

ADC Newsletters ...who, what, how...



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Newsletter

A small publication (as a leaflet or newspaper) containing news of interest chiefly to a special group.

Merriam-Webster © 1903

Objectives

- Discuss the following questions:
 - Who does the newsletter serve?
 - What is the purpose of the newsletter?
 - How is the newsletter produced and distributed?
 - How do we track success?
 - How do we share articles?
 - How can the newsletter “count twice”?

Know your audience

- Are you writing for an educated in clinic audience, an audience not yet exposed to clinic, or health care professionals?
- Defining your audience will help define the purpose of your newsletter.

Recruitment vs. Retention

- Too many audiences can dilute a newsletters value.
- How do you both recruit participants for the research and clinic cohorts (write for a naïve audience) and retain current participants (write for an educated audience – the cohort).
- The need for 2 newsletters?

Newsletter Content

We see a lot of expected newsletter items...

- Lists of people who died and people who donated
- News stories about research at the center
- News briefs about the center
- News about big national things: *The Forgetting*, memantine, AD genetics initiative
- Lists of research studies

Newsletter Content

We don't see a lot of...

- Articles not about the center
- Tips and skills on caring
- Interviews with people

- Interview people and then write the story for them
– ghostwriting
- Lists of research studies – why do this?

Newsletter Production

- Be concerned about how the newsletter *reads* before worrying about how it *looks*. - Al Czarnecki
Communications, 15 tips on writing newsletters
- Desktop publishing or consultant?
- Balance between graphics and text
 - The use of clip art
 - Photos
- Color or no color, glossy or matte paper?



Newsletter Production - example

- Layout and design is done in house with Adobe PageMaker 6.5 plus.
- Limited use of graphics.
- Newsletter printing is contracted to university printer – Creative Communications.
- Newsletter is printed in one ink color on matte paper.
- Estimated cost for 1200 copies = \$690.00
- Newsletter is printed quarterly.

Newsletter Distribution

- How often is newsletter published?
- How is newsletter distributed?
 - Postal mail
 - Email
 - Web posting
 - In clinic
 - Community outreach events

Newsletter Distribution - example

- Distribute 822 print copies to patients, families, and external mailing list
- Distribute 276 electronic copies to email list serve of patients and families (~1/3 cohort) & external subscribers
- Post current and past issues of newsletter on website
- Estimated postage cost = \$130.00 (non-profit bulk letter rate of approximately \$.16/piece)

How do we track success?

- Ways to track if newsletter works – intake callers
- Survey examples
 - Indiana ADC Reflections Fall/Winter 2001
 - UPenn ADC Quarterly survey
 - Other survey examples?

How do we share articles?

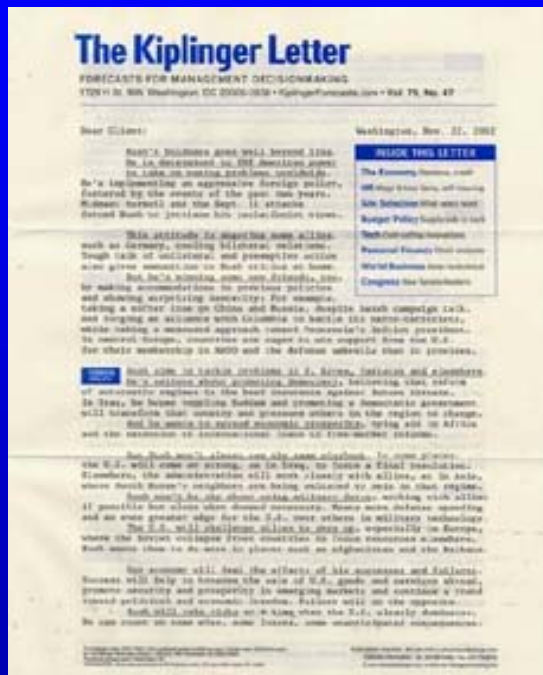
- Connections articles can be downloaded in html format from the website
- Post on NACC website – AD genetics study article
- Email list serve

How can the newsletter count twice?

- Re-format newsletter articles into handouts to distribute at community outreach events

Newsletter Trivia

What is the oldest newsletter?



The Kiplinger Washington Letter - 1923