing custom newsletter format. It can include your name, university, web address, logos and other graphical elements. Once the Masthead has been created and approved, it will remain consistent for all newsletters.

B

Date

The season and year (i.e. Fall 2003).

D

Quick Pop Notes

Quick Pop Notes are short excerpts that will be used on the cover to give the reader a glimpse into the content of the newsletter. Affinity will use these at their discretion to fill the remainder of the Officers Column. Depending on the length of your officers list, there could be space for many Quick Pops or no space at all.

G

Alumni Updates

The list of alumni updates will be displayed at the end of the newsletter in a 3 column format.

H

Mailer Panel

The proper mailing panel will be created including your return address.

Content provided by You:

C

Officers Column

The left hand column on the cover is reserved for your list of officers and their contact information. Due to the nature of the content, this section will typically only be submitted once a year.

E

Cover Story

The cover story is a 425-450 word article plus a photo with a caption. Pull quotes can be used to extend the length of an article. i.e. If you submit an article that is 375 words, a pull quote can be added to make the article the proper length. Add 25-50 words for every pull quote.

Pull Quote - A pull quote is when you take a phrase from an article and make it stand out. Pull quotes are used to grab attention and help the reader scan a document more easily.

WORD COUNTS - Some editing can be done by Affinity, however, your content should be provided within 10% of the defined word count or authors alterations will be charged.

Tip: Word Counts can easily be obtained in Microsoft Word (Tool Menu > Word Count)

F

Inside Spread Content

You will need to select the number and length of articles that will be included. There are 3 basic sizes to all the content: 2/3, 1/3, and 1/2 page. These content units can be used interchangeable to fill the space. i.e. You have 1 page to fill. You could choose (1) 2/3 and (1) 1/3 page articles, or (2) 1/2 page articles, or (3) 1/3 page articles.

WORD COUNTS - Some editing can be done by Affinity, however, your content should be provided within 10% of the defined word count or authors alterations will be charged.

Tip: Word Counts can easily be obtained in Microsoft Word (Tool Menu > Word Count)

Getting Started

8 Easy Steps to Newsletter Success

- ① Affinity Connection will provide to you a production schedule. ALL content provided by you must be submitted on or before the prescribed content deadline.
- ② Decide the number of articles and the word counts that you plan to supply. Write articles to the specified word counts.

Does it look like you don't have enough content to fill sections E and F? Submit what you have and TELL US you need help. We may have the perfect "stock" article that will complete the newsletter!
- ③ Submit all articles, officers contact information and graphics/photos in electronic format to katie@2stayconnected.com. Please include in the subject line of your email Your Organization and School.
- ④ Affinity Connection will edit the articles, create catchy titles, generate the content for Section "D" and any necessary "pull quotes". All content will be flowed into the basic newsletter format.
- ⑤ Affinity Connection will provide to you an electronic proof in PDF format and set a deadline for submitting corrections.
- ⑥ Submit all corrections on or before the correction deadline date. Please be very thorough with this set of corrections.
- ⑦ Affinity Connection will provide a final electronic proof in PDF format. Review the proof and submit your approval or request for additional corrections.

NOTE: Additional corrections at this stage will result in an authors or design alteration charge.
- ⑧ **YOU ARE FINISHED!** Your newsletter will be printed and mailed within 10 working days.

All content should be submitted electronically either in the body of an e-mail or as an attachment. Photos/graphics should be submitted in electronic format as eps, tif or jpg files. Photos should be scanned at 300 dpi at actual size. If you have questions or difficulty with graphics, give us a call and we can assist you.