

Using PageMaker to Create School District Newsletters

SQUOITT
VALLEY CENTRAL SCHOOL

NEWS VIEWS

2000-2001
School Calendar

Superintendent's
Message

Litica City
School District

NEWS

The Millennium Project

Building Better Schools
For the New Millennium

**REPORT
CARD**

of the New Bedford Central School District

March 2000

Board Approves Bond Propositions
to Address Facilities Needs

**NYC
MILLS**
UNION FREE SCHOOL
DISTRICT NEWSLETTER

Counting Our Way to Success!

by: Lynne Browne

Introduction

Using PageMaker to Create School District Newsletters was created as a reference guide for anyone who has willingly volunteered or who has been “volunteered” as the editor of a school district newsletter.

I’ve taken the information I traditionally present in workshops and put as much as possible in this reference guide. PageMaker is a very useful tool to create newsletters, booklets, brochures and other print materials. This guide focuses on using PageMaker to create newsletters. After you work with the program, you will be able to use it for other publications.

Also included in each section are “Quick Tips.” They are tips that I have acquired from using PageMaker for more than 10 years. I want to share them with you to make your life easier.

Lynne Browne

Table of Contents

Chapter 1

Gathering Your Materials

- Before You Sit Down 1
 - Asking the Right Questions 2

Chapter 2

Getting Started - PageMaker Basics

- OK, I'm Ready to Fire Up This Program 3
 - Creating a New Document 3
 - A Brief Look at the Toolbox 5
 - Investigating the Menu Bar 6

Chapter 3

Choosing Layout, Type Style and Graphic Elements

- Too Many Decisions 7
 - Defining Type Styles 7
 - Defining Your Newsletter's Type 7
 - Creating Column Guidelines for Your Newsletter .. 10
 - Using Master Guides to Add Page Numbers 11

Chapter 4

Placing Headlines, Articles, Photos and Graphics

- Why a Polaroid Picture of 30 Kids Sitting
in a Hallway Doesn't Work 14
 - Drawing Lines and Boxes 14

- Index 17
- Appendix A 18

Chapter 1

Gathering Your Materials

Before You Sit Down...

In this chapter you will learn:

- What questions you should ask before you begin your newsletter
- How to gather and prepare information for your newsletter

Asking the Right Questions

As editor of your school district newsletter, you need to ask the following questions *before* you start your newsletter. If you don't have the answers, there are two people to ask: your superintendent, and the print shop supervisor. The superintendent will be able to give you direction as to quantity and distribution; the print shop supervisor will be able to tell you information about paper, ink, size, deadlines, photos, etc. Below is a list of general questions for you to ask. There is also a Newsletter Checklist for you to copy and use as needed. (See Appendix A.)

You should definitely ask (and get the answers to) these questions before you begin:

Who is the audience?

What information will be included in the newsletter?

Where will I get the information?

How many pages will the newsletter be?

Do I need to set up any deadlines?

How will the newsletter be printed?

What is the budget for the newsletter?

What does the print shop need from me?

How is this newsletter going to be distributed? (mail, sent home, bulk mail)

How many copies are needed?

The next step is to gather your materials such as articles, artwork and photographs. If you don't have time to type all articles, have people submit their articles already typed, or find someone who is a quick typist. PageMaker can use Microsoft Word documents and other word processing documents. You may wish to have someone proof and edit the text before you put the articles into your newsletter. This will allow you to use articles that might be nearer to the correct length and more accurate.

When people write for a newsletter they use a different "voice." It is important to read and edit articles so they all sound like they come from the same "voice" unless you give a by-line to the author of each article ("Girls Volleyball Team Undeafated" - by Liz Borden.) Most schools like to have the "voice" in third person... "The school district wishes..." If an article comes directly from the superintendent of schools, the "voice" might be in first person. "I would like to congratulate the valedictorian and the salutatorian..."

As the editor, it is your responsibility to read the articles and make sure the information is clear and accurate. If you have a list of students in your newsletter (Honor Rolls), make sure you have someone in each school's office proof the names for accuracy. You will definitely get calls from mom, grandma and the next door neighbor if you incorrectly spelled their child's name Cathy instead of Kathy.

This book takes you through the steps you need to set up a newsletter using PageMaker. You will create a basic newsletter that you can use as a template for your district newsletter.

X QUICK TIP

If you are going to list honor rolls in your newsletter or any other lists of student names, type them in a column in a word processing program. Don't tab the lists across. It's easier to layout the information using columns than working with information that has used tabs.

Chapter 2

Getting Started - PageMaker Basics

“OK, I’m Ready to Fire Up This Program!”

In this chapter you will learn:

- How to create a new file in PageMaker
- What each tool is used for in the toolbox

Creating a New Document

Open the PageMaker program. Once you have started the program, go to **File** and drag down to **New**. Click on **New** and a pop up menu called **Document Setup** appears. (*Figure 2.1.*) The most common **Page Size** to select is **Letter**. Check to make sure that **Orientation: Tall** is selected. Under **Options**, check the box **Double-sided** which indicates that your final project will be printed two sided. Checking the **Facing Pages** box allows you to see facing pages on the screen at the same time (page 2 and 3.) This is a personal preference. If you have a small monitor, you might not like to see both pages at the same time.

However, some people like to see both left and right pages when they are designing; it is easier for them to move articles and artwork. Try it both ways and see what you prefer.

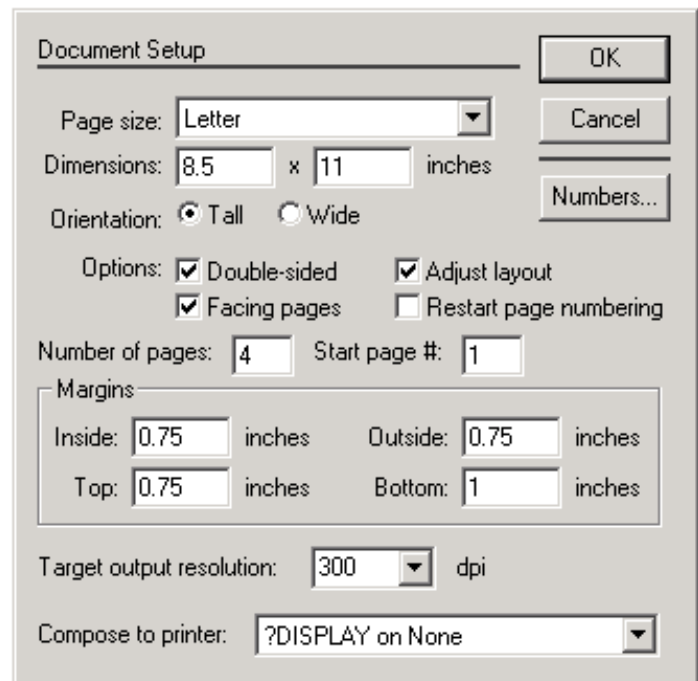


Figure 2.1

The next thing to choose is **Number of Pages**. Some school newsletters have a set number of pages every issue, some vary. For our purposes, I have selected 4 pages, but you may have 8, 12, 16, etc.

Now set up the **Margins**. I have selected .75 inches (3/4") on the top and sides of each page. I set the margin on the bottom as 1 inch. The larger margin on the bottom will give you extra space to add page numbers and not interfere with your copy. Your print shop needs a certain amount of white space in the outside margin area (edge of the page) as a “gripper.” The print shop may require less space than 3/4" but you should check with them first.

Once you have filled out all the information in the **Document Setup** (Figure 2.2) pop up menu, read through it to double-check your choices and if all are correct, click **OK** in the upper right corner. A new, blank file will now open in PageMaker. Even though you don't have any text in your new document, you should save the file. To do this, go to **File** and drag to **Save**. If you have already created a folder/directory with your typed information, find the folder and save your newsletter in your folder. (Make sure you give your newsletter a descriptive name, such as **September News 2001**.) If you have not created a file/directory, you can do so now. In the **Save** pop up menu is a folder icon, click on that icon and make a new folder, name it something appropriate **and** something that you will remember. Another key here is to remember **where** you put the folder. (You will be saving photos, artwork and articles in this folder.)



In most cases, pages must be kept in multiples of 4 when creating newsletters. However, there are exceptions; check with your print shop!

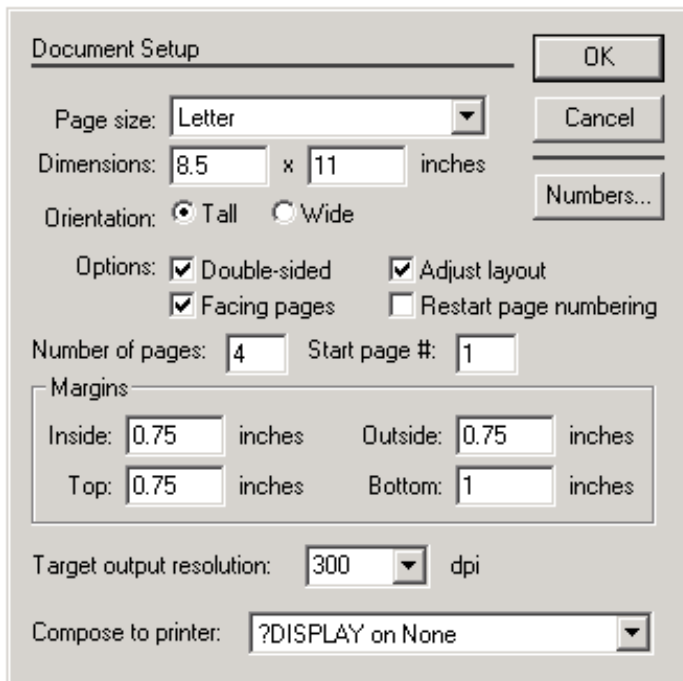


Figure 2.2

A Brief Look at the Toolbox

Now that you've saved your newsletter (even though it is blank), we'll have a brief overview of the toolbox. (Figure 2.3)

X QUICK TIP

It is important to **SAVE** frequently. PageMaker does not have an automatic **Save** feature. If your computer crashes and you haven't saved, you might lose a lot of your work. Get in the habit of saving your work often.

You should also make a copy of your file at the end of the day. Put the file in a folder called back ups. If your file gets corrupted by the "ugly file corrupter fairy" at least you will have some of your newsletter and won't have to start from scratch... Yes, it has happened to me.

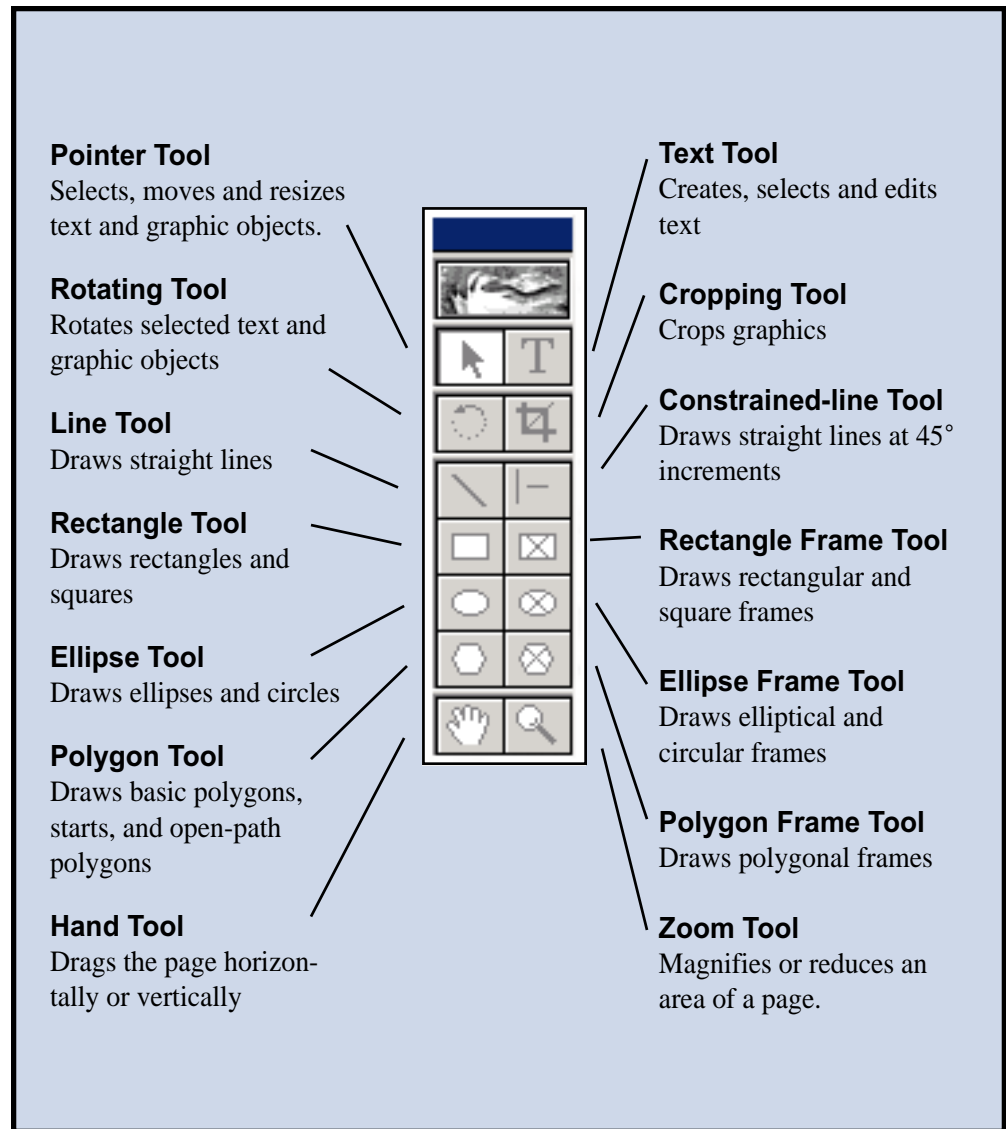


Figure 2.3

Investigating the Menu Bar...

Take a look through the menu bar at the top of your screen (**File, Edit, Layout, Type, Element, Utilities, View, Window** and **Help**.) You won't hurt anything by clicking on each heading and dragging down to see what's there. You will learn more about each heading and what's in each menu as you develop your newsletter. If the text is not black, it means that the option is not available to you at the current time. (Figure 2.4)

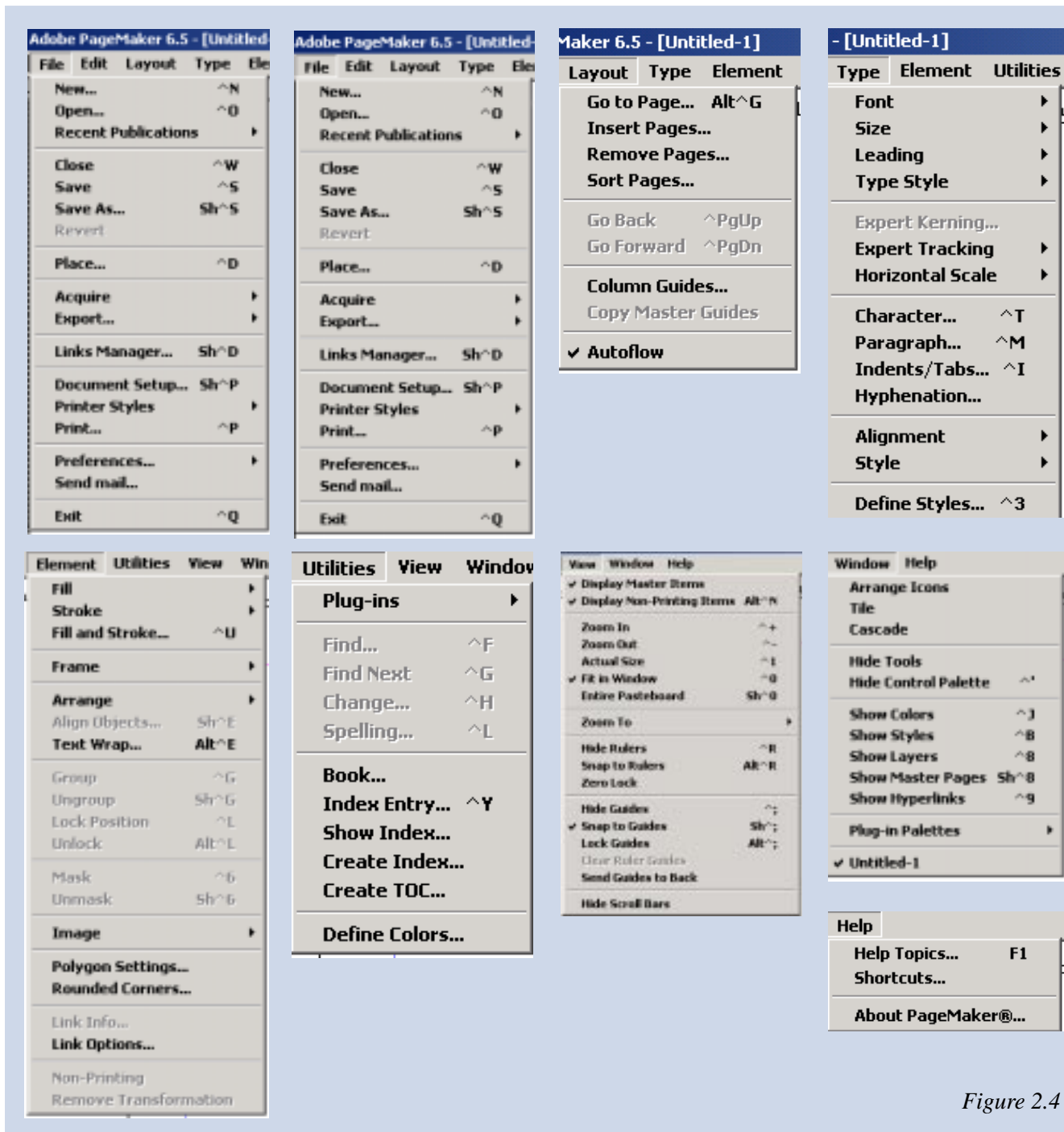


Figure 2.4

Chapter 3

Choosing Layout, Type Style and Graphic Elements

X QUICK TIP

Defining type styles not only keeps your styles consistent, but it eliminates the guess work on your next issue... you won't ask yourself, "Now what font did I use last time?"

You save a lot of time and energy in the long run by defining type styles when you initially set up your newsletter.

Too Many Decisions

In this chapter you will learn:

- How to define type styles
- How to define column guides and margins
- How to use the master pages for page numbering and graphic elements

Defining Type Styles

What's really cool about PageMaker is that it gives you the ability to set up a font style palette and the program can remember what font styles and sizes you chose for future updates of your newsletter. For your sample newsletter you will use Times New Roman for your newsletter body copy and captions and Arial for your Headlines and Subheads.

Defining Your Newsletter's Type!

If the next step seems like a lot of fuss... it is! But it does pay off in the long run. Did I just hear you ask, "how?" Well, let me tell you, if you have more than one person working on your newsletter, it is easier for anyone to open up the file and begin working. They don't have to know what font type you are using, what size, etc. They can just sit down at your computer,

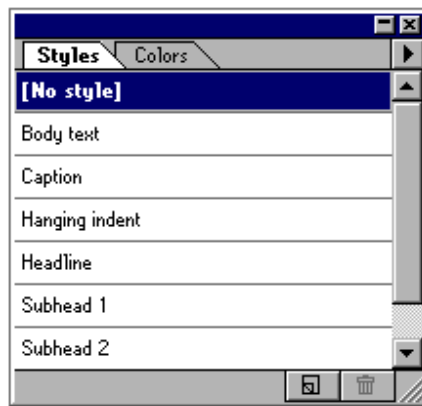


Figure 3.1

highlight the text and change it, just by clicking on the correct font in the style sheet. (Figure 3.1.) Another time style sheets come in handy is when you don't work on your newsletter for a couple of months. You don't have to worry about remembering all that "difficult stuff." You just sit down and highlight your text and choose body text in the style palette, and it "magically" changes. Spending a few minutes in the beginning of creating your newsletter is worth it, trust me.

Go to the menu bar and click on **Type**. Drag down to the bottom and highlight **Define Styles**. Once you click on **Define Styles** a pop up menu appears (Figure 3.2). In the left column, you see [Selection] **Body text**; **Body Text 2**, **Caption**, etc. You will edit **Body text**, **Caption**, **Headline**, **Subhead 1** and **Subhead 2**. You will not use the other styles, just ignore them. Click on **Body text**, the **Edit** box on the right hand side is now highlighted. This means you can now edit the information for **Body text**. Click on **Edit**. (Figure 3.3). Click on **Char...** and a dialogue box will come up with **Character Specifications** as its title (Figure 3.4.) This is where you change the font type to Times New Roman. The example is already at 12 point so you don't have to change the size. Click on **Para...** a dialogue box will come up with **Paragraph Specifications** as its title (Figure 3.5.) Look in the left column at **Indents**, change all indents so they are 0, then click **OK**. Now click on **Tabs...** you will see a ruler come up with **Indents/Tabs** as its title. Click on the ruler just above the .25 or 1/4" mark. Now when you tab at the beginning of a paragraph each paragraph will tab in .25 or 1/4" (Figure 3.6.)

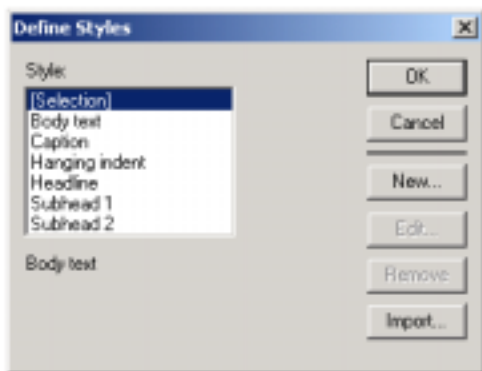


Figure 3.2

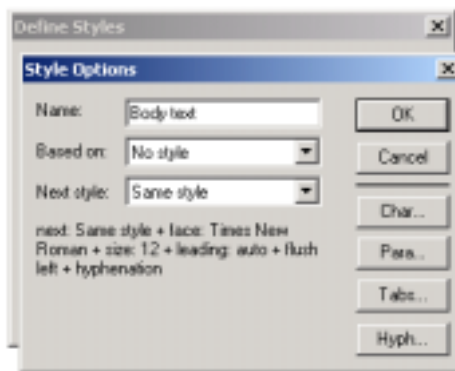


Figure 3.3

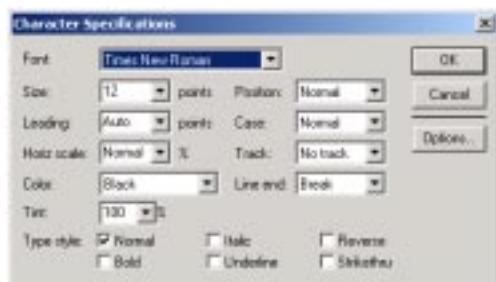


Figure 3.4

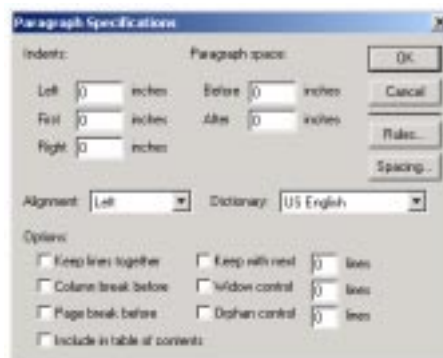


Figure 3.5

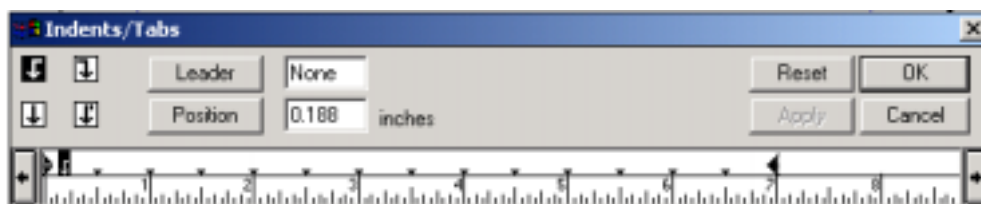


Figure 3.6

X QUICK TIP

BORING... Why did you just use Arial and Times New Roman? There are hundreds of fonts!

Generally you can classify fonts into two categories:

serif and **sans serif**.

Look at the letter **T**.



A serif font has a little "tag" at the



end of the top bar of the **T**. A sans serif font doesn't.

A few choices of serif fonts include: Times New Roman, Bookman, New Century Schoolbook, Adobe Garamond and Palatino. A few sans serif fonts include: Arial, Helvetica and Verdana.

Sure you can use ALL UPPER-CASE, UNDER-LINED, FANCY FONTS, BUT CAN YOU READ WHAT YOU'VE WRITTEN?

X QUICK TIP

Sometimes a font family has many styles to choose from, **Arial**, **Arial Black** (bold), **Arial XB** (extra bold) and **Arial Narrow Bold**.

If you choose a bold or an extra bold for your Headline font, do NOT click on the box for bold when choosing **Type Style**. In some cases, the text will be difficult to read on your screen and sometimes it will not print out correctly.

The **Caption text** (text used below a photo to describe what is taking place in the photo) will base itself on the body copy. You can look at it and see if it'll be too big or too small for your taste. If it is not to your liking, use the same steps you used for changing the font size in **Body text** to change the size. (I generally keep the caption font style the same as the body text, but one or two point sizes smaller.)

Follow the same steps to change the **Headline** font to Arial. (Go to the menu bar and click on **Type**. Drag down to the bottom and highlight **Define Styles**. In the left column click on **Headline**, the Edit box on the right hand side is now highlighted. This means you can now edit the information for **Headline**. Click on **Edit**. Click on **Char...** and a pop up menu appears with **Character Specifications** as its title. This is where you change the font type to Arial. Check the default size. It might be 30 points, if so, change it to 24 points (or to a size of your liking.) Double check to make sure that bold is checked at the bottom of the box.

Subhead 1 and **Subhead 2** will base their font style on the headline. If you'd like, follow the **Define Styles** steps to see what size and style each one has. Don't worry about writing the sizes and type styles down, I will show you how easy it is to use them when you start to lay out your newsletter.

Headline - 24 pt. Arial Bold

Subhead 1 - 18 pt. Arial Bold

Subhead 2 - 14 pt. Arial Bold

Body text is 12 point Times Roman, aligned left, with an indent of .25 or 1/4". You should use **bold** to highlight **important** words. You should not use an underline to highlight your text.

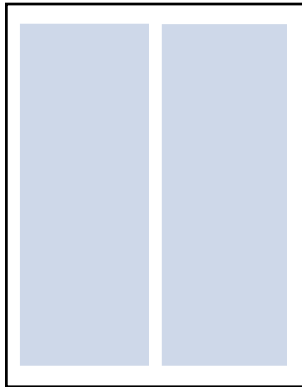
Another option for your text is to set the body copy **Justified** instead of aligned left. Most daily newspapers use this format. Justified means that both left and right edges of the text are flush.



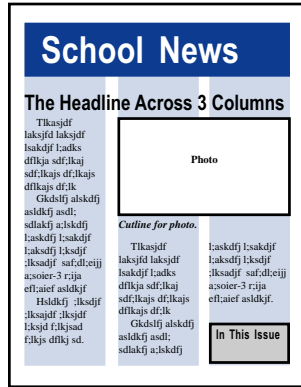
Cutline for photo - Font size -10 point, Times Roman, italic, justified.

Creating Column Guidelines for Your Newsletter

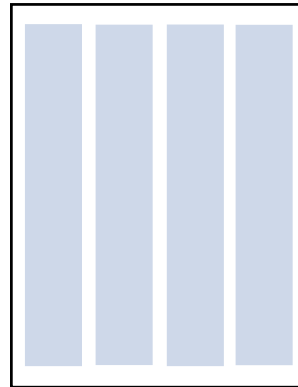
Before you begin this task, take a few minutes to look at some newsletters or magazines you have around the office. What do they look like? How many columns do the newsletters you like have? Do they leave white (blank) space as a design element? For your newsletter, you will use a 3-column format. Text flows nicely in a 3-column format and it is a pretty flexible design.



2-column format



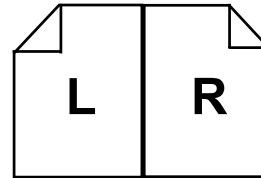
3-column format



4-column format

Let's Begin...

In the bottom left hand corner of your screen there is an **L** and an **R** that look like pages. The **L** and **R** indicate **Master Pages** (information you put on these pages show up on all pages throughout the newsletter.) Click on the **L** or the **R**. They are both highlighted.



Now go to the **Layout** menu and drag down to **Column Guides**, click on **Column Guides**. A dialogue box appears. (Figure 3.7.) Type 3 in the **Number of columns** box and .25 (1/4") in the **Space between columns** box. Click **OK**.

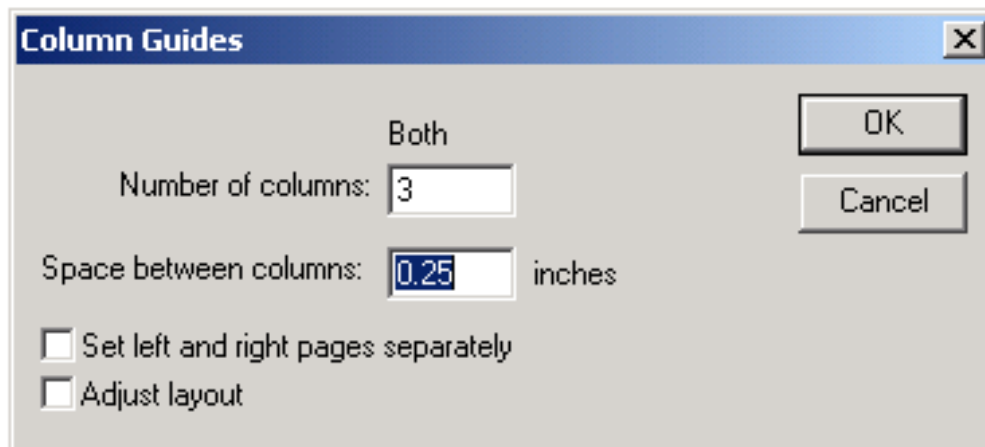


Figure 3.7

Using Master Guides to Add Page Numbers

Since you are still in **Master Pages**, you can add page numbers while you're at it.

To make it easier when adding page numbers, you need to view these pages at actual size. Go to **View** and drag to **Actual Size**. You might be confused at where you are on the page. There are scroll bars on the right side of the page and the bottom. Push the right scroll bar button down some (until you see the bottom of the page) and the bottom scroll bar button to the left until you see the left edge of the page. It does get confusing, just keep moving the buttons slowly until you get to the left, bottom corner.

X QUICK TIP

Using margins correctly gives your newsletter a neat, professional look.

Keep all your text inside the top, bottom and side margins. Also use the column guide margins to line up text.

If you use your margins correctly, all of your text will line up when your print shop actually prints the newsletter.

Using a guideline outside the margin is OK. Guidelines do not print.

Now you get to use a tool from the toolbox (a drawing of the toolbox is on page 5.) Click on the **Text Tool** (it looks like a **T**.) Now click down at the bottom of the page inside the left column. With your **Control** and **Alt** keys held down at the same time, type the letter **P**. You will see a **LM** (left page marker) show up on the screen. Highlight the **LM** with your text tool (select it) and click on **Body text** in the **Define Style** box. (Your page numbers will take on the appearance of the **Body text**.) If you prefer, choose **Subhead 2**, or change the font of the page numbers at this time. After you have selected a font for your page numbers, click on the arrow tool in the toolbox. Don't worry about where the **LM** is at this time, you will move the **LM** to the correct spot on the page soon!

Adding a Guideline

You are now going to add a guideline to line up your page numbers. Go to the top of the page and click on the ruler. Keep your left mouse button pressed down and drag down at the same time. You will see a blue line moving down the screen. This is a guideline. Move the guideline all the way to the bottom and line up at 10 ¹/₈" You can tell where your guideline is by looking at the ruler on the left side. You want this guide to be 1/8" **below** the bottom margin (outside the margin area.) Remember, you set the bottom margin to 1" – to leave room for the page numbers and not go beyond the 3/4" margin. Let go of the mouse once the line is in place. (Figure 3.8.)

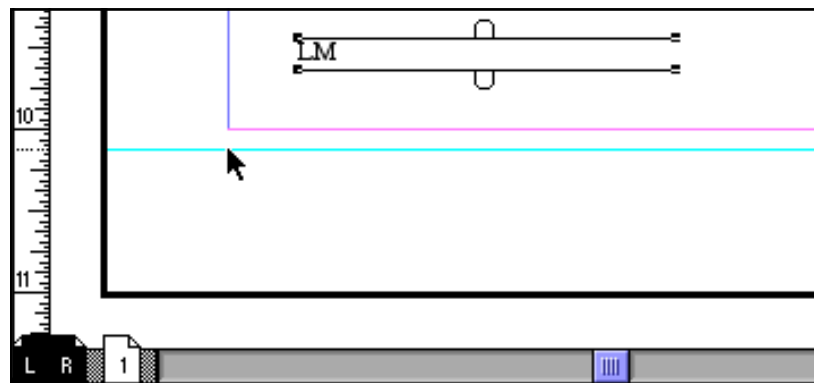


Figure 3.8

The next step is to move the **LM** down so the top of the **LM** handle lines up with the guideline. With your arrow tool, click in the middle of the **LM** (a window shade appears on the top and bottom of the **LM** (you use this to position text in PageMaker.) Click in the middle of the **LM** and drag the **LM** down until the top bar of the window shade lines up with guideline. It will turn from green to red when lined up correctly. Look to see if the left side of the page number is lined up with the left margin, if it isn't, move the page number to the left or right to align at the 3/4" margin. (Figure 3.9.) Once the **LM** is lined up correctly, go to **File**, drag down and click on **Save**.

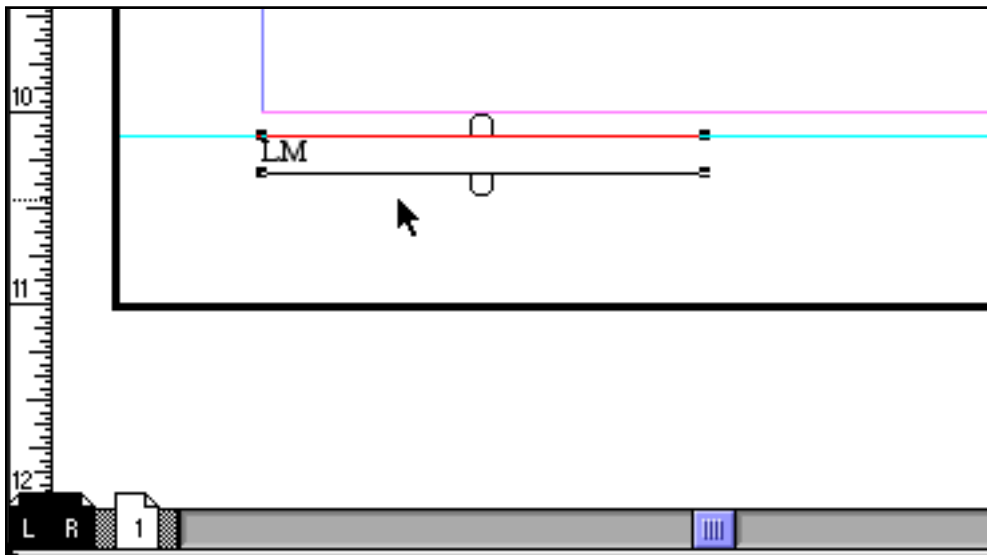


Figure 3.9

OK, it's time to add the right side page number marker (**RM**.) Make sure your arrow tool is still highlighted. If so, click on the **LM**, don't move it, don't keep the mouse button held down, just click! While the **LM** is highlighted, go to **Edit** in the menu bar and drag down to **Copy**. Once you have copied the file. Go to **Edit** and drag down to **Paste**. Another **LM** will appear on your screen. (Figure 3.10)

With your arrow tool still selected, click in the middle of the new **LM** and keep your left mouse button held down. Slowly drag the new **LM** (in a straight line to the right) over to the right edge of your newsletter. (You can't see the **LM** – it looks like an empty box when it is moving.) When you reach the

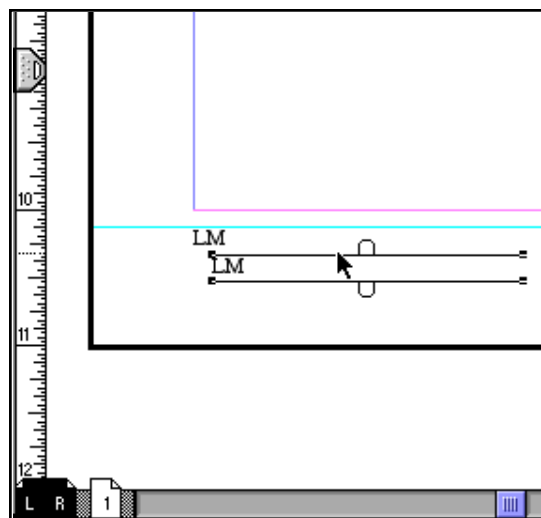


Figure 3.10

X QUICK TIP

Once you create page number markers (**LM** and **RM**) on the master pages, you can add and delete pages anywhere in the document without having to renumber the pages. PageMaker automatically renumbers the pages for you.

It's a nice feature when working on a large newsletter or with people who change their minds frequently ;-)

right edge of the screen, the page will start to move. Don't worry, you want that to happen. Keep watching the page move until you see the right edge of your newsletter. Move your mouse to the left slightly so the page stops moving. Let go of your left mouse button. The **LM** has now changed to **RM**. With the arrow tool still selected, move the **RM** down until the top of the **RM** window shade (in green) lines up with the guideline (blue). When this happens the line turns to red.

Because the number was aligned left on the left page we need to change it to a right alignment for the right page. Go to the toolbox and click on the text tool. Highlight the **RM** and then go up to **Type** in the menu bar and drag down to **Alignment**. Choose **Align Right**. The **RM** will move over to the right. Double check to make sure the right side of the page number lines up with the right margin. (Figure 3.11.)

Save again!

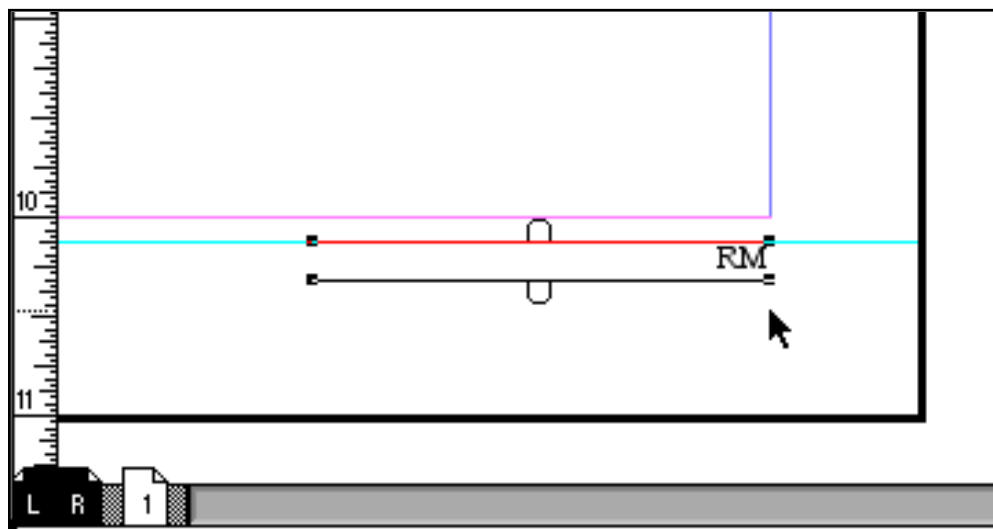



Figure 3.11

Check out your handy work. Click on the  at the bottom left of the screen. This will take you to page 1 in your newsletter. You should see a number 1 (your page number) at the bottom right of your screen. Click on the other pages at the bottom of the screen. You will see all the pages are numbered consecutively.

The **Master Pages** are also handy to use when you want a graphic (such as a line above the page number) to create a “visual break” between the text of your newsletter and the page numbers. You'll learn how to add graphics in the next chapter.

Chapter 4

Placing Headlines, Articles, Photos and Graphics

Why a Polaroid Picture of 30 Kids Sitting in a Hallway Doesn't Work

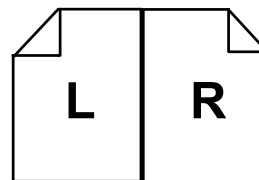
In this chapter you will learn:

- How to draw lines and boxes
- How to work with text including headlines and articles
- How to crop photos and graphics

Drawing Lines and Boxes

The first thing to learn in PageMaker is that PageMaker calls lines by two different names. When clicking in the toolbox, PageMaker calls the tools a “line tool,” however, when changing the appearance of a line, PageMaker calls the line a “stroke.” I will use the word “line” except when showing you how to change the appearance of a line.

Let's add a line to the **Master Pages** to create a “visual break” between the text of your newsletter and the page numbers. Click on either the **L** or **R** at the bottom left of the screen.



Move the page around on your screen using your scroll bars until you can see the entire bottom part of either the right or left page. This will make it easier to create your lines.

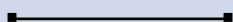
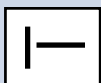
X QUICK TIP

PageMaker calls the tools in the boxes shown line tools.


When you are changing the appearance of a line, PageMaker call the line a "stroke."

To change the appearance of a line in PageMaker, highlight the line, go to the **Element** menu and drag down to **Stroke**. You are now able to change the appearance of the line.

Remember, you must have the line selected (click on the line with the arrow tool, boxes on each end of the line appear.)



With your arrow tool selected, click on the guideline that you created to line up the top of your page number markers (**LM** and **RM**.) Move the guideline up 1/16" (use the ruler on the left side of the page to measure the correct placement of the guideline.)

Click on the line tool  in the toolbox. A crossbar will appear when you move your mouse off the toolbox. Align the crossbar at the left margin inside of the newsletter area (you will move the line later.) Click and hold the left mouse button down, drag the mouse to the right until you reach the right margin. Go slow, if you go too fast the page will move and you will have a line going off your page. If this happens, don't panic, just let go of the mouse button. Two boxes will appear on each end of the line, while it is selected, hit your **Backspace** key and the line will be deleted. Try again by lining up the bottom of the page using your scroll bars, and choosing the line tool in the toolbox. (Figure 4.1.)

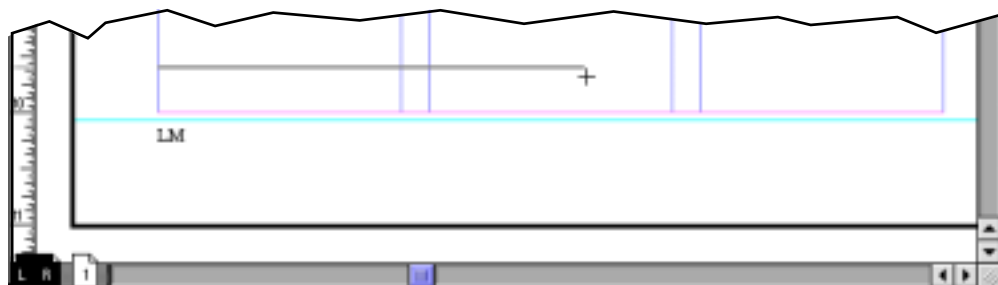


Figure 4.1

Once you have finished drawing your line, you need to deselect it (click anywhere on the screen). The line will be in the lower, middle part of the page. Click on your arrow tool in the toolbox. Once you have the arrow tool highlighted, position your mouse on the line and click the line. If you have clicked on the line correctly, a small box will appear on each end of the line. (Figure 4.2.)

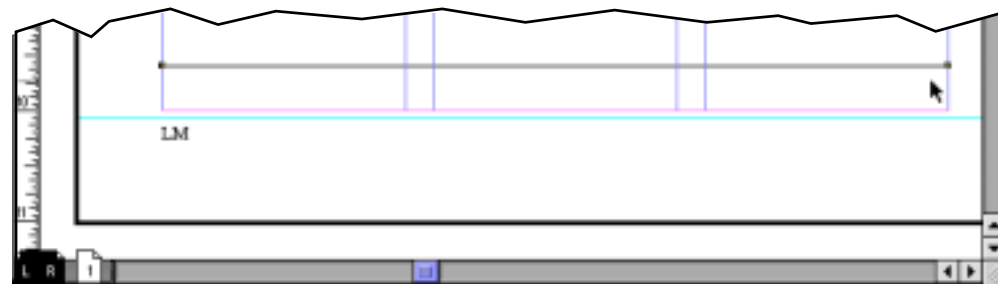


Figure 4.2

Click and hold down the left mouse button in the center of the line and begin to drag the line down until the line is right on top of the blue guideline that is outside the margin area. Let go of the mouse button and deselect the line. (Figure 4.3.)

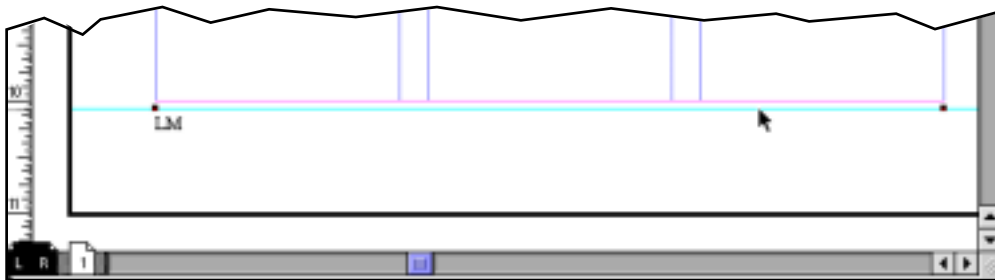


Figure 4.3

After you have the line on one page, the other page is easy. Click on the line you have just positioned over the guideline. If you have a difficult time selected it, hold down the **ALT** button on your keyboard and then click on the line with your left mouse button. You will see the little boxes show up on the ends of the line if you have selected it. Go to **Edit** and drag down to **Copy**. Go back up to **Edit** and drag down to **Paste**. You will now have another line the same length as the existing line. Click in the center of the new line and start to move your mouse to the page that does not have the line on it. Move the line over and position it in the correct spot between the left and right margins and on top of the blue guideline.

You now have a line on each page separating the body text and the page numbers. Go back to the guideline and click on the guideline. Drag your mouse down so the guideline goes off the screen, the guideline will disappear. You will be able to see the lines you drew on the master pages and on all the pages in the newsletter. Click on the page 1 box at the bottom left of the screen to check it out! (Figure 4.4.)

It would be a good time to **Save** again.

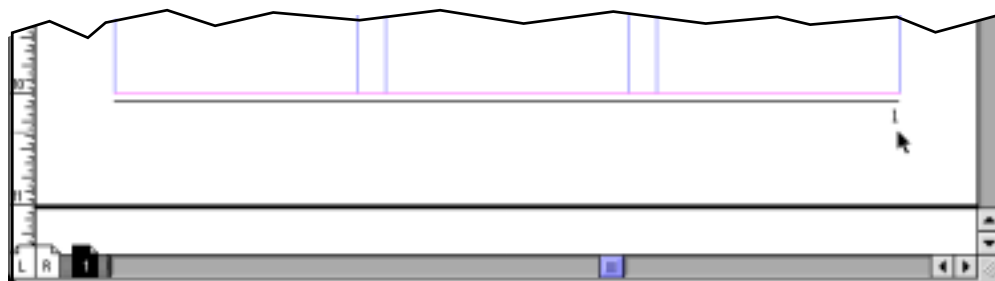
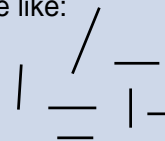


Figure 4.4

X QUICK TIP

Beginners get frustrated when drawing and deleting lines. Remember, the line tools can only draw lines. If you need to delete a line, you must use the arrow tool.

Lines on your page like:



Mean you are trying to select the lines with the line tool. Go to the arrow tool, and then click on each line. Once the boxes appear on the ends of the line you can hit the backspace button. The line will disappear!

Index

A

Align	
Justified	9
Left	8
Right	13

Alt Key	11, 16
---------	--------

B

Backspace Key	15
---------------	----

C

Constrained Line Tool	5
Control Key	11
Copy	12, 16
Cropping Tool	5
Crossbar	14

D

Define Styles	7, 9
Document Setup	3, 4
Drawing	14
Drawing	
Lines and Boxes	14
Stroke	14, 15

E

Edit	6, 7, 12, 16
Ellipse Frame Tool	5
Ellipse Tool	5

F

File	3, 6
------	------

G

Graphic Elements	7
Guidelines	11

H

Hand Tool	5
Help	6

K

Keys	
Alt	11, 16
Backspace	15
Control	11

L

Line Tool	5, 14
-----------	-------

M

Master Pages	10, 11, 13, 14
Menu Bar	6

P

Page	
Elements	6, 15
Layout	6, 10
Numbers	11
Orientation	3
View	6, 11

Pages

Double-sided	3
Facing	3
Margins	4
Number of	4

Paste	12, 16
-------	--------

Pointer Tool	5
Polygon Frame Tool	5
Polygon Tool	5

R

Rectangle Frame Tool	5
Rectangle Tool	5
Reference Guide	1
Rotating Tool	5

S

Sans Serif	8
Save, Saving Files	4, 5, 12
Serif	8
Space Between Columns	10

T

Tools	
Constrained Line	5
Cropping	5
Ellipse	5
Ellipse Frame	5
Hand	5
Line	5, 14
Pointer	5
Polygon	5
Polygon Frame	5
Rectangle	5
Rectangle Frame	5
Rotating	5
Toolbox	5
Zoom	5

Type Styles	7
-------------	---

Type

Align Justified	9
Align Left	8
Align Right	13
Alignment	13
Body Text	7, 8, 11
Character Specifications	8
Headlines	7, 8, 9
Paragraph Specifications	8
Sans Serif	8
Serif	8
Subheads	7

U

Utilities	6
-----------	---

V

View	6, 11
------	-------

W

Window	6
--------	---

Z

Zoom Tool	5
-----------	---

Appendix A

Newsletter Checklist

You should definitely ask (and get the answers to) these questions before you begin:

Who is the audience? _____

What information will be included in the newsletter?

Where will I get the information? _____

How many pages will the newsletter be? _____

Deadline dates: _____

How and where will the newsletter be printed? _____

Who is the print shop contact person? _____

Phone number/e-mail: _____

What is the budget for the newsletter? _____

What does the print shop need from me (photos, type of printout, etc.?)

How is the newsletter going to be distributed? (mail, sent home, bulk mail)

Contact: _____

How many copies are needed? _____

Other: _____

PageMaker Tip Sheet

Toolbox

Pointer Tool
Selects, moves and resizes text and graphic objects.

Rotating Tool
Rotates selected text and graphic objects

Line Tool
Draws straight lines

Rectangle Tool
Draws rectangles and squares

Ellipse Tool
Draws ellipses and circles

Polygon Tool
Draws basic polygons, starts, and open-path polygons

Hand Tool
Drags the page horizontally or vertically

Text Tool
Creates, selects and edits text

Cropping Tool
Crops graphics

Constrained-line Tool
Draws straight lines at 45° increments

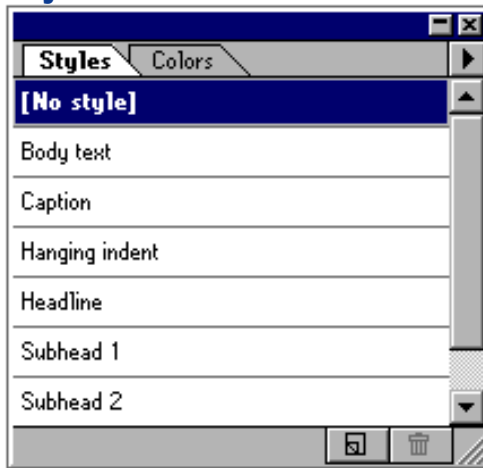
Rectangle Frame Tool
Draws rectangular and square frames

Ellipse Frame Tool
Draws elliptical and circular frames

Polygon Frame Tool
Draws polygonal frames

Zoom Tool
Magnifies or reduces an area of a page.

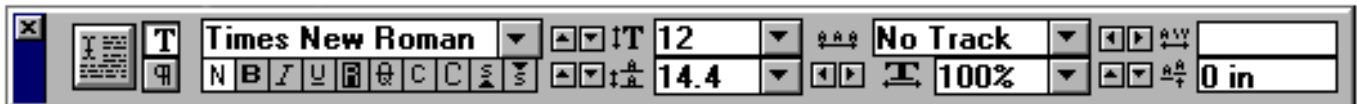
Style Palette



Color Palette



Control Palette



PageMaker Tip Sheet

Menu Bar Items

