

Family Newsletter

Style Guide

A PUBLICATION OF THE WISCONSIN NATIONAL GUARD FAMILY PROGRAM

NEWSLETTER FORMAT

- Use Microsoft Word. This software is simple to use and the Department of Military Affairs Printing Office has no problem printing it. It can be submitted via email.
- Newsletters can also be prepared and printed out hard copy on paper (recommended on a laser jet printer) and then submitted in the mail. Allow at least .5 inch margin on all sides. However, if you choose to submit it hard copy, each request needs to be accompanied by a DMA 844 form. This can be obtained through the printing office.
- Which ever way you decide to print, paper or electronic, your newsletter should be print ready. This means the way you submit it is the way it will be printed. The printing office does not make any revisions, changes or editing to your copy.
- Your newsletter can be either 4 pages, 8 pages or 12 pages long. What ever the length, the last half page needs to be kept blank for the mailing address, return address and postage.

BASIC RULES

- Communicate accurate, unbiased and current information.
- If you use someone's research or information — be sure to give them credit. For submitted articles, give credit to the author, and, if possible, give photo credit to submitted photos.
- Be concise — give information without overwhelming the reader or confusing them.
- Proofread carefully and spell check before sending the newsletter to the printer.
- Edit down the length of articles of articles. Articles should be roughly 100-200 words.

For design questions, advice or printing assistance, call Kelly Bradley at

Work: 608-242-3055

Cell: 608-225-7007

or email kelly.bradley@wi.ngb.army.mil

DESIGN AND LAYOUT

- Use 10 or 11 point font.
- Don't let your newsletter look like a form letter.
- Use columns — its easier to read.
- Use left justification.
- Use graphics and photos, but don't overwhelm the reader with too much.
- Box or frame to highlight special information or to break up text.
- Don't be afraid of 'white space'. White space is the extra room around stories, photos and graphics. Let your page breath.

CONTENT IDEAS

- Your newsletter should always include the following contact information:
 - the Commander
 - Military Point of Contact
 - Readiness NCO
 - Family Readiness Group Volunteer
 - Battalion Volunteer
 - Major Command Volunteer
 - the Family Advisory Council listings
- Upcoming events for both the family readiness group and a list of the drill dates.
- If it is quarterly — include a letter from the commander and/or Military Point of Contact
- Letter from the Family Readiness Group Volunteer.
- Give credit for publishing the newsletter to the Commander of the unit.
- Kids page.
- Updates of past events (include photos).
- Family updates — weddings and births. Be sure to include everyone, so no one is forgotten.
- New Guard members and families.
- Retirements.
- If your unit is deployed — letters from soldiers and updates on the unit.
- Reprint articles from the Volunteer Connection.

MAILING LABELS

- You may use 3 or 4 lines per address label. If you choose to use three, all addresses must only have three lines. If you choose to use 4 lines in the mailing address, then all addresses must contain only 4 lines.
- Ten labels per page of labels. Names with the addresses should be in one column down per page.
- Spacing between labels/addresses must be even and consistent throughout your document. Use the same number of lines between each label on each page of labels. (To assure the set of labels you are creating is a good set or not, do the following: Make a paper copy of your set of labels, take the first set of labels and the second page of labels and hold them up toward the light and see if the labels match over each other. Then do the same with each subsequent page, comparing them to the first page.)
- The same font and same font size must be used on each label. Pay special attention to this when adding, deleting or updating an address. (Suggestion: Capitalize all letters.)
- Must have the city, state and zip on the bottom lines of address label. (Madison, WI 53704-8111).

ALLOWANCES

- A unit can do one newsletter per month. If a unit is not mobilized, Family Readiness Group's should be contributing to your unit's newsletter (unless you have outside funding for postage). If and/or when your unit is mobilized, an FRG Volunteer can begin sending out a monthly newsletter to the soldier's family contact(s). (Having a separate FRG newsletter allows you to reach the soldier's family members directly. This is important because many times single soldiers living away from home do not pass on valuable information to the families especially in times of mobilization and deployment. Try and get families on board early.)

PRINTING

- For units not mobilized or not deployed, you will be working with your unit commander. Submit your newsletter content and the mailing addresses to your unit commander. If your unit is mobilizing or a deployed unit, work through your Rear Detachment officer.
- The contact information for the Print Manager at the Department of Military Affairs (Administration Services) is MAJ Bob Vander Grinten. 608-242-3636 bob.vandergrinten@wi.ngb.army.mil Joint Force Headquarters, 2400 Wright Street, Madison, WI 53704.
- Give as much time to the print office as possible to print your newsletter. Anticipated turn around time for getting newsletters in the mail is within one week.