

How to Use Your Computer to Create Better Bulletins, Newsletters and More! Video Training Seminar



With Yvon Prehn

Introduction

Your computer and your desktop publishing software make a fantastic tool for sharing the gospel, giving you the power to reach every person in your church or ministry, as well as people all over the world through what you produce! But with that power comes new responsibilities, including the need to learn how to be an effective writer, designer, editor, typesetter, layout artist, typographer, proofer, production person and so much more. It can seem overwhelming because the jobs you must do were shared by a team of experts in the past.

What is exciting is that you can learn to do the work you need to do; these skills can be conquered and this video seminar will show you how. No matter where you are in your computer skills you can learn to produce powerful, professional and effective desktop publishing pieces. And you'll have fun in the process!

Overview

In eight 20- to 25-minute sessions you will learn how to plan, write, create, produce and distribute effective church bulletins, newsletters and other publications for your church or ministry. Each session provides information on a specific skill so you can easily find and review or preview areas of specific interest. In addition, you will be inspired and encouraged in the fantastic work you are doing as you share the message of the gospel using the tools provided by the computer.

You are doing incredibly important work for the kingdom of God each day as you sit at the computer. It is easy to lose sight of how the documents that can be difficult and frustrating to produce can be used to ultimately change lives for eternity, but that is what you are doing. We hope this video seminar will not only assist you with practical details to help your work be more professional and successful, but that it will also encourage your heart as you work.

This video seminar is designed to be used alongside the enclosed book, *How to Use Your Computer to*

2022 UPDATE: though you can sometimes find the original book on Amazon, it is out of print. However, I retained the rights and a link to a scan of the book, retitled *Back to Basics*, is at www.effectivechurchcom.com/resources

Create Better Bulletins, Newsletters and More! Many of the segments are illustrated in greater detail in the book. In addition, the video explains some things verbally in more detail than are described in the book. The two pieces work well together, though they also each contain a good deal of independent material.

Who will benefit from this video seminar

This is a great training tool for:

- Church secretaries
- Administrative staff of churches and Christian organizations
- Youth and music pastors
- Children's pastors and teachers
- Sunday School teachers
- Students and teachers in Christian schools
- Homeschoolers, parents and students
- Volunteers
- Anyone who is doing desktop publishing to create ministry publications
- Missionaries who want to produce their own publications

Suggested ways to use this video seminar

- Set aside one lunch hour a week at church or in your organization to view and discuss each segment.
- Read the coordinating book sections and practice what you are learning.
- Allow staff or volunteers to check out the video and view it at home.
- Set up a communications training room for volunteers with a computer for them to do desktop publishing projects for the church or organization.
- Send it to missionaries to enable them to produce better materials for both ministry and support raising.
- For homeschoolers and Christian schools, view a section a week, read the coordinating sections in the book, practice and discuss it.

Specific training session instructions

Masters have been included for you to reproduce and give out to each person as they view the videos. The masters have reproductions of the overheads used in the videos, plus some of the examples used. They are

useful for taking notes and for later review. **Please note:** Refer to the book *How to Use Your Computer to Create Better Bulletins, Newsletters and More!* when called for in the video and for additional examples and explanations. When the resource section is referred to in the video presentation, locate it in the book under **Resources** on pages 145—146. Additional reference materials are in the back of this outline.

Most important: Be sure to open and close all of your training sessions in prayer, asking for wisdom and insight, creativity and excitement in learning and application. Pray continually for your projects, for the people producing them and for those who are receiving them. In the same way the Lord took the meager lunch provided by a small Jewish boy 2,000 years ago and used it to feed a multitude, He can take our desktop published projects and with His blessing use them to change lives in ways we can only imagine.

The sessions were designed to be viewed in order, but they can be reviewed at any time in any sequence and they will still be beneficial. Jump in, have fun and expect God to bless!

How to Make Clean Copies from This Outline

I (Yvon Prehn) have the rights to the reproduction of these notes (I created them originally, then Gospel Light published them and have since returned the rights to me.) I pass them on to you and you can freely reproduce them as you watch the videos for the class that are now on YouTube.

They are at www.YouTube.com/yvonprehn

How to Use your Computer to Make Better Newsletters, Bulletins, and More! Part One,

https://youtu.be/XxM5cgzw_98w

How to Use Your Computer to Create Better Newsletters, Bulletins, and More!, part two

https://youtu.be/t_zqQQ68anA

You can also go to the Effective Church Communications website, www.effectivechurchcom.com where there are direct links to the videos.

Video Content Outline



Session One: Overview and Importance of Publications, Your Job and Desktop Publishing (DTP)

1. Importance of publications

- For evangelism
- For outreach (direct mail vs. personal visits)
- For communication
- For continuing ministry

2. Importance of your job

- Critical nature of communication work
- Spiritual warfare involved
- Importance of prayer

3. Importance of DTP

- Makes possible previously impossible projects
- Makes the intangible touchable
 - In a way that suits busy lifestyles
 - Tailored to your message and gifts
 - By being a servant through your publications
- Demands skills and equipment
 - See book for details on equipment (chapter 2)
 - Designer, writer, editor, production coordinator

(See book, pages 145—146 for Resources)

Session Two: Examples and Planning

1. Planning your publications

- Different publications for different ministries
 - See gallery of samples in book (chapter 4)
- Use a planning guide
 - See example in book (page 27)
- Ministry is the priority
- It's a circular process
- Record time and results

Session Three: Typography and Typefaces

1. Typography basics

- Measurements and terms
 - Letter forms and sizes
 - Between lines—leading

2. Typefaces

- Running text (Helvetica, Times)
- Display (**MACHINE**, Parisian, **CRITTER**, **TOOLBOX**, *Siddypup*)
- Script (*Zapf Chancery*)

3. Type styles and weights

- Used to communicate tone of voice, emphasis and emotion
- Roman or normal
- *Italic*
- **Bold, Bold**
- Outline

4. The Five Commandments of Desktop Publishing



Session Four: Writing for Today's Audiences

1. Powerful, effective DTP writing

- Writes in levels
 - Level one—80% readership
 - Headlines, subheads, captions (page 43)
 - Level two—10-60% readership
 - Info inside boxes, short copy sections
 - Level three—1-10% readership
 - Body copy
- Writes for busy people
- Tells stories
- See book for extended examples (chapter 6)



Session Five: Design Principles and Sources

1. Design principles

- The eye is automatically drawn to change • • • •
- Proximity equals relationship (xxx xxx vs. xx xx xx)
- Remember the Z pattern
- Consistency equals professionalism and competency

2. Design sources

- Create your own resource files
- Copy and adapt
- Remember who you are
- Always design for your audience

Session Six: Clip Art, Photos and Color

1. Clip art



- Can be cropped and manipulated
 - Size and placement make a big difference
 - Computer placement and manipulation provide options
- Don't use only to fill an empty hole
- Don't forget dingbats (page 77)

2. Photo tips



- Not mug shots—action shots
- Be sensitive
 - See book examples (chapter 9)
- Drama more important than quality
- Always use a caption
- Shoot tight, crop, print large

3. Color in DTP



- PMS colors
- Importance of color trends
- Don't need to print it
- Color copiers, printers

Session Seven: Proofing and Paper

1. Proofing/editing



- Don't trust the spell checker—but use it
- Use the same system—purple pens (page 127)
- Proof on levels
- Fax proofing
- Give yourself time
- Know when to quit

2. Paper

- Quality makes a difference
- Know production method
- Preprinted ("Paper Direct" 1-800-A-PAPERS)
- Bulk, buy-your-own or through your printer



Session Eight: Production Today and Tomorrow (Final Challenge)

1. Production today

- Today—printing
 - Get to know your printer
 - Understand the process
 - Take in a mock-up

2. Production tomorrow

- New tech distribution (Databases, fax machines, video, on-line)

3. DTP for the kingdom of God

- Done so people will "hear gladly"
- "Give us this day our daily bread"
- Challenge for the Kingdom



Reference materials:

- Desktop Publishing Project Planning Sheet
- Typography and typeface examples
- Guidelines for proofing
- Ordering and seminar scheduling information

Handout Masters for Individual Training Sessions

Session One

Overview & Importance of Publications, Your Job & DTP



1.

Importance of publications

- For evangelism
- For outreach
- Direct mail vs. personal visits
- For communication
- For continuing ministry

2.

Importance of your job

- Critical nature of communication work
- Spiritual warfare involved
- Importance of prayer

3.

Importance of DTP

- Makes possible previously impossible projects
 - Makes the intangible touchable
 - In a way that suits busy lifestyles
 - Tailored to your message and gifts
 - By being a servant through your publications
 - Demands skills and equipment
 - See book for details on equipment (chapter 2)
 - Designer, writer, editor, production coordinator
- (See book, pages 145-146 for Resources)

ADDITIONAL NOTES:

Session Two

Examples & Planning



1.

Planning your publications

- Different publications for different ministries
 - See gallery of samples in book (chapter 4)
- Use a planning guide
 - See example in book (page 27)
- Ministry the priority
- It's a circular process
- Record time and results

ADDITIONAL NOTES:

Session Three

Typography & Typefaces



1.

Typography basics

- Measurements and terms
- Letter forms & sizes
- Between lines—leading

2.

Typefaces

- Running text
 - Helvetica
 - Times
- Display
 - **MACHINE**
 - Parisian
 - **CRITTER**, **TOOLBOX**, Giddyup
- Script
 - *Zapf Chancery*

3.

Type styles and weights

- Used to communicate tone of voice, emphasis and emotion
- Roman or normal
- *Italic*
- **Bold, Bold**
- Outline

ADDITIONAL NOTES:

4. The Five Commandments of Desktop Publishing

New ways of doing things require new guidelines. Just like when the children of Israel came out of Egypt they needed a whole new way to live, so too when you come out of the wilderness of typewriter-land, you need a new set of guidelines for the promised land of desktop publishing. Below are five fundamental ones:

1

Thou shalt use one space, not two, after periods and other punctuation.

Spacing on a typewriter is very different from the spacing on the computer. If you use two spaces in desktop publishing it creates too much space. Yes, hitting only one space is a very hard habit to learn, but to do professional typesetting it is essential.

Incorrect:

"Test everything. Hold on to the good. Avoid every kind of evil"(1 Thess. 5:21,22).

Correct:

"Test everything. Hold on to the good. Avoid every kind of evil" (1 Thess. 5:21,22).

2

Thou shalt use true quote marks and apostrophes.

True quote marks and apostrophes are the curly marks; the straight up and down ones are actually the abbreviations for feet and inches. Look in your DTP manual for the keystrokes to produce the proper marks.

Incorrect:

"For God's gift and his call are irrevocable" (Romans 11:29).

Correct:

“For God's gift and his call are irrevocable” (Romans 11:29).

3

Thou shalt use a proper long dash (em dash) instead of two hyphens.

A proper long dash is a solid line, not two hyphens joined together. Look in your DTP manual for the proper keystrokes to do this. Traditional typographers call this an "em dash."

Incorrect:

"I die every day--I mean that, brothers-just as surely as I glory over you in Christ Jesus our Lord" (1 Cor. 15:31).

Correct:

"I die every day—I mean that, brothers—just as surely as I glory over you in Christ Jesus our Lord" (1 Cor. 15:31).

4

Thou shalt not use all capital letters in headlines or sections of text.

For short labels all caps are fine, but we read by the shape of words, and all caps make words harder to read. Use bold, a larger size or italic to emphasize words instead of all caps.

Incorrect:

VOLUNTEERS NEEDED TO HELP COOK AND COUNSEL AT
THE HOPE CENTER

Correct:

Volunteers needed to help cook and counsel at the Hope Center

5

Thou shalt not underline in place of using italics.

Underlining cuts off the lower parts of letters and makes them harder to read. Any DTP program makes it easy to create italics so use them for either subtle emphasis or when needed grammatically, such as with a book title.

Incorrect:

The book, My Utmost for His Highest, is a great devotional help.

Correct:

The book, *My Utmost for His Highest*, is a *great* devotional help.

Session Four

Writing for Today's Audiences



(See book chapter 6, pages 41-42 for the "Claim your own ministry now!" examples)

1.

Powerful, effective DTP writing

- **Writes in levels**
 - Level one—80% readership
 - Headlines, subheads, captions (p. 43)
 - Level two—10-60% readership
 - Info inside boxes, short copy sections
 - Level three—1-10% readership
 - Body copy
- **Writes for busy people**
- **Tells Stories**
 - See book for extended examples (chapter 6)

ADDITIONAL NOTES:

Session Five

Design Principles & Sources



1.

Design principles

- The eye is automatically drawn to change



- Proximity equals relationship

• xxx xxx vs. xx xx xx

(See pages 16 and 50 for examples)

- Remember the Z pattern

- Consistency equals professionalism and competency

2.

Design sources

- Create your own resource files
- Copy and adapt
- Remember who you are
- Always design for your audience

ADDITIONAL NOTES:

Session Six

Clip Art Photos & Color



1.

Clip Art

- Can be cropped and manipulated
- Size and placement make a big difference
- Computer placement and manipulation provide options
- Don't use only to fill an empty hole
- Don't forget dingbats (page 77)

2.

Photo tips

- Not mug shots—action shots
- Be sensitive
 - See book examples (chapter 9)
- Drama more important than quality
- Always use a caption
- Shoot tight, crop, print large

3.

Color in DTP

- PMS colors
- Importance of color trends
- Don't need to print it
- Color copiers, printers

ADDITIONAL NOTES:

Session Seven

Proofing & Paper



1.

Proofing/editing

- Don't trust the spell checker—but use it
- Use the same system—purple pens (p. 127)
- Proof on levels
- Fax proofing
- Give yourself time
- Know when to quit

2.

Paper

- Quality makes a difference
- Know production method
- Preprinted
- Bulk, buy-your-own or through your printer

"Paper Direct" 1-800-A-PAPERS

ADDITIONAL NOTES:

Session Eight

Production Today & Tomorrow Final Challenge



1.

Production today

- Today—printing
- Get to know your printer
- Understand the process
- Take in a mock-up

2.

Production tomorrow

- New tech distribution
- Databases
- Fax machines
- Video
- On-line

3.

DTP for the Kingdom of God

- Done so people will “hear gladly”
- “Give us this day our daily bread”
- Challenge for the Kingdom

ADDITIONAL NOTES:

Desktop Publishing Project Planning Sheet

Project name:	Design, graphics, text ideas
Date needed:	
Production considerations:	
Budget:	
Purpose: Why are we doing this?	
Goal: What do we want to accomplish with it?	
Audience: Who are they?	
Where are they? Physically?	
Emotionally?	
Spiritually?	
Our identity: Overall	
In this piece?	

Typography and typeface example

Desktop Publishing & New Media in MINISTRY

MINISTRY COMPUTING
RESOURCES

▼ Real-life desktop publishing

A giant postcard breaks advertising tradition for Christian camp

DO YOU REMEMBER the brochure that got you to camp? Probably not. But to get you to camp, somebody had to respond to advertising from the camp.

That's how people still sign up today—advertising has to be created every camping season to bring in folks to make memories and life-changing decisions. Today, with many camps becoming conference centers where they provide facilities, for groups to rent and

put on their own programs, the effectiveness of the advertising is more important than ever. In addition, it needs to target not only campers themselves, but people putting on camps.

If you're in charge of marketing communications at a camp, how do you get the program directors at youth groups, churches, and Christian organizations to consider your camp or conference center? How do you get

them to give you a call when they're planning their summer schedule?

Jeff McNally of Forest Glen Conference Center and Christian Camp in Huntsville, Texas **solved the problem by creating a postcard**—much easier to read than a letter that had to be opened up. In addition, he made it a postcard that couldn't be missed—one printed on a full 8 1/2-by-11 inch piece of heavy cardstock.

(Turn to page 6 to see what he sent out)

▼ New media in ministry

You've already got the skills to master the Information Superhighway!

TODAY YOU'RE working hard to master desktop publishing—getting the newsletters, bulletins, and brochures out, on-time, and well done. But you're hearing about the Internet and how it will radically change how information is communicated. How will that affect your work now and in the future?

First of all some good news: much of **what you've learned in desktop publishing can be carried over into communicating on the Internet.** You know how to work on the computer, how to use word processing and page layout

programs. You know how to use type and graphics. You know how to break your message into parts that are easy for people to take in.

In the future, you'll use the same digital tools you are using now to create communications that can reach not only your local congregation, but all over the world.

To get you started on that path, you need to understand some basic concepts. The following definitions will help give you a foundation for learning

(Continued on page 4)

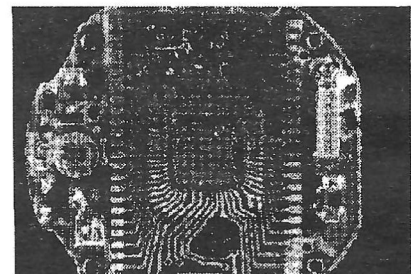


photo by clip pix

A silicon chip magnified many times. Because this little piece of sand can carry millions of bits of information very quickly it will continue to radically change how we communicate the gospel.

January/February 1996

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▼ Elegant initial caps	3	▼ Writing positively	7	▼ Seminar schedule	11
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▼ Postcard example	5	▼ Clip art review	9	▼ Idea swap	12

Typography and typeface example

CYBERCHURCH

UPDATE

News, stories, and commentary to inform and challenge the church to be an informed and effective witness for Jesus Christ in the information age.

Year-end analysis—definitions that became important in 1995 and their implications for 1996 and beyond

Cyberchurch Update gets its name and inspiration from cyberspace—a term used to describe the world inside computers that has moved from the realm of science fiction to become a new frontier for the church of Jesus Christ.

Cyberspace winds through our world in the form of computers, television, the Internet and online services, CDs, video games, and virtual reality. As disciples of Jesus Christ we are commanded to go into all the world to preach the gospel—today cyberspace is part of that world.

Cyberchurch Update will help you get to know that world. It will introduce you to people ministering in it; it will challenge, inspire, and sometimes disturb you. You'll get condensed news from variety of specialized secular publications and commentary on the implications of that news.

Cyberspace—it's your space now—help make it part of the Kingdom of God.

"It's hard to pinpoint the precise moment, but sometime in 1995, the Internet got respect."

LA Times, Dec. 27, 1995

In 1995, for more people than ever before, computers reached out from their safe spaces on desks in self-contained offices to link, chat, argue, inspire, purchase, and connect all over the world through the information superhighway. Though still in its infancy in terms of people involved and the realization of its potential, this highway, also called the Internet, or the Web, has profound implications for how it will effect our Christian lives and ministries.

To be an effective witness for the gospel in this technological age, you need to be informed. This unique issue of Cyberchurch Update will define some of the key terms and ideas. Upcoming issues will continue to provide news and commentary on them.

■ Digital: the building blocks of the information age

All of the monumental changes going on in the world of technology and the reason why so much emphasis is on the Internet is based on a very simple premise—that all information can be represented by a combination of two conditions—either the presence or the absence of an electrical signal. This presence or absence is represented as either a 0 or a 1 and is called a *bit* or a *digit*. A digit originally meant a finger, our original counting tool. Eight of these bits is termed a *byte* and each byte can represent either a letter or number.

In the same way that the basic dots and dashes of Morse code formed a language that could communicate messages across the globe, the bits and bytes form *digital communication*. But unlike Morse code which moved very slowly, digital communication travels at the rate of billions of bits of information per second. Digitization means taking information, whether it is a word processed document, CD recording, or a color pictures of Jupiter from space and converting them to their digital components. This digitization is what allows them to travel at these speeds.

Words, music, and static images are only the beginning. Full-body scans have been done of some movie stars. More than one B-grade science fiction movie has had the "soul" of a character enter the computer upon death of the body.

Once reduced to these digital components, the elements can be edited, altered, manipulated and sent or projected anywhere.

Commentary: A photograph can be altered just like a word processed document. A face, a person, an entire world can be created out of stored parts of information. Because of this ease of creation and editing it is often difficult to tell the what was the original. For believers, the Hebrews 11 admonition that "we walk by faith and not by sight," will become more and more true as digital communication increases in sophistication. We can no longer believe what we see. We believe in a person, Jesus Christ and the truth of His Word, no matter what our eyes and senses tell us.

Proofing instructions for _____

Thank you for taking time to proof this material. We all want our publications to be the best they can be and the proofing process helps us accomplish that goal.

Guidelines for proofing:

- Below are the symbols to use in making your corrections. In addition to using these symbols, please make any additional notes, such as the correct spelling of an incorrectly spelled word in the margin.
- Please use a brightly colored pen, not pencil to do the corrections. If the corrections are to be faxed, used a dark-colored felt tip pen.
- Do not make corrections in the margin if they are to be faxed.
- If you have a question about something, write it out in the margin or place a number and clearly write it out on another page, under that number. Do not just put in a question mark.
- If you want a section of text inserted, if it is more than a few words, place a letter at the insertion point and clearly write or type the text under that letter on another page.

Proofing symbols:

te x t	delete letter	[text	move left
text text	delete word	Text or lc	lowercase
text .	delete punctuation	text or cap	capitalize
(text proof)		<u>text</u> or i'ta l	italicize
txet	transpose	text rom	roman or normal type
SP Josahua	spelling problem	text or hf	boldface
Jos hua		text w f	wrong font or typeface
proof [#] text	space	text ^o stet	let it stand, no correction
te ^e xt	close up space	^e xt	insert
text. ^{a#} The	delete extra space	text h text	insert hyphen
#	new paragraph	text ^h	insert comma
proof ^h		texts	insert apostrophe
text	no new paragraph	“text”	insert quotation marks
text]	move right	text ^o	insert period