

A newspaper is a printed periodical delivering news pertinent to its purpose. Each paper has its own style of presentation. There are, however, a few generally accepted formats.

A newspaper is generally meant to be "a quick read" For that reason they are generally printed in two and a half inch columns. Times Roman size 12 is the font used in most reading material, considered to be a comfortable read and most often used in newspapers.

Recently, to save space, daily newspapers have gone to type size 11. Lots more news can be shared in a newsletter using size 11.(this article is printed in size 11)

Organizations, clubs and sometimes small businesses wishing to inform its members about events, special sales and special people print newsletters on stationary size paper 8 1/2 x 11 or legal size 8 1/2 x 14.

Organizations generally don't sell advertising in newsletters, but use the advertisement format when certain information needs to stand out. A Fundraising activity as an example.

The larger the community, the more information there is to disseminate. Advertising may also be found in daily newspapers. When they are in a paper, they should be found throughout the publication. Never all on one page. That defeats the purpose. Readers might be inclined 'not to' read a page full of advertisements. What's the purpose to advertise if the advertisement is not read?

Advertisers are the backbone of newspapers, they generate income.

Some people have the mistaken idea that readers generate income. Well, they do indirectly. Readership numbers determine in which paper advertisers will put their

money. If you seek advertisers to offset printing costs, make the numbers worthwhile to the advertiser.

Rather than a boring presentation of three equal size columns, some publishers use one column slightly larger than the other two on the main page. One of our Posts uses this layout on all of their pages putting the more important information in the larger column.

Paragraphs generally do not follow ordinary English rules. Their content is determined by the importance of a particular piece of information.

In ancient times, the Town Crier or a posting in a public place was the source of the daily news.

Many years later, type setting was how a paper was printed. It was a tedious process and time consuming, Content was carefully selected. Computers have made the printing process simple. Spell-check and grammar check have eliminated some editing.

American Legion Posts should deliver their news in an interesting layout with an outstanding banner. The content should be informative and stated as interestingly as possible. News should be veteran oriented and complete. Facts should be meticulously checked.

Editors, go forth in 2010, print the best newsletters ever read and send more entries to our yearly competition!

Submitted by: Dolores Reed, Vice President, Sept. 09