

ART INSPIRATION NEWS



The Club of Arts 505 E. Columbia #130, Colorado Springs, CO 80907

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The Quarterly Report

By Jennifer Bailey

This past quarter has been filled with learning new things, exploring different mediums to create in, and meeting new instructors. Yes, it's been an exciting time for The Club of Arts! We have also seen growth in our membership and welcomed 25 new members to our ranks! We freed up some space by building a kiln room just outside the back door. This also means we can fire the ceramics no matter what the weather!

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Artist Opportunities

By Author Name

"You can transform your life and business in just seven minutes a day." If that statement makes you want to read on, consider yourself hooked.

A newsletter is competing against a lot of distractions for the reader's attention, so it's important that the first one or two sentences of an article hook the reader. And since that hook creates an expectation, the article needs to justify the use of the hook, or the reader will feel manipulated.

Along with the hook, the article needs a headline that is brief, active, and clear in its purpose. Beyond these essential characteristics, a headline attracts attention if it is highly relevant, inspires curiosity, or has some other irresistible quality.

Newsletters are short on space and their readers are short on time, so the articles must be well focused, aiming to make one major point. The making of this point can be achieved through two to five (or so) sub-points. These points must have

Please see *Great Articles* on page 4

Member's Voice

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

Artists Inspiration

By Author Name

If you take the time to create a newsletter, you certainly want your readers to read as much of it as possible. You can help achieve this by drawing readers to other articles.

One way to do this is with the table of contents. A table of contents that has descriptive and enticing headlines will go a long way toward getting the reader beyond the articles on the front page.

You can also draw readers into your newsletter by placing an interesting article with broad appeal on

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



Allicia works on a Jewelry loom to make a bracelet.

the picture is. In contrast, **Link to File** does not increase the size, and if you make changes to the original picture, they automatically show up in the newsletter. But the picture won't be displayed if viewed from a computer that can't link to the original. **Insert and Link** inserts a copy so that the image is always available, and also automatically updates changes to the

the front page, and then continuing that story on another page, where yet another article awaits the reader once he or she finishes. This can also be an effective way to lead the reader to a sales pitch or an order form.

You can have an article go from one page to another by using linked text boxes. Everything in this newsletter template is contained in a series of text boxes. These words are contained in a text box, as is the graphic on this page, with its caption in yet another. A text box As



Dominic prepares leather for cutting...

Instructor's Corner

By Author Name

Who reads your newsletters, and what are their responsibilities? What segments of your industry are they concerned about? And do you have evidence to back up your assumptions? Being able to answer these questions is critical, because only then will you be able to provide the kind of content that readers will be drawn to.

Not everyone within a business or industry is concerned with the same issues. By understanding readers and their concerns, you can ensure that every issue of your newsletter has something to interest as many types of people as possible. A newsletter about technology in education may have articles relevant to administrators and what they need to know logistically to get technology into their schools, to teachers and how they can integrate technology into their classrooms, to parents and how they can

Class-ic Updates

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 1 column wide and 1 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 are 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



Ruwel learns a new technique for painting ceramics.

introduce technology at home, and to the students themselves and how they can use technology to aid their learning.

The danger, of course, is that if you try to appeal to every type of audience you may make the focus of your newsletter too broad. In our example, we would not want the newsletter to include articles about how to develop software for the education

Please see *Everyone* on page 4

newsletter, and then by measuring how many column inches are available for the article, you can tell the writer how many words an article can have. Let's take this scenario one step at a time.

1. Fill up at least 10 inches of column with actual article text, then print the page and use a ruler to measure how many inches of column your text takes up.
2. Count the number of words in the text.
3. 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

Please see *Tight Space* on page 4

Great Articles from page 1

as their primary aim the benefit of the reader, who should be able to point out this benefit. It can be new knowledge or insight, an idea about how to improve business, or better, how your business can improve the reader. The article should clarify, inspire, encourage, enthuse, provoke thought, satisfy—it should elicit a positive response. And the best response of all, of course, is that the reader decides that your products or services provide the solutions he or she needs.

Tight Space from page 3

inch of column in your newsletter. But you're not finished yet.

4. Measure how many column inches you have available for the article. For example, we'll say it's 7 inches.
5. 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.

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

To sum it up, grab the reader's attention through an effective headline and hook, and then reward the reader for following through by giving something the reader didn't have before. In addition, keep the article brief and well focused, and if appropriate, demonstrate how your products and services address the issues raised in the article. By doing so, you stand a good chance of keeping the readers you have and gaining new readers with every issue.

6. To give yourself some room for error, 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.

Over time, you'll get used to this practice, and it won't be long before you become a pro at writing and editing articles that are not only helpful to your readers, but perfect in length as well.

Everyone from page 3

market. When you write articles for an audience other than the newsletter's core readership, or articles that are too broad in their intent, readers are not able to quickly determine whether the newsletter is of use to them, and they lose interest.

So the issue is of balance: Within the scope of your business and industry, you want to provide something in each newsletter that will be of interest to all the major players in your audience. By doing so, you will ensure that all your readers will continue to return to your newsletter, issue after issue, to find that relevant article that they know is waiting for them.

Donation Needs (Our Wish List)

As always, TCOA depends on your contributions of supplies and money to continue bringing these fun and exciting opportunities to the community and our TCOA Members. Currently, we are in need of:

- Ceramic Glazes and paints
- New paint brushes (art detail quality)
- Yarn, embroidery thread/floss, Jute
- Large, clear plastic storage containers
-



The beginning of our first community garden...come watch us grow!

Local Happenings

By Author Name

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

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. For photos, it ought to explain what's

happening without being insultingly obvious. It should also add to the reader's understanding of the photo by, for example, explaining prominent or unusual objects.

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

"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.

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We're on the Web!

Visit us at:

www.theclubofarts.org

Our Mission Statement

To provide an art atmosphere that promotes creativity, independence, dignity and community integration.

Our Vision Statement

Our vision is to see people full of delight as they open the door and explore their creative side. The Club of Arts sponsors independence and dignity for all people through artistic expression. We inspire people to believe in themselves while connecting with others in the community in a productive and meaningful way.

The Club of Arts, Inc. (TCOA) is a non-profit corporation organized and operated exclusively for charitable and educational purposes. Specifically, this organization has been formed to a) promote culture of the arts, and b) to educate the public on art subjects that are useful to the individual and beneficial to the community. Our organization has designed and developed one (1) program in furtherance of our purposes by providing classes and activities that will develop the artistic capabilities and increase creativity of all individuals, as well as, persons with disabilities.

TCOA provides a safe environment and instruction in a class or individual format where members can learn at their own pace. Instructors promote teamwork and encourage members to share their ideas to get them engaged with each other and not only build community, but establish a standard for lifelong learning. Participants have ownership through supporting TCOA with their membership dues, giving suggestions for improving classes, helping to develop new classes to meet their interests, and the joy of giving back what they have received by helping new members. Becoming a volunteer instructor is greatly encouraged.

The Club of Arts

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Customer Name

Street Address

City, ST ZIP Code