



College of Letters & Science

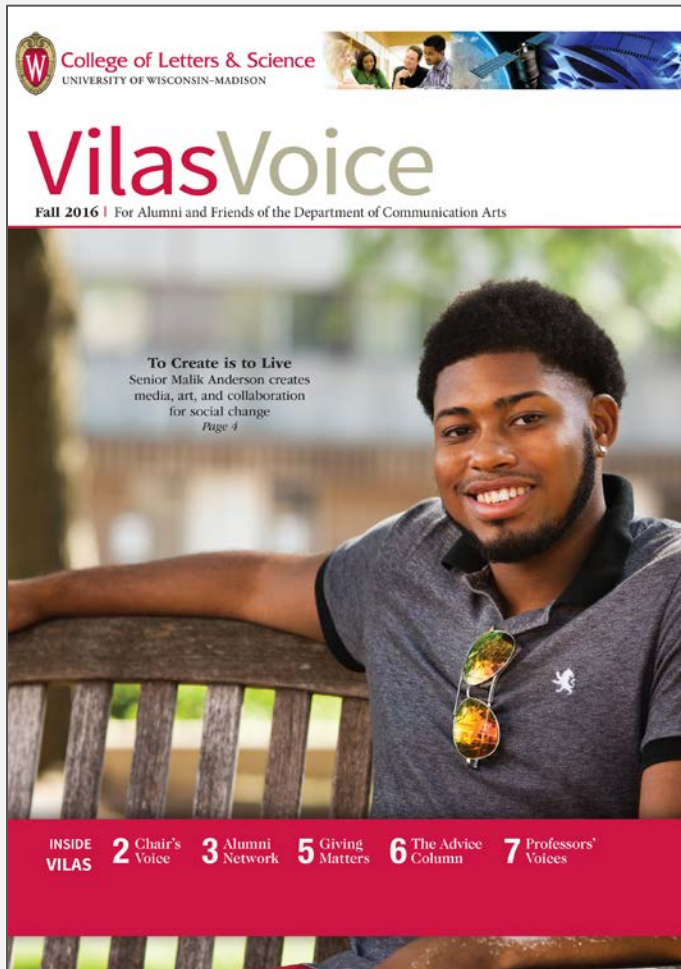
DEPARTMENT NEWSLETTER BEST PRACTICES



January 17, 2017



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Vilas Voice, Department of Communication Arts

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



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 McCarthy and two librarians in the Wisconsin Legislative Reference Bureau, 1901

Wisconsin and Minnesota: Legislative Reference Library History

By Elizabeth Luciw, Director, Minnesota Legislative Reference Library (MLRL)

Wisconsin and Minnesota are frequently compared. There are many similarities—Great Lakes, forests, rolling agricultural landscapes, an immigrating climate, the heritage of the region's native peoples and cultural influences of the early Scandinavian and German immigrants. Also, both states share a history and tradition of developing and supporting libraries, including legislative reference libraries. Legislative libraries provide information and services for state legislators and legislative staff that assist them in their work of developing legislation and representing their constituents.

Wisconsin's Legislative Reference Bureau is the older of the two libraries by far. Although Melvil Dewey

State Library that provided research services to legislators in 1890, the Wisconsin Legislative Reference Bureau, established in 1901, is generally considered the first true legislative reference library. The Wisconsin Legislature authorized the Free Library Commission to establish a library in the capital for use by legislators and Melvil D. Charles McCarthy to run it.

A recent Ph.D. graduate in government from the University of Wisconsin, Dr. McCarthy believed that good government relied upon research and knowledge. McCarthy's vision far exceeded the role assigned to him and he immediately began providing extensive assistance in obtaining information legislators needed. His service vision was a radical departure from the more traditional vision of libraries that

actively pursued a wide range of materials, especially current newspapers and magazines, the services he provided, including bill drafting, were heavily utilized and greatly appreciated by Wisconsin legislators.

Legislative reference libraries quickly proliferated due to McCarthy's success in Wisconsin and his evangelism of the idea. According to a study of the legislative reference movement done by Paul Healey, eight states had legislative libraries by 1908. Healey notes that the "spectrum of services that McCarthy sought to provide—aggressive reference, special materials, and impartial bill drafting—have been universally adopted by jurisdictions in the U.S. and indeed around the world." McCarthy believed that bill drafting should be a part of the services provided 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. →

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 award 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 remarks 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 confusion, a bit of pity or the question, "So what do you actually do? Just think about stuff?" But I will never understand why this idea of "just thinking about stuff" is so undervalued. Imagine all of the challenges and dilemmas that you will face in your life — challenges that are continuously new, unique and without clear answers; 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 also convinced you have discovered 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 from philosophy — how to create ideas, 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.



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PHOTO BY KYLE STRASSER/PHOTO



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

For me, the decision to major in philosophy was long and arduous. Yet it really only took one class to convince me: Sarah Paul's Philosophy 101. I talked with Sarah several times during the semester about majoring in Philosophy, and when I finally made the decision, she 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 I hope to get. "Isn't Philosophy inapplicable to the job we want you to do?" But this is just what we've been training for our whole undergraduate career. We simply tell them why they're wrong.

PHILOSOPHY Wisconsin Style

From *Philosophy, Wisconsin Style*,
Department of Philosophy



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



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J202 Grammar, Style and Current Events Quiz

As any alum who took J202 remembers, every Monday morning lecture starts with a quiz about current events, the assigned readings and AP style. Here's a selection of questions from quizzes in J202 this spring. How well would you do if you were sitting in Vilas 2195 today?

1. The W.H.O. declared what virus (spread by one type of mosquito) a global health emergency?
2. Spot the AP style errors in this sentence (hint: there are three!):
The release last month of the Netflix documentary series Making a Murderer about a decade-old murder case has upended this county of about eighty thousand along lake Michigan.
3. Where was American journalist Anna Therese Day, who is also a UW-Madison alum, detained with her crew?
4. Find the two AP style errors in this sentence:
The police in Belgium have retrieved ten hours of video footage of a Belgian nuclear official from the home of a suspect in the November Paris attacks.
5. Spot the three AP style errors in this sentence:
About 40% of the organization's donations in 2014, or about 124 million dollars, were spent on it's overhead.
6. Find the two AP style errors in this sentence:
Three of the last 4 holdouts in the armed occupation of a wildlife refuge in Eastern Oregon surrendered peacefully Thursday morning.
7. Which eastern European country is aligned with President Bashar al-Assad and conducting airstrikes in Syria?

Phonetic Key: Johnson with her father Bruce Johnson

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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/>
- 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/lis (search “newsletter”).

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