OBJECTIVE:
To design a newsletter to send to the members of your fan club

PROJECT OVERVIEW:
During the free concert in the park, you collected a large number of names and addresses from new fans. The names and addresses have been entered into a database for your band to use to send out a newsletter. Staying in touch with your fans is important because it builds fan loyalty. Your band has decided to send out a quarterly one-page newsletter to keep everyone involved and updated. This will be sent to all fan club members and be available to fans at all concerts. Use your desktop publishing software to design a great looking newsletter.

GETTING TO KNOW WHAT YOU'RE DESIGNING:
A newsletter is a periodically published document containing news and announcements about a subject or theme. The purpose of a newsletter is to provide highly specialized information to a targeted audience. Newsletters contain a masthead (also known as a nameplate) at the top which includes the title, volume number, month, and year. The articles and information in the body of a newsletter are usually placed in two or three columns and normally include relevant graphic images.

STRATEGIES AND DESIGN TIPS:
• Obtain some examples of newsletters displayed around your community. Use the examples you obtain as a guide to design your own.
• An effective newsletter should be attractive, well organized, and self-explanatory with the text and graphics linked to a specific target audience.
• The masthead (also known as a nameplate) is the top portion of the newsletter that provides readers with the name, publication date, and other important information. The masthead should be the most prominent element of the newsletter, so take your time designing it.
• Organize different sections of your newsletter so they flow logically and support the title of the newsletter.
• Use a maximum of two or three different fonts (typefaces) throughout the newsletter.
• Review the newsletter designed by Stonehenge in the “Spotlight on Stonehenge” section to get inspiration and ideas for designing your own. Remember: Use your own creativity and design skills. Do not copy Stonehenge’s newsletter design.
• Use the “Concert Tour Document Planning Form” to plan the layout and design of your newsletter on paper first.
INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the document as “Fan Club Newsletter” to the “Concert Tour DTP” folder.

3. Follow the Fan Club Newsletter Page Setup Instructions provided on the next page.

4. Include the following on your newsletter:

- A masthead design that includes a creative name for your newsletter and a publication date
  Note: Your band's logo must be included in the masthead design.

- A minimum of four articles (Each article should be given a headline)
  Some suggested articles are:
  • A summary of the free concert in the park
  • A description of your band's new CD
  • A summary about the signing party to celebrate your band's new recording contract
  • A brief biography of each member of your band
  • Information about how new fans can become members of your band's fan club

- Your band's contact information including the address, city, state, zip code, phone number, fax number, e-mail and Web site address

- A photograph of your band (optional)

- Additional text and/or graphic images that will help enhance the design and appearance of the newsletter

5. Format the size and placement of the text and other elements on the newsletter so that they are in proportion with each other and project a professional image.

6. Carefully proofread your work for accuracy, format, spelling, and grammar.

7. Resave the document.

8. Print a copy of the document.

9. Write your name and “Project 12 Fan Club Newsletter” on the document.
FAN CLUB NEWSLETTER PAGE SETUP INSTRUCTIONS:

# of Pages: 1
Dimensions: 8.5 x 11 inches
Margins: .5 inches on all sides
Orientation: Portrait
Optional Materials: Colored cardstock paper
Other:

Step 1: Place a horizontal guide at 2.5 inches. Place the masthead of the newsletter above this guide, but do not place any contents above the top margin guide.

Step 2: Use page or column guides to divide the page into two equal columns. Leave a .25 inch gutter space between the columns. Place the contents of the body of the newsletter within these columns. Note: Do not place any contents inside the .25 inch gutter space (see the page setup illustration below for more assistance).
About Stonehenge's Fan Club Newsletter:

Loyal fans should be rewarded. Stonehenge's newsletter will let the band stay in touch and up-to-date with fans all over the country. Here is the final design for Stonehenge's fan club newsletter.

The Papered Slate

The Official Newsletter of the Stonehenge Band

July 2008, Issue 1

Rockin' at Roger's Park

On Friday, May 23, 2008, Stonehenge hit the stage like they had been in the music business for decades. Loyal Stonehenge fans were rockin' out for over three hours at Roger's Park in Sparta, MI. The energy on stage was purely magical and the fans left cheering for more. Even though the concert was free, some fans were quoted saying they would have paid hundreds to rock out at Stonehenge's debut concert. Alexis Montgomery, lead singer, said "Words cannot describe the atmosphere at Roger's Park. Everything went off better than we had planned, and we are psyched to hit the road for our Summer Concert Tour."

The band opened with "Salisbury Plain" from their Open Doors CD followed by "Now Is The Time" and "One Gem." But it wasn't until "Rainy Days" that lead guitarist Mitch Mason realized that he was actually playing for thousands of screaming fans. "This concert was surreal, I just can't describe how I feel." Stonehenge held out for ten minutes backstage before they came out for the encore song "Good Stuff." This song was a smash hit last year and it was exactly how the fans wanted to end the incredible night at Roger's Park.

Stonehenge Celebrates Recording Contract

Stonehenge recently signed a recording contract with Pinnacle Records. After several months of ironing out the details, a representative for the band said that all parties involved are looking forward to a long and profitable relationship. Members of the band are elated that their Summer Concert Tour kicks off in late May, and they are ready to rock out with their fans. After their ten tour dates, they are planning to hit the studio to begin working on their sophomore CD.

Open Doors

Stonehenge's Breakout CD Hits the Streets!

Stonehenge spent many long nights in the studio recording for their debut CD Open Doors. All of their hard work paid off because it hit the charts at number eight its first week of release. Members of the band felt that creating the song titles was the easy part; deciding on the title and theme was where they struggled.

After holding several brainstorming sessions and surveying their fans, Stonehenge decided on Open Doors for their title. They felt this title best described the opportunities for their future. Having several doors open and seizing the moment to take advantage of the possibilities is why they are where they are today.

How It All Started...

Several high school classmates attending Sparta High School in Sparta, Michigan formed the band Stonehenge in November 2007. Alexis Montgomery, the band's lead singer and side guitarist, wanted to take her talents to the stage so she solicited musically talented students to try out to be in her band. After surveying more than 30 prospective band members, Stonehenge was formed when Alexis acquired three classmates to enlist in the band. They are Mitch Mason (lead guitarist), Corey Hill (drums, bongos), and Kyle Wilson (bass). You can find out more about each member in our next issue.