College of Letters & Science

DEPARTMENT NEWSLETTER BEST PRACTICES

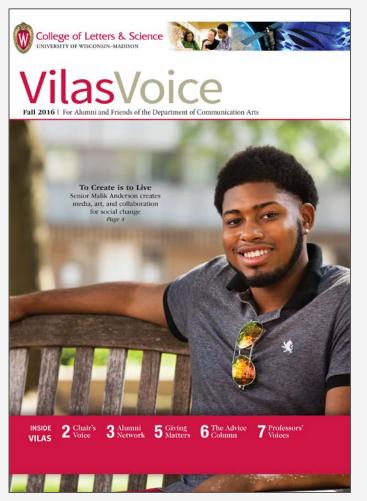


January 17, 2017



- 1 | CONSIDER YOUR AUDIENCE
- 2 | OFFER A WARM WELCOME
- 3 | LET PHOTOS TELL A STORY
- 4 | LEAN INTO RESOURCES
- 5 | VARY LENGTHS OF STORIES
- 6 | THINK ABOUT THE READER EXPERIENCE
- 7 | INSPIRE ACTION





CONSIDER YOUR AUDIENCE

When determining what content to feature in your newsletter, check every idea against who you expect will be reading it. **Choose stories that alumni will most want to read. Stories that:**

- Feature people they knew when they were at UW-Madison
- Make them feel connected to the department
- Show what it's like to be a student today
- Evoke pride and nostalgia

Vilas Voice, Department of Communication Arts



OFFER A WARM WELCOME

Consider your Chair's Letter an opportunity to welcome each reader back to your department and encourage them to explore your newsletter. Use **personal, engaging, conversational language** to highlight accomplishments and changes in your department from your unique perspective.

"I love hearing about your favorite professors, your memories of North Hall and the direction of your careers after UW."

- David Canon, Chair, Political Science



LET PHOTOS TELL A STORY

Start thinking about visual content early, at the same time you are working on story ideas. **Great images illustrate and enliven your words. The best photographs:**

- Focus on individual faces, not backs of heads or large, impersonal groups
- Show people in action
- Tell their own story, create a sense of place and/or communicate an emotion
- Create intrigue and interest

Clockwise from top: North Hall News, Department of Political Science; Jottings, School of Library & Information Studies; Zoology Now, Department of Zoology







Charles McCarfy and two librarions in the Waconsin Legislative Releases Barrac,

Wisconsin and Minnesota: Legislative Reference Library History

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at Heaky notes that the "spectrum of b service that McCarthy wought to provide—aggressive reference, specialized materials, and impartial bill drafting—hare been uniformly adopted by jurisdictions in the U.S. and i indeed accound the work?. McCarthy be believed that bill drafting should be a part of the services peovided by a



LEAN INTO RESOURCES

You likely don't have to write all the stories or shoot all the photos yourself!

- University Communications: news.wisc.edu
- L&S: ls.wisc.edu/news
- UW Photo Library: go.wisc.edu/photos
- UW Archives/Digital Collections: uwdc.library.wisc.edu
- Graduation speeches, student work, etc. \rightarrow

Recent grads answer, "What can you do with a philosophy major?"

On May 12, 2016, the Philosophy Department hosted a commencement and honors ceremony for graduate and undergraduate event winners, and all our graduating seniors. Two seniors, Madigan Turnquist and Adrian Rice, were selected to present some of their thoughts on the occasion. Excerpts from their memfars are as follows.

Madigan Turnquist (B.A.'16, Philosophy & Sociology)

I'm sure many of you are familiar with the look you receive when you tell people you are a philosophy major — perhaps contuino, a bit of piyor of the question, "So what do you actually do? Just think about stmff?" But I will never understand why this idea of "just thinking about stmf?" is so undervalued Imagine all of the challenges and dilemman that you will face in your life — challenges that are continuously new, unique and whotout clear answere, and unlike other students who have learned what to think, you will have learned how to think.

Philosophy has been both humbling and empowering. Not many majors will have you doubting whether you know anything at all and alo convinced you have dicovered the meaning of morality. It had me beating my head against my keyboard, questioning my existence and arguing with strangers in the wee hours of the night, and that's how I know how much I grew from it. I hope you remember what you learned for philosophy — how to create idea, how to argue and how to question — and when you look back on your time "just thinking about stuff," you remember it as time well spent. I know I will.





From *Philosophy, Wisconsin Style,* Department of Philosophy



Adrian Rice (B.S.'16, Philosophy)

For me, the decision to major in philosophy was long and androus. Yet it really only took one class to convince me: Sanh Paul's Philosophy 101. I talked with Sanh several times during the semestre about majordag in Philosophy and when f limily made the decision, neh was the first I informed. She told me, "Great! I hope you don't come to regret it."

While that may not sound inspirational, I have lessons from Philosophy that I don't regret. First, you don't have to find the answer in order to learn something. My friends would occasionally ask me, "So what have you learned in Philosophy?" My response was always, "I don't really know what all the answers are, but I can tell you what all the possible answers are." There would usually be a remark to the effect of: "Wait, these questions have been pondered by philosophers for thousands of years, and we still don't know the answers?" I can only say that progress is not equivalent to finding the perfect answer to the central problems. Like any other discipline, it is a process of revision and refutation of earlier beliefs. My second lesson is that Philosophy majors are really good at knowing who is wrong in any situation. Note that this does not mean that we know who is right. It's usually the case that we think almost everybody is wrong, but useful criticism is necessary to solving tough problems.

This brings me to my final hope. As we're searching for jobs or further education, there is one interview question 1 hope to get. "Sint' Philosophy inapplicable to the job we want you to $do!^n$ But this is just what we've been training for our whole undergraduate career. We simply tell them shy they're wrong.

6



VARY THE LENGTH OF STORIES

The middle of your newsletter is prime "real estate," the perfect spot for a feature story that dives deeper and illustrates why your department is excellent and your newsletter exists.

Differentiate this lead story with "quick-hit" content like updates, awards, book round-ups and photos with captions elsewhere in your newsletter. Each small item is an entry point for your reader and keeps your newsletter from feeling dense or flat.



Alumni in Action: Brett Holmgren

What have been the biggent challenges and more	How has your pollitical science degree helped you in
rewarding things about working in the White House?	your cateer?
One thing you liken quickly writing at the White House is	More than anything, my degree gave the a transvort for
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At the same time, these dualings, also make the work and bing from worth it when you are the policity por helped indep hanning a policy law time work where the law of sourch of the Anenscap people. But the most networking part of my time at the white secols habe been the cognitivity to work with some of the most hanned and dedicated public servants in the work?, Working for threadest chanse has, thy been the house of a failure.	Who were your favorite professors? without question, ico ferentroser and Goard Lahery. As a factament to how much respect feelance revelocut locations, may proceed to gar neuroscale to a an- course on innectant foreign militig on indep montinge (hough alt times, it was a struggle).
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nett Holingten Q&A, continued

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Research Partnership Ignites New Interes

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My involvement in this research began meetily as a way to hum ortifoli of the classroom, but it guidely gave in much, more a blockmer attacked by pointeral level within the academic field and inyoid. As inforestor was and it visible to docume new fields of our study, down on the standard to the search of our study, down on the standard of the search of our study, down continuing meaning that makes the point of the search beyond the classroom.

I apprend throthand how thy own effort, ideas and solit can produce meaningful research, which incerts ne to contrave to delive deeper init: proving muse and apply my expension and abus in order to contribute to the field, as well as give personally and intellectually.

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 Story by Laura Wilk, 84116 Notical Science and Mitisophy with a Certificate In Climital Active



Clockwise from top: North Hall News, Department of Political Science; Philosophy, Wisconsin Style, Department of Philosophy; Annotations, Department of English



THINK ABOUT THE READER EXPERIENCE

Think about each piece of content and design for every moment of engagement with your reader, from an enticing cover image, to a longer, deeper feature over the center spread, to fun content like quizzes and intriguing images on the back cover.

> From Vilas Insider School of Journalism & Mass Communication



Thank you!

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nd like my own to

DONATING IS EASY



YOUR SUPPORT HELPS OUR STUDENTS REALIZE THEIR DREAMS Promoting Literacy to Madison's Underserved about library services directed toward int year student Madison police officer and aspiring librarian Lindsay Kamnetz received a scholar ship from the Charlotte M. Lindsay Kamneta diverse cultural backgrounds. Studies mes to SLIS with a show that there are links between unique background. Lindsay joined the Madison Police Department (MPD) crime and literacy. Many of the people that Lindsay encounters have not graduated from high school and man Sawyer Fund for Library and Information Studies. annot read at an age-appropriate leve Scholarship funds supported by alumni allow students to focus on their studies and after leaving a job She believes that "getting children working for the State interested in books and in reading is Legislature. Wanting to help people, she felt working for the MFD was a good choice to do great service for the community. She notes that no matter interested in books and in reading is the first step in helping children excel in school and ultimately improving their quality of life." While learning how to promote develop as professionals. develop as professionals. Help the next generation of librarians, archivists and information managers Bourish; learn how to contribute at slis.wisc.edu/slis/support-slis. how much work they do with the comwrite earning now to promote literacy in young people, Lindsay hopes to be a catalyst in expanding the rela-tionship between librarians and police officiers. The current partnenhip is minimal, at best. There are only a few menity, there are still "limitation some people simply don't trust cops, even cops with the best of intentions indsay constantly encounters people specialized officers working with librar in desperate need of services and specialized othern working with library staff at any given time. Officers often deal with families during their worst moments, and, while seeking resources to help them, it's an alkal jancture to bring reading materials to the affected resources. She says that "referring resources. She says that "referring someone to a state agency or anopposing puts a bundage on a blocking wound, but does not effect any real change." Lindsty hopes that SLIS course-work will bring ingight into how she can make a positive change in the lives of shidker in undescreved areas of the Madison continuity. Bhe wants to Secure on effective strategies for com-munity engagement and learn more children. Lindsay says that "police officers are uniquely situated to act as oncen are unspecy seated to act as lations through which libearians might reach children in need and motivate them to read, in turn impacting educa-tion levels and graduation rates." online gft density to the main hand the supports the LBD Honors Program. How to Give to SLIS To make an online gift or contribute to a fund not listed below: visit https://slis.wise.edu/slis/support-slis. My contribution includes: I heaty and information Shurian Annual Funct Charles Bunge SLIS Facilities Support Fund Directors' Scholenthip Fund

Jack A. Clarke Scholenship Fund Total amount enclosed omin Foundation, Attention: SLIS, 1948 University Avenue, Medison, WI 53728 University of Wisc vos: (606) 262-7225 cr http://www.supportuw.org/how-to-gle ions? Call 608-263-2909



INSPIRE ACTION

Move your readers from inspiration to action with messaging on ways to give and support your department. Don't forget to take advantage of the pre-designed All Ways Forward ads from University Marketing.

From top left:

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The Honors Challenge, L&S Honors Program Jottings, School of Library & Information Studies University Marketing All Ways Forward ads



in a Research Program Associat with a focus on toting rights. Her senior thesis under Professor David Canos, which was awarded the Mark Mersink Senior Honory Thesis Award, examined the impact of ions on Ispidative domine

From Phoenix Rice-Johnson'	's Honors Graduation Speech
My inferite jobs mutual hard namal hard, and robustness dath pays hierograms, and a strain strain of the segment of the segment strains of the segment of the segment of strains of the segment of the se	Many students from low-inscript families of two historically and/or- represented backgrounds-integrate believe they describe to be low. Enabling these they describe the background and finder. Alter participant of the student indigent. Alter participant of the student indigent of the participant of the student and at which can be first participant call of the student of the participant call of the student of the participant call of the student of the participant call or which can be fore participant call or which can be student of the participant call or which the carpus community. There grows no work which beings
hearing about their silly college mistakes or getting advice on how to	here. I feel empowered leaving this campus, and I want every student

prod them. When you come from the measurest school district in your state, you get a brochure for the local v college, not from press tions four-year un tics, and when ou get to campus, you don't know u to when your grades are

moday have this same feeling, to believe they belong. My deepest hope is that this university works harder than ver hefore to students, spreading the Wisconsin idea



9



NEWSLETTER TIMELINE

- Establish mail date
- 14 weeks out: Content planning underway
- 12 weeks out: Fill out print request form (triggers UMark to schedule creative kickoff meeting): https://umark.wisc.edu/newsletter-printing-estimate-request/
- 10 weeks out: All photos and content into Box (prior to creative kickoff)
- 9-10 weeks out: Creative kickoff meeting happens
- 8-9 weeks out: Design begins
- 8 weeks out: Request mailing list from WFAA: http://about.uwadvancement.org/marketing/list-report-request/
- ntp.//about.uwauvanoement.org/marketing/not report requ
- 2 weeks out: Final design approved, sent to print
- Mail newsletter

THANK YOU.

Find more tools, tips and resources on the L&S Administrative Gateway: kb.wisc.edu/ls (search "newsletter").

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