



# Planning Your Newsletter Guide

## Publication & Design Services

**Location** 111 W. Moore St. • **Address** 1500 N. Patterson St. • Valdosta, GA 31698  
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## Editorial Control

One person should be assigned as editor for the newsletter, preferably an administrative or staff member, not a student or grad assistant. Even if there is a group or committee involved, one person should be assigned as editor with final control.

## Articles from other publications

Articles previously printed in other publications may be used if permission is obtained and proper source credit given without altering the article. If the article is from a University Relations publication, please ask us for the original electronic file, which may not be altered. This will save time and work for all parties. Also be aware of copyright infringement.

## Editorials & Opinions

Editorials and/or opinions should be signed/credited to the author and relevant to the purpose of the newsletter. And a disclaimer stating that “the views and opinions expressed are not necessarily those of VSU” should appear with the article.

## Memoriam/Tragic Events

Articles about persons who have passed away or suffered from a tragic event may be appropriate, but details should not be included.

## Alumni/Class Notes Section

### What may be included:

- New Job, Promotion, Business or Career
- Continued Education or Degree
- New Address/Location
- Marriages/Weddings
- Births
- Deaths (announcement only, details are not appropriate)

### What should not be included:

- Engagement announcements. Engagement may be broken before newsletter is printed and mailed. Only actual weddings or marriages should be announced.
- Expecting the birth of a child. Complications could result. Announcement should come after the birth with approval of parents.

## For More Information

Please see Creating Newsletters <<http://www.byu.edu/health/Syllabi/302/Newsletters1.html>> for more detailed information on producing an effective publication.