

Good to Great

Penn State Abington



after

Tips on upgrading a newsletter to a magazine

Penn State Abington wanted a publication that would make a big impression on alumni and encourage them to strengthen their ties to the campus.

The school already had a two-color newsletter, but when it was ready to upgrade to a splashy full-color alumni magazine, the college development and alumni relations office came to Hollister Creative for help.

To transform a newsletter into a magazine involves more than higher grade paper. Here are three specific things that separate a magazine from a newsletter:

1. **ENERGY.** Energize your design with a sense of movement. Get away from strict grids of columns and boxes. Silhouette some photos (cut out the background).
2. **ART.** Obtain lots of great photos and use them liberally. Make sure that a professional photographer is on hand at important events, especially those that might yield the cover photo.
3. **ORGANIZATION.** Consuming a magazine should be a delicious experience, like sitting down to a full-course meal. Put some "appetizers" up front (a short opening column, a contents page with tasty teasers). Serve the "main course" in the middle (your hearty, satisfying feature articles). Add lots of tempting side dishes (your regular departments). Finish with a dessert tray (a few yummy items that are fun, like a caption contest, or pretty, like a colorful calendar of coming events).

With Lion Tracks, Penn State Abington is achieving its goal. The new magazine has garnered so much attention that it has added pages — every department on campus wants to be part of it!



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