

UNI-COM NEWS

**UNI-COM
Senior Resource Centre**

University of Windsor

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Treasurer**

**Bill McRae
Coordinator**

TRIPS, PLAYS, SPEAKERS, CLASSES OFFERED BY UNI~COM

Happy New Year. 2011 has been a very eventful one for our group and 2012 promises to provide us with many opportunities to add interesting experiences to our lives. UNI~COM has already arranged for presenters at our 3 upcoming luncheons as well as another Theatre Luncheon/ Lecture in cooperation with the University Players. Upcoming study groups include:

Ancient Myth and Legend
(Tony Johnson)

**Financial Approaches to
Financial Planning**
(Alynn Anglin)

Poetry Writing and Discovery
(IrvineBarat, Dennis Niedbala)

Fitness and Self-Defense
(Gary Pryor)

Great Books and Satire
(Susan Balfe)

Highlights of Cultures of India
(John Spellman)

Baby Boomers and Eldercare
(Sandy Blair)



Above: Members of Tony Johnson's Study Group on "Ancient Myth and Legend". Tony will be offering part two starting Thurs. Feb. 2 at Iona College, University of Windsor.



**For more information about
upcoming classes, luncheons,
theatre lectures, etc.
call 519-2533000 x3430
or go to uwindsor.ca/unicom**

Group Excursion: In November, a very enjoyable trip to the Detroit Institute of Art was organized by UNI~COM. Special thanks to Sharon Casey, Jeff Wyatt and Bill McRae for all their assistance with this event.

LET'S DO LUNCH: UNI~COM PLANS

Plans have already been started



INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press re-

leases, market studies, and reports.

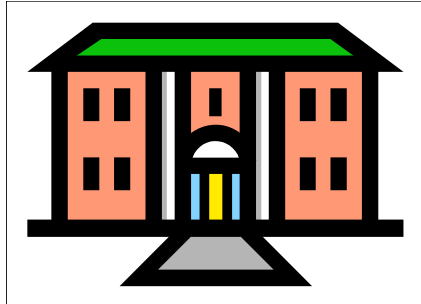
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing

the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your

customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice

column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

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

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

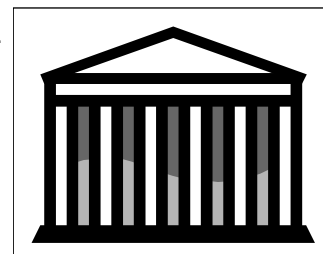
Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes

thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure

to place the caption of the image near the image.



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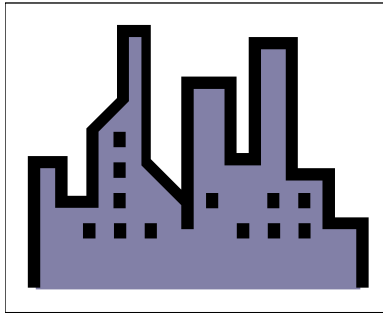
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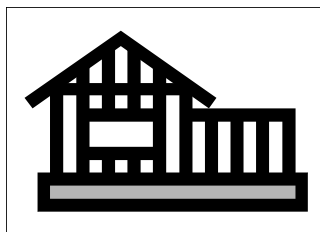
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UNI-COM Senior Resource
Centre

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

We're on the Web!
example.com

Your business tag line here.



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

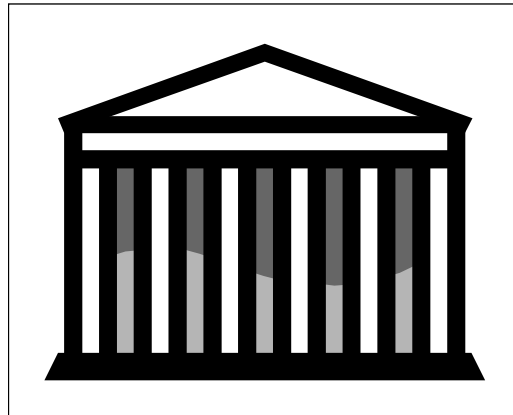
BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees. If you have any prices of stan-



Caption describing picture or graphic.

such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

dard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event,