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Job Seekers

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Why Interview?

By Jim Wolff

Sooner or later you have to face up to it: you have been called in for an interview. Stage 2 panic sets in. (Stage 1 is the panic you experience when you submit a resume' and realize you may NOT get called in!)

The panic arises from the unfamiliarity of the whole experience. Here are five points to remember when you get the call. These come directly from my thirty-five years of interviewing job applicants as the hiring manager:

1. When your name went on the list of interviewees, it had already been determined that you had the necessary skills to perform the key job requirements.
2. The interviewer(s) want to know if you lied about or exaggerated your experience. So don't. You will burn bridges that could help you in the future. Tell the truth. If you don't get this job, they

Please see *Getting Started* on page 2

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Networking in the Web World

By Jim Wolff

"You can get introduced to anyone in the world by spending just seven minutes a day."

I don't know if that is a true statement, but it sure seems like it is. Very powerful networking tools exist on the Internet today. Coupled with personal contacts, seeking job opportunities really does become a full-time job.

I have had eight jobs in thirty-five years. Two jobs I just up and quit without a prospect, two ended when the company was purchased by a bigger fish, three I left with a job in hand, and I remain in what I hope will be my last employment gig. Each of these transitions taught me something else about networking. Here are the best pointers I have:

1. The best network is personal.

Please see *Great Articles* on page 3

Fitting an Article into a Tight Space

By Author Name

So you have space for one more article in your newsletter and one of your experts out in the field is writing the article. How can you determine how long the article should be?

As in newspapers, the length of a newsletter article can be thought of in terms of how many “column inches” are available for the article. A column inch is a measure of space, namely an area on a page one column wide and one inch deep, used to measure the amount of type that would fill that space. This will vary from newsletter to newsletter depending on the font you’re using, its size, the column width, and the amount of space between lines and between paragraphs. By knowing how many words on average fit into a column inch in your newsletter, and then by measuring how many column inches are available for the article, you can tell the writer how many words their article can have. Let’s take this scenario one step at a time.

1. Fill up at least ten inches of column with actual article text.
2. Print out the page and use a ruler to measure how many inches of column your text takes up.
3. Count the number of words in the text.
4. Divide the number of words in the article by the number of inches the text takes up. For example, let’s say you have 456 words in 12 inches of column: $456 \div 12 = 38$. That’s your magic number for how many words fit in an inch of column in your newsletter. But you’re not finished yet.
5. Measure how many column inches you have available for the article.

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may have another for you in the near future.

3.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”



Caption describing picture or graphic.

Inserting Your Own Art

By Author Name

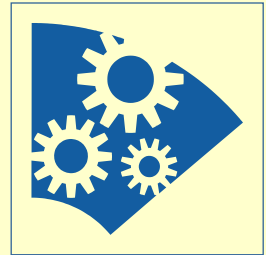
You can replace the pictures in this template with your company's art.

To do so, click where you want to insert the picture. On the **Insert** menu, point to **Picture**, and then click **From File**. Locate the picture you want to insert, and then click it. Next, click the arrow to the right of the **Insert** button, and then click either **Insert** to place a copy of the picture into the newsletter, **Link to File** to display the picture without actually inserting a copy, or **Insert and Link**.

Since the **Insert** command embeds a copy, the picture is always visible, but it may greatly increase the size (in bytes) of your newsletter, depending on how large the picture is.

In contrast, **Link to File** does not increase the size of your newsletter file, and if you make changes to the original picture, they automatically show up in the newsletter. But the picture won't display if viewed from a computer that can't link to the original (for instance, if the original picture is stored on another computer on a network).

Insert and Link inserts a copy so that the image is always available, and also automatically updates changes to the original.



Caption describing picture or graphic.

Great Articles from page 1

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Tight Space from page 2

For example, we'll say it's seven inches.

6. Multiply your magic number by the number of column inches available for the article, which in this case would be: $38 \times 7 = 266$. This is the maximum length that the article can be.
7. To give yourself some room to fudge, tell the writer to write an article between 250 and 260 words. Once you get the article back and edit it, you can add or remove words here and there

to get the article to the right length.

Using this approach, you soon will be a pro at writing perfect-length articles and adapting existing articles to the space you have.

The Elements of a Newsletter

By Author Name

In the course of adapting this template to suit your needs, you will see a number of different newsletter elements. The following is a list of many of the elements, accompanied by a brief definition.

Body text. The text of your articles.

Byline. A line of text listing the name of the author of the article.

Caption text. Text that describes a graphic. A caption should be a short but descriptive full sentence.

"Continued from" line. A line of text indicating the page from which an article is continuing.

"Continued on" line. A line of text indicating the page on which an article will be continued.

Date. Either the date of publication or the date

you expect the newsletter to be at the height of its circulation.

Graphic. A photograph, piece of art, chart, diagram, or other visual element.

Header. Text at the top of each page indicating the name of the newsletter and the page number.

Headline. The title of an article. A headline needs to be clear in its purpose, brief, and active, and should attract attention by being relevant, inspiring curiosity, or for having some other irresistible quality.

Newsletter title. The title of the newsletter.

Pull quote. A phrase or sentence taken from an article that appears in large letters on the page, often within a box to set it apart from the article.

Volume and issue. Volume refers to the number of years a newsletter has been in circulation. Issue refers to the number of newsletters published so far in the year. The ninth newsletter in its fifth year of circulation would be Volume 5, Issue 9.

YOUR LOGO
HERE

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