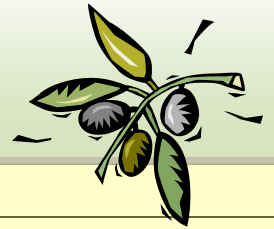# TOILET TALK

Stay Well Manchester College!

Texting: The Undercover Pain

One professor wonders "do we still know how to talk to each other face-to-face, or is it just through cell phones?" The average college student sends and receives a total of 2,899 texts per month. While texting allows for continual communication with family and friends, it can also cause problems. Texting has been linked to upper extremity pain. Chronic pain in the fingers and thumbs, neck stiffness, shoulder pain and elbow pain can all result from too much texting. Office workers who spend much of their time on a computer are experiencing the same types of pain. Perhaps try giving texting a break, maybe even calling people instead! –livescience

Are Your Thoughts Keeping You Down?

The latest research has showed the power of realistic thinking could be better for you than the power of positive thoughts. People who regularly think negative, and allow their dark mood to consume them, are the ones who are greatest affected by depression. Cognitive therapy is a step in the cure of depression. It allows people to think in terms of what is realistically happening; exaggerating situations is not allowed. It is a process of small changes in the way of thinking. Over time, the small changes lead to lasting improvement. The study showed people felt better after breaking down their problems into small sections. The positive thinking was sometimes too much for people, and propelled them even further into depression. Cognitive therapy has shown to be nearly as effective as anti-depression medications. -webmd

UPCOMING EVENTS

National Volunteer Week   18th–24th

National Earth Day   22nd

May Day Weekend April 30, May 1, May 2

Anger Management

The emotion of anger ranges from small annoyances to full out yelling sessions. The angriest Americans were found to be the young, those with small children, and those with less education. A study asked 1800 people about their anger. The three main causes of anger were: time pressure, economic hardship, and conflict at work. The study also found that people who express their anger tend to live longer. Anger can be managed in different ways.

1. Count to ten. Give your body a few seconds to calm down before you explode
2. Walk it off. Burn some calories by going for a stroll, it may also help you burn off some anger
3. Think about something else. Clean your room, do some homework, or listen to some music
4. Feel comfortable venting to someone. Make sure you have trust and respect in the relationship so it isn't negatively effected

-yahoohealth

Over 90% of diseases are caused by or complicated by stress. –randomfacts.org

When the world says, "Give up,"
Hope whispers, "Try it one more time."
-Anonymous

Inserting Your Own Art

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 the picture is.
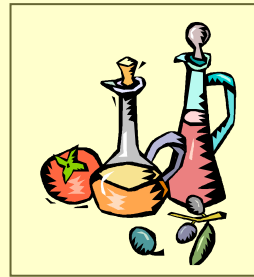
A caption is a sentence describing a picture or graphic.

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 original.

Drawing Readers to Other Articles

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 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

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

A caption describes the picture or graphic.

An Article for Everyone

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.

A caption is a sentence describing a picture or graphic.

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

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 market. When you write articles for an audience

Fitting an Article into a Tight Space

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

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

"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, too.

You can also draw readers into reading other articles by using what's called a pull quote. A pull quote is a phrase or sentence taken from the article that appears on this page and begins with the text, "To catch the reader's attention…." The text of a pull quote comes from the article and should be engaging and irresistible. When a reader flips through your newsletter looking for a reason to read an article, a pull quote can provide that reason.

You probably won't be able to get all your readers to read all your articles. But by using these journalistic devices, you can draw more readers into your newsletter.

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 cut words here and there to get the article the right length.

A caption is a sentence describing a picture or graphic.

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.

The Elements of a Newsletter

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 the 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.

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 of 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 members of 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 truly is waiting for them.

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

Company Name
Street Address
City, ST ZIP Code

Phone:
Phone number

Fax:
Fax number

E-Mail:
E-mail address

Motto

We're on the Web!

Visit us at:

Web site address

Elements from page 5

Graphic. A photograph, piece of art, chart, diagram, or other visual element.

Header. Text at the top of each page indicating the name of the newsletter and the page number.

Headline. The title of an article. A headline needs to be clear in its purpose, brief, and active, and should attract attention by being relevant, inspiring curiosity, or having some other irresistible quality.

Newsletter title. The title of the newsletter.

Pull quote. A phrase or sentence taken from an article that appears in large letters on the page, often within a box to set it apart from the article.

Volume and issue. Volume refers to the number of years a newsletter has been in circulation. Issue refers to the number of newsletters published so far in the year. The ninth newsletter in its fifth year of circulation would be Volume 5, Issue 9.

Company Name

Street Address
City, ST ZIP Code
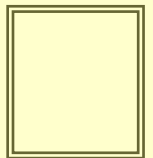
Customer Name

Street Address
City, ST ZIP Code