

National Journal Communications Council

**Media
University**

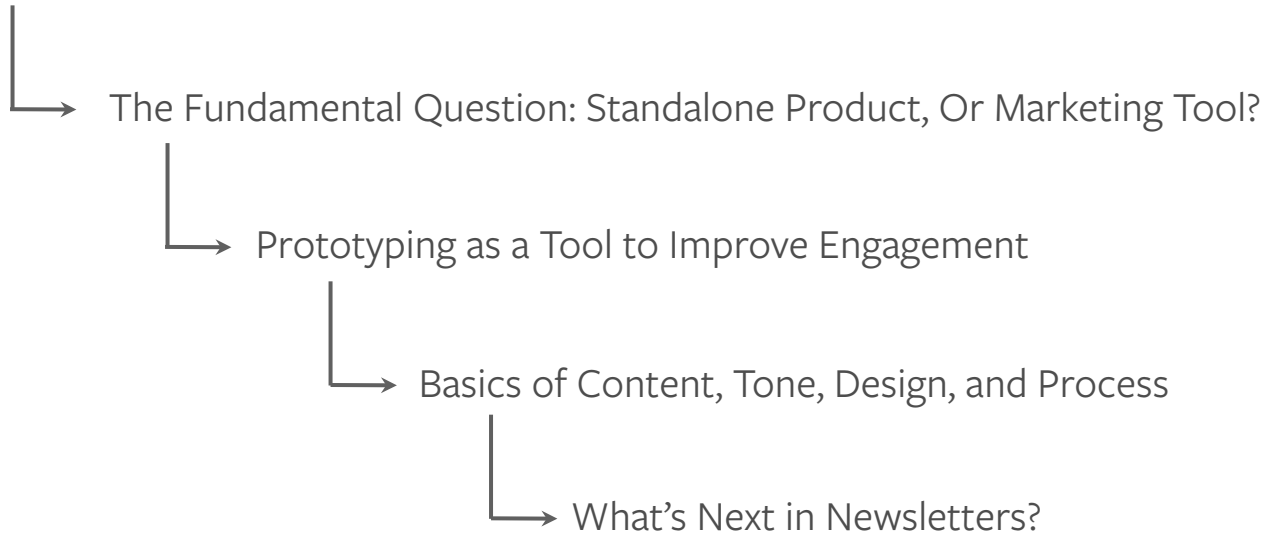
AMU 414

Building a Better E-Newsletter— Part 1

November 19, 2015

Our Time Together

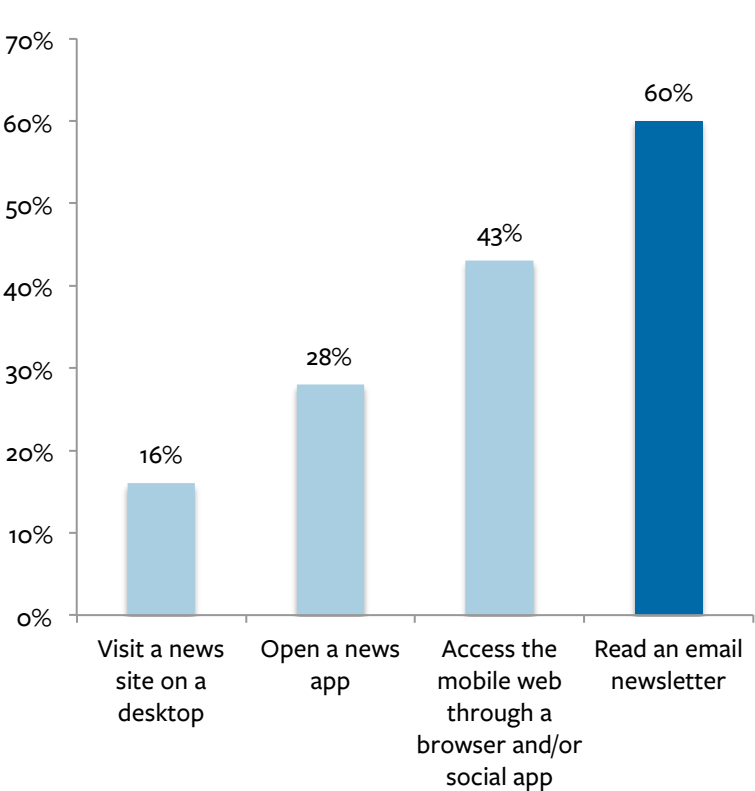
Setting the Foundation: Why Everyone's (Still) Talking About Newsletters



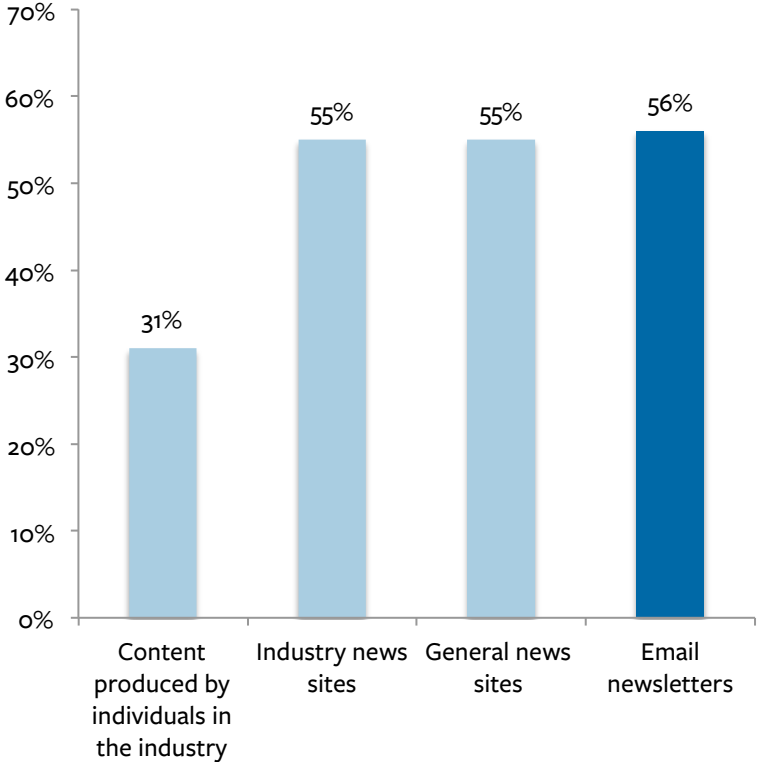
E-Newsletters Remain Business Influentials' Informers of Choice

Newsletters are Content that Resonates with Professionals Across the Career Ladder

Global Executive News Source, Among First Three Checked in Morning
Percentage of Respondents, n=940



Top Sources of Industry-Specific News
Percentage of Respondents, n=940

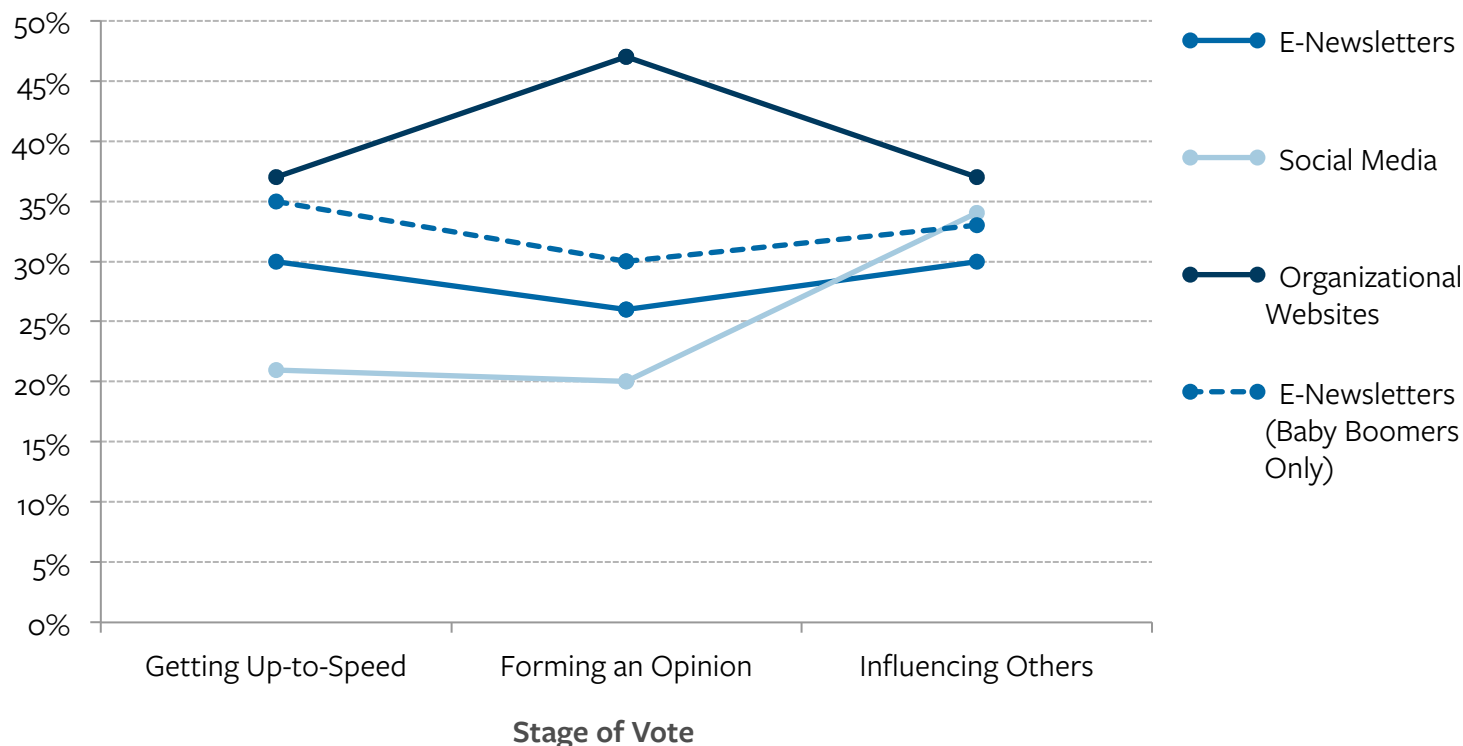


Source: Quartz Insights Global Executive Study, National Journal Communications Council research and analysis.

...And Hold Their Own as a Tool for Policy Decision-Making

Among Top Owned Channels, Second Only to Organizational Websites During Most Phases—
And Stronger Among Older Demographics

Digital Channels Used During Three Phases of Preparing for a Critical Vote
Percentage of WIA Respondents



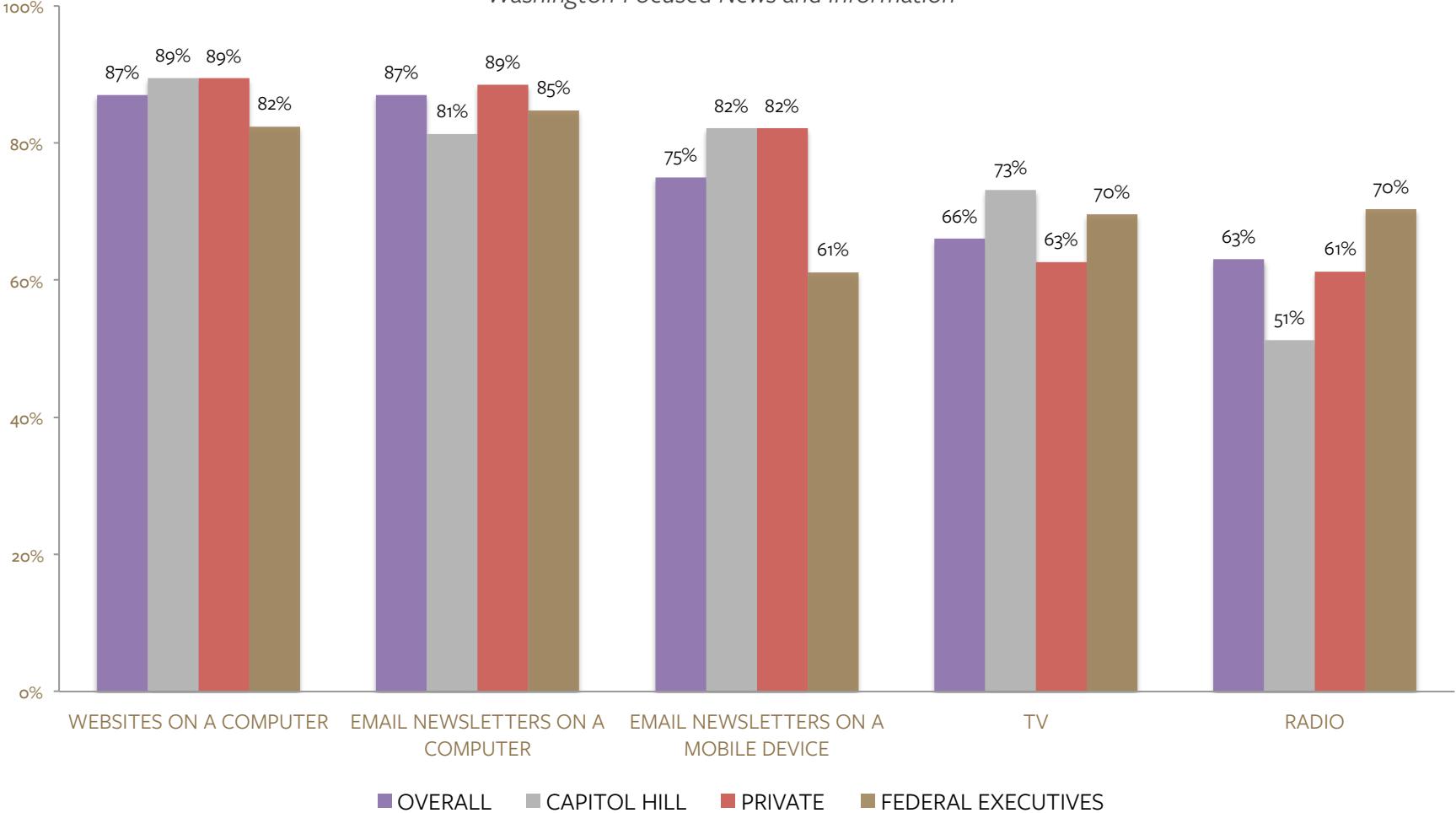
E-Newsletters hold their own against social media and even organizational websites in being key sources of policy information throughout the stages of a critical vote. In particular, their use to influence others is almost as high as that of social media, a more typical channel for sharing content.

Daily Consumption of Newsletters is Strong Across Sectors

On Desktop and Mobile, Among Top 3 Platforms Insiders Use Once a Day for Information Seeking

Daily Platform Usage (Top Five Platforms)

Percentage of WIA Respondents Who Use Platform At Least Once a Day for Washington-Focused News and Information

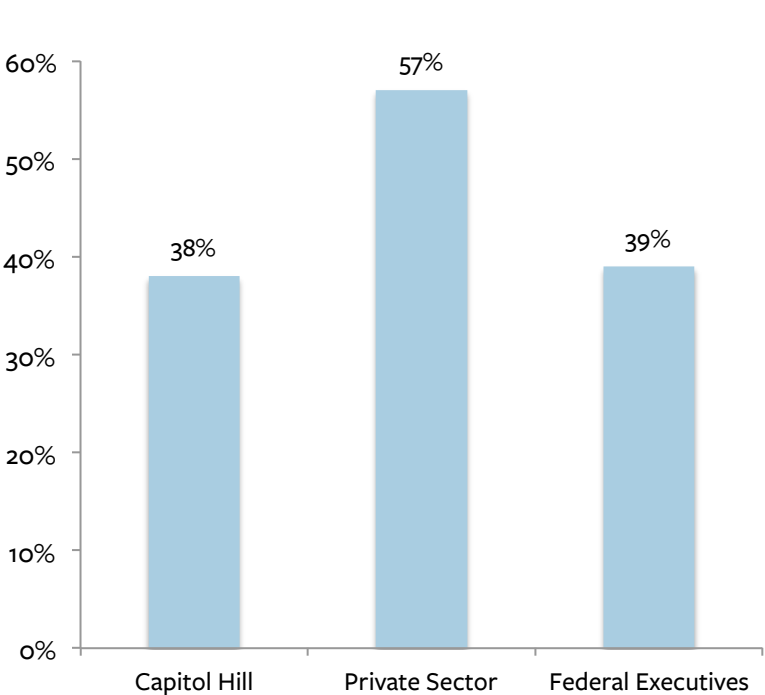


Source: National Journal Communications Council research and analysis.

The Private Sector Values Advocacy Newsletters at Highest Levels

Newsletters Break From Other Trends to Highlight a More Engaged Private Sector

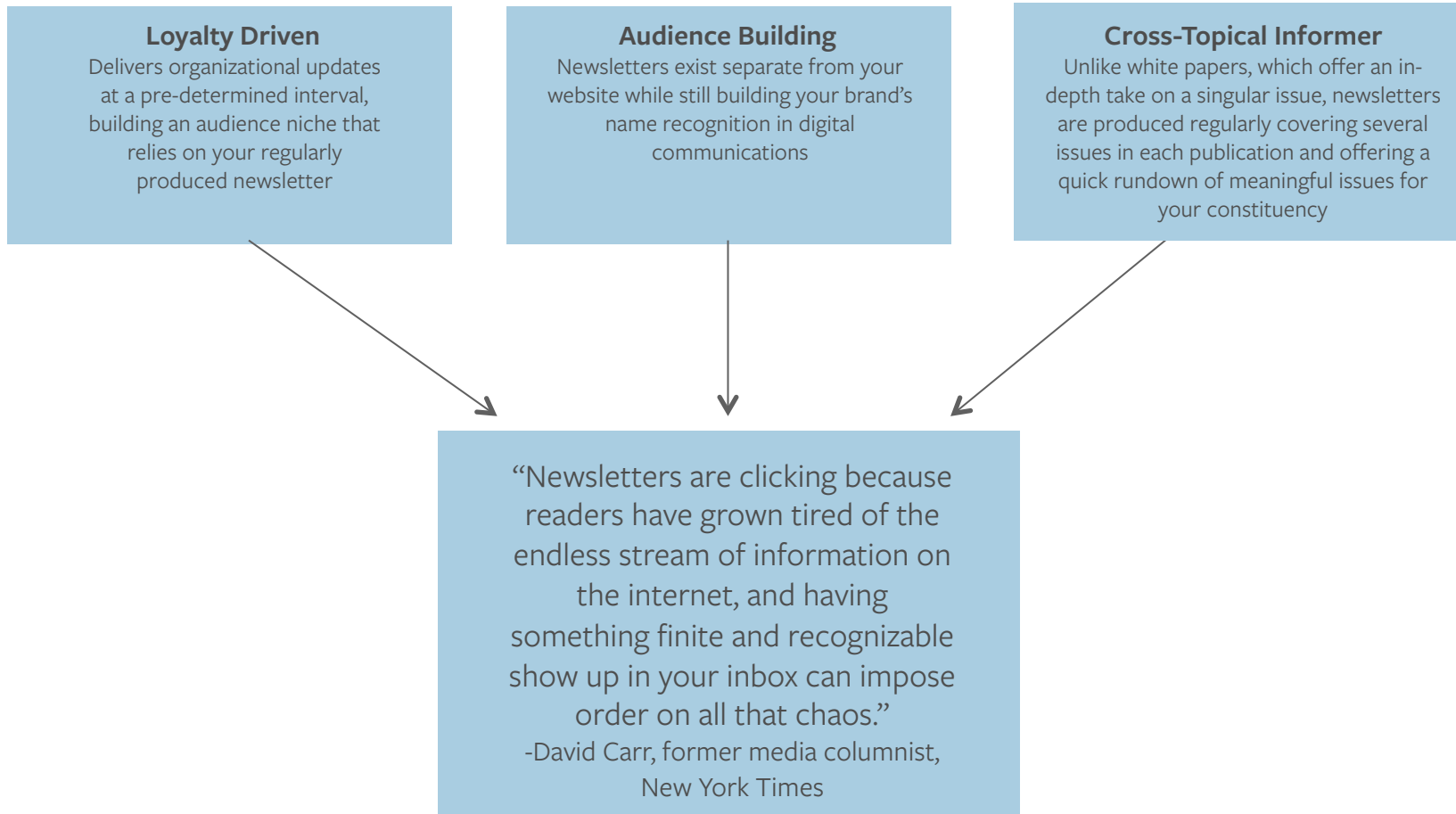
Seek Out Advocacy or Association Content in E-Newsletter Format
Percentage of WIA Respondents



Democratic respondents were nine percentage points more likely to turn to advocacy newsletters compared to Republicans, at 54% versus 45%, respectively

Considering the Benefits of an Advocacy Newsletter

A Newsletter Condenses Your Organizational Objectives, Giving “Order” to “Chaos”



Weighing the Constraints of Newsletter Publication

Managing Expectations for Newsletters in an Information-Saturated Washington

Finding Balance



The Upside

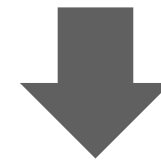


“What’s exciting about email is, **people invite you into this space** and you get the opportunity to make a good first impression.”
- Dan Oshinsky, BuzzFeed

When crafting content and measuring success, keep in mind:

- Newsletters are by their nature a serial product; building relationships and setting expectations with readers takes time
- Your own internal benchmarks may take time to develop, but are the best marker of your success

The Downside



“...If your emails are not good, you’re in a pretty important space and **people kick you out.**”
- Dan Oshinsky, BuzzFeed

The Most Important Choice

Your Philosophical Approach to Your Newsletter Will Dictate Content, Format, and Measurement

Conveyor



“Our main objective is to drive traffic to content hosted elsewhere. The newsletter is a distribution mechanism, not a product in itself. It’s part of a web of communications, and our website is the hub.”

- Pew Charitable Trusts

VS.

Standalone Product



“At Quartz, our newsletter stands alone. It’s not a marketing channel. There’s a sense of satisfaction in getting everything you need to know.”

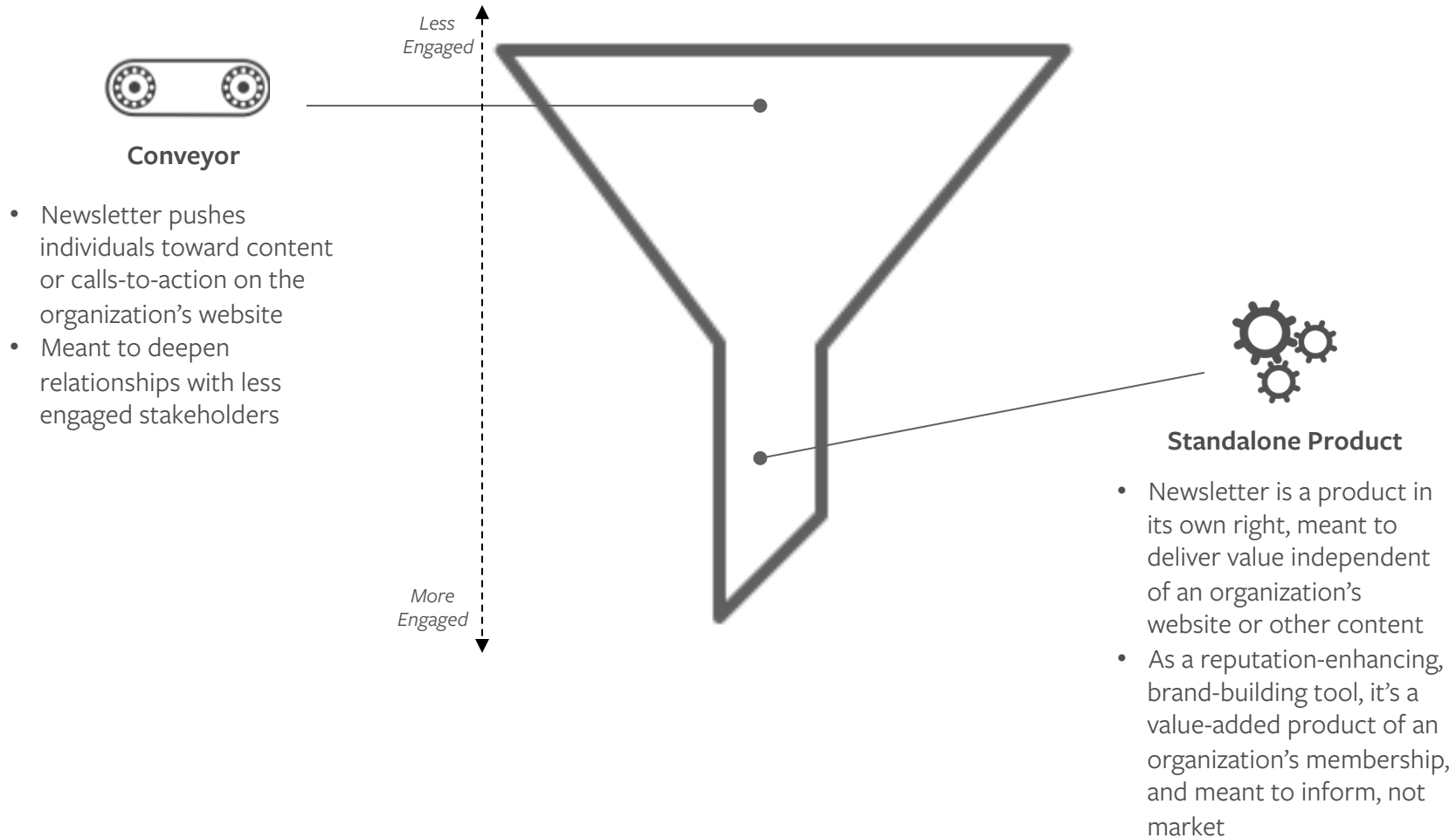
- Quartz

“People should only click links if they want to know more, or find it really interesting--not because we left something out.”

-Buzzfeed

Determining Where It Fits In Your Marketing Funnel

Goals, Audience Loyalty Drive Whether Newsletter Stands Alone or Directs Traffic Elsewhere



Conveyor Function Drives Content and Form

Text Creates Curiosity Gaps, While Strong Visuals Inspire Engagement

Unrelated Content Suggestion

Teases other content on website for hyper-engaged readers

[Plus: Hope for penguins in 2016? »](#)

[View Online](#)



Driven by the power of knowledge to solve today's most challenging problems.

Environmental Initiatives

Featured Stories

It's Official California-Size Marine Sanctuary Created



[Last week, Palau made history by fully protecting 83 percent of its ocean territory—more than any other country. The decision follows marine victories in Chile and New Zealand, helping to make 2015 an unprecedented year for ocean protection. \[Map and facts »\]\(#\)](#)

Organizational Brand at the Forefront

Recurring header features organizational mission to reinforce brand

Sweeping Visuals

Better as an initial eye-catching statement rather than a factual informer, used heavily because Pew's audience opens primarily on desktop

Calls to Action

Custom overlaid visual calls-to-action implore the reader to go back to the website and call attention to additional content; Pew has seen significant increases in clickthroughs than images or text alone

Summarized Content

Hyperlinked text gives a brief topical rundown but suggests the reader take closer look

When Clicks are Goals, Consider Incorporating Multimedia

Signaling Content and Setting Expectations Key to Garnering Engagement

Each weekly NUL newsletter features a link to a short, 6-7 minute video greeting from its Executive Director. Videos highlight current policy happenings and organizational developments, focusing on “what does it mean?”



Try This At Home

- ★ Add a screengrab from your video with a fake “play” button overlaid; data from Pew has shown that this increases clickthroughs and video views.
- ★ Try using animated gifs to share a sneak peak of the video content—but, use this tactic sparingly for maximum effectiveness.

Case in Brief



**National
Urban League**

Profiled Content: National Urban League’s Newsletter

Organization Type: Think Tank

Results: Featuring vlogs in the newsletter led to an increase in readership as well as opportunities for speaking engagements and radio spots for the organization.

Standalone Newsletters are Rich In Content, Less About Visuals

Largely Self Contained Products that Encourage, But Do Not Require, Leaving the Platform

Consistent Sections

Each issue has repeat sections, offering the reader a predictability to their experience

Detailed Summaries

Story descriptions are in depth enough as to not require clicking through, but hyperlinks to various sources are available

AMERICANPRESS
institute

Need to Know
Monday, November 16, 2015

Fresh useful insights for people advancing quality, innovative and sustainable journalism

● OFF THE TOP

You might have heard: [Facebook says there's early signs that Instant Articles are a success and says Instant Articles are more likely to be shared than regular links](#)

● But did you know: [Early data from NewsWhip on The New York Times shows Instant Articles are three times more likely to be shared](#) (NewsWhip)

● Analysis by NewsWhip of The New York Times' 20 Instant Articles published between Nov. 9 and Nov. 12 found that Instant Articles on Facebook were shared, liked and commented on more often than regular links: Instant Articles were 3.5 times more likely to be shared, 2.5 times more likely to be liked, and 5.5 times more likely to be commented on than regular links. However, NewsWhip is clear that there are some caveats, namely that these interactions are for all users, not just the iPhone users who see Instant Articles. The New York Times is also posting select Instant Articles that are likely to do well on Facebook anyway, unlike [The Washington Post, which is posting all its stories as Instant Articles](#).

+ Noted: [Bloomberg launches Bloomberg Gadfly](#) (Politico Media), an extension of its opinion section Bloomberg View that will "provide rapid, smart takeaways on the day's most important news on markets, finance, companies and technology" (Bloomberg Business); [The Washington Post received a record-breaking 66.9 million monthly visitors in October](#), and says 40 percent of its visitors are Millennials (Washington Post) and [more people visited The Washington Post's website in October than The New York Times, which received 65.8 million monthly visitors](#) (Digiday); [The New Republic's redesign targets younger readers with a mobile-first approach](#) (Fast Company); [The New York Times opens applications for the David Carr Fellowship](#), "an opportunity for a journalist still fairly early in his or her career to build upon David's commitment to holding power accountable and telling engaging, deeply reported stories" (New York Times)

Newsletter Mission Statement

Mission statement accurately describes the newsletter's specific goal, not just that of the organization—and because of this, the organization's brand is secondary

Lack of Images

Keeps focus on the stories and insights offered, and makes for a lighter load time

How API's Goals Translate to a Standalone Product

When re-thinking their newsletter last year, API wanted it to be "unique and actionable," and for readers to "apply that-day practices." This specific vision translates into their plan for content, which each day includes both basic information for a story but lots of options for readers to dig deeper.

Metric-Driven Success Should Reflect Overall Philosophy

Clear Differences in What's Worth Tracking When the Newsletter is a Product vs. a Marketing Channel



Sample Conveyor Metrics

Start With These...

- **Open Rates:** The number of people receiving your email who open
- **Click Rates:** Proportion of individuals who open your newsletter who proceed to click on a link which directs them to external content

...And Then Try These

- ★ **Web Engagement:** How long do individuals spend on the website when accessing it through the newsletter vs. accessing it via web browser or social, and are they taking different actions?
- ★ **Call-to-Action Success:** How often do people follow through on sharing, watching, or learning more?
- ★ **Audience Subsets:** Do targeted segments of the audience perform better or worse, and do you value them equally?



Sample Standalone Metrics

Start With These...

- **Open Rates**
- **List Growth:** Increases in your subscriber base can indicate that forwarded emails and social shares are propelling new engagement; patterns in decreases can indicate reasons for unsubscribes
- **Screen Time:** The amount of time someone spends on your newsletter, demonstrating its strength as a standalone product

...And Then Try These

- ★ **Return Engagement:** How many readers are repeatedly opening newsletter days or weeks later?
- ★ **Reader Loyalty:** Are the same people consistently reading your newsletter or are opens coming from inconsistent sources?

★ And always consider qualitative feedback from readers, as well as device- and platform-specific open rates

Approaches to Prototyping a Newsletter

Should You Demo the Finished Product or Go Piecemeal? Start in Private or Go Public?

AMERICANPRESS
institute



Audience Testing:

Private testing improves the product without disrupting an existing audience.

API wanted to launch a completely new product to replace an existing newsletter. They presented the newsletter to 5 to 10 core members of their target audience for feedback.



Product Testing:

“The whole enchilada” – one launch, less confusion.

Since they had previously relied on an aggregation service, API wanted to test the new work-flow of working in-house on a newsletter. They worked privately for two weeks until they were comfortable with the process. The final launch piece included an introduction note about the changes.

BuzzFeedNEWS



Public testing helps you target your audience.

BuzzFeedNews was launching a new venture. They approached their newsletter as an opportunity to learn about their potential audience, sharing their work with groups on social media.



“Snackable” – more opportunities to get it right.

BuzzFeedNews had about a month to develop a finished product. Releasing prototypes of the newsletter section by section allowed them to work quickly and focus their testers' feedback.

How you test your newsletter will depend on:

- Audience: Are you starting a new product or do you have a loyal following?
- Deadlines: How quickly will you need a finished product?
- Product: Are you replacing an old product? Supplementing it? Or starting fresh?

Approaches to Prototyping a Newsletter

How BuzzFeed Knew When to Listen to Audience Feedback

Millie Tran
February 4 · New York, NY · 🌐

Hi friends, we wrote up a quick backstory about the death of the Argentine prosecutor as an experiment for cool stuff to come in the BuzzFeed News app. Can you read and let me know what you think? Was it useful? Have you been following the story already? If not, are you intrigued? If you weren't and won't, why?

Also, seriously -- I am obsessed with this story. So interesting on so many levels.

This is a #teamnewsapp experiment. Feedback to smi@buzzfeed.com. Backstory If you haven't been following the story of Alberto Nisman, the Argentine state prosecutor who died in the middle of an invest...

Snippet / Wednesday 4 Feb 2015

This is a #teamnewsapp experiment. Feedback to smi@buzzfeed.com. Backstory If you haven't been following the story of Alberto Nisman, the Argentine state prosecutor who died in the middle of an invest...

WWW.EVERNOTE.COM



Helpful format! I have been meaning to look into this story and found the format a great way to catch up and get the basic facts quickly

February 4 at 4:59pm · Unlike · 🍷 1

This is a great idea, Millie. I started following the story a few days ago, and it does feel overwhelming to piece together new developments over time (for many other stories as well). Also, I'm a fan of bulletpoints and contextual links, so the format is quite helpful too.

February 4 at 4:57pm · Unlike · 🍷 1

#1: The Ask:

- **Specific questions:** “Was it Useful?”
- **Narrow focus:** “a quick backstory about the death of the Argentine prosecutor”
- **A little encouragement:** “Also seriously – I am obsessed with this story.”

#2: The Response:

- **Answered the questions:** “Helpful format!”
- **Explained why:** “I’m a fan of bulletpoints and contextual links...”

#3: The Result:

BuzzFeedNews added “Backdrop” to the newsletter.

Backdrop

Houthi insurgents — not al-Qaeda — recently [toppled the Yemeni government](#), which had supported American drone strikes against al-Qaeda in the country. The [Houthis are anti-American members](#) of a Shiite sect. “The same group that has waged six brutal wars against the Yemeni state over the past decade is now the state,” writes [BuzzFeed News foreign correspondent Gregory Johnsen](#).

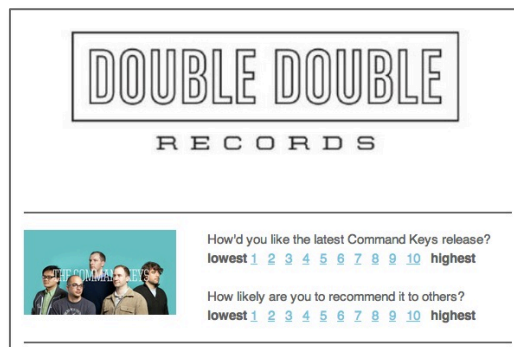
Don't Just Push Out Information; Pull Subscribers In

Build a Loyal Subscriber Base by Integrating Member Activities in the Newsletter



Feature Members

The American Academy of Ophthalmology includes member profiles in their newsletter and on their blog. Participants enjoy sharing advice with other members while readers are curious to see who will be featured each month.

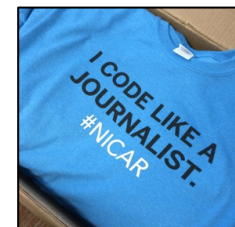


MailChimp

Embed Short Surveys

MailChimp and other services allow users to embed survey questions into an email. Users are encouraged to share their opinions and can click through to a fuller survey if they are interested. Organizations can use the service to get a fuller picture of the membership.

Annual T-shirt Design Competition!



Here's how it works:

Jan 22-31: Submit your designs by emailing them to shirts@ire.org. We'll take just about any high-resolution format.

Feb. 1-7: Vote for your favorite designs. We'll have links on the homepage and [CAR Conference page](#).

Feb. 10: Winning designs announced on the IRE website.



Include Contests

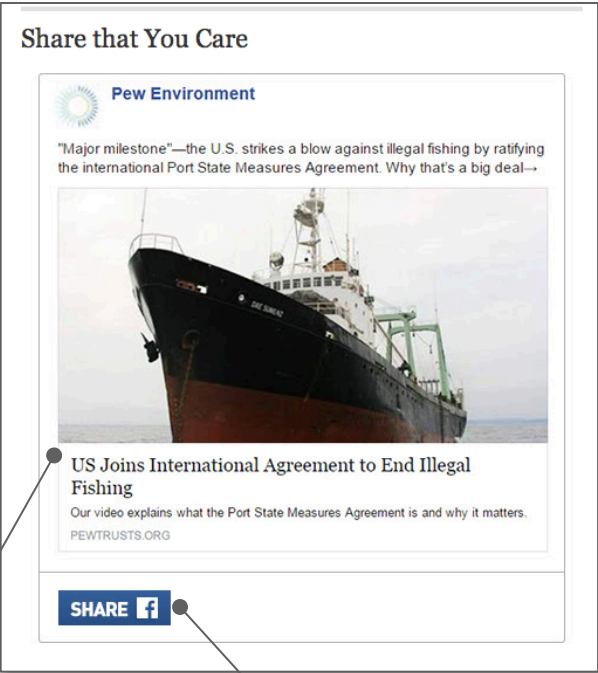
Before the annual conference, members of Investigative Reporters and Editors submit designs for t-shirts to be sold at the conference. Members vote on a winning design, fostering friendly competition – even campaigning – among members.

Integrate Opportunities for Engagement

Newsletter Can Be a Strategic Vehicle for Amplifying Social Content

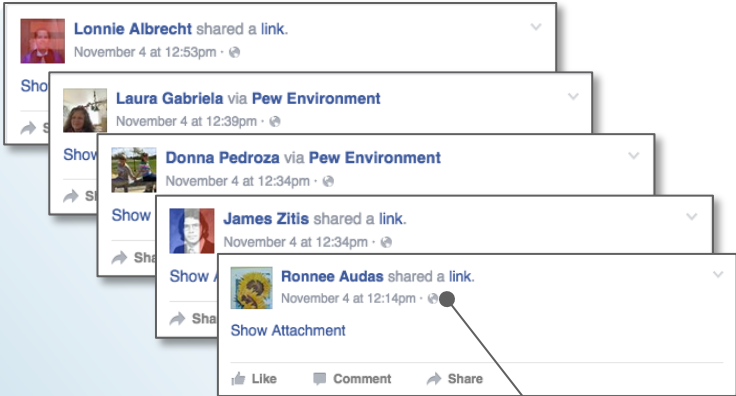
Pews Integrates Specific Social Content into Weekly Newsletters...

...and Posts See Regular Boosts in Engagement



Pew includes full-width screenshots of recent social posts in its environmental advocacy newsletter

Images are overlaid with custom "share" buttons that direct readers to the original post on social media



Although the original post was more than a week old at the time it was featured in the newsletter, much of the engagement appears to have come from the subsequent newsletter push—not the original post on Facebook

Don't Be Afraid of Personality

Providing a Personal Touch Is More Engaging, Can Still Be Professional



GOOD EVENING EVERYONE AND WELCOME TO OVERNIGHT FINANCE

where I have emerged from a brief state of panic after looking at my watch and realizing that I never changed it to sith-lord-black-hole time.

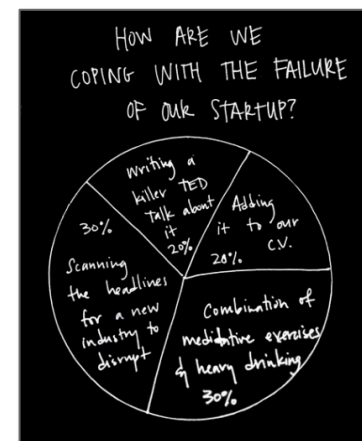
Now on to the news and the marathon federal highway spending bill...

The New York Times

Stuff We Liked: Prussian Cavalrymen and Congressional Excuses

Compiled by DAMON DARLIN

Our dear friend and former colleague Derek Willis, now at ProPublica, compiled data on absentee members of Congress. The best part was a [database of the excuses](#) they made for missing votes, like “because the Capitol Hill police would not let my vehicle enter the grounds due to a security ‘event’ regarding the escort of a foreign dignitary.”



The Memorable Voice

Kevin Cirilli, a former reporter for The Hill, was known for his personal introductions to the “Overnight Finance” newsletter. These included humorous segues into content or commentary on life in D.C. They often demonstrated his knack for creative writing.

- ★ Encourage a strong writer on staff to begin each newsletter. Don't worry about staying on-point if commentary is relatable.

The Professional Recommendation

The New York Times’ “The Upshot,” includes a “Stuff We Liked” section. While less warm than other newsletters, “The Upshot” still has an editorial voice. “Stuff We Liked” highlights amusing data and interesting reporting from across the web.

- ★ Make recommendations, include small details about why staff members like a website or article.

The Commentator

Ann Friedman is a freelance journalist who writes a weekly column for NYMag.com. She's established herself as a frank and humorous writer and pie-charter of contemporary culture, including in her newsletter, “The Ann Friedman Weekly.”

- ★ Have a doodling staffer? Ask them to include an editorial cartoon or graph.

Email is Fundamentally a Mobile Product

Primary Uses for Email and Smart Phones Coincide



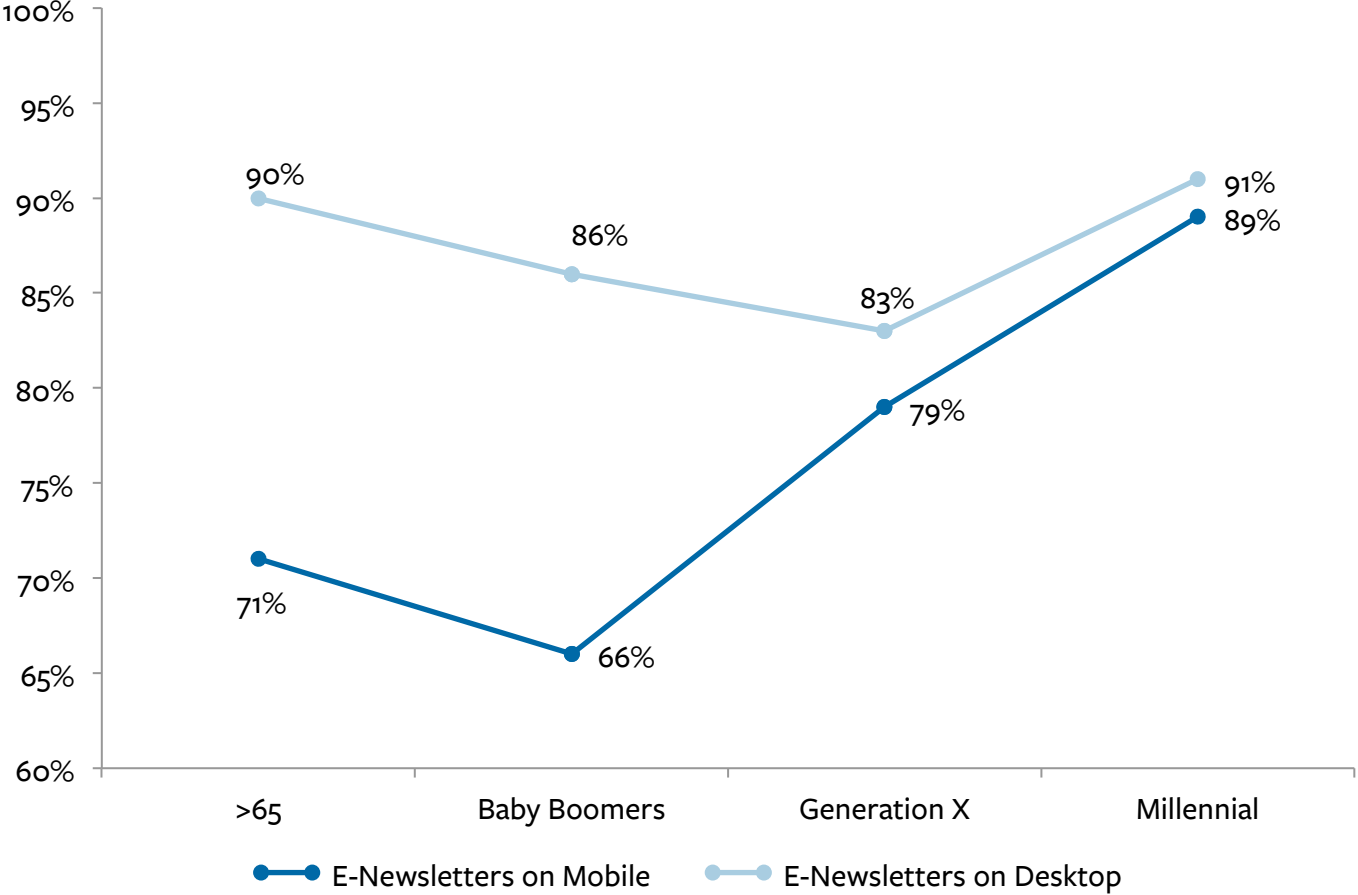
Mobile and Email Interlinked

According to Pew Research Center, in 2013 (the most recent year of measurement) 52% of adult cell phone owners used their phone to send or receive email. That percentage has gone up every year since 2009. Meanwhile, Adobe found that 88% of Millennials regularly check email on their phones.

A Convergence in Viewing Platforms

Multi-Platform View Rates Reinforce Importance of Thinking Mobile-First, and Scaling Up

A Narrowing Desktop-Mobile Newsletter Gap in Washington
Percentage of WIA Respondents by Generation Who View News Daily in E-Newsletter Formats



Source: National Journal Communications Council research and analysis.

Keys to Successful Mobile Optimization

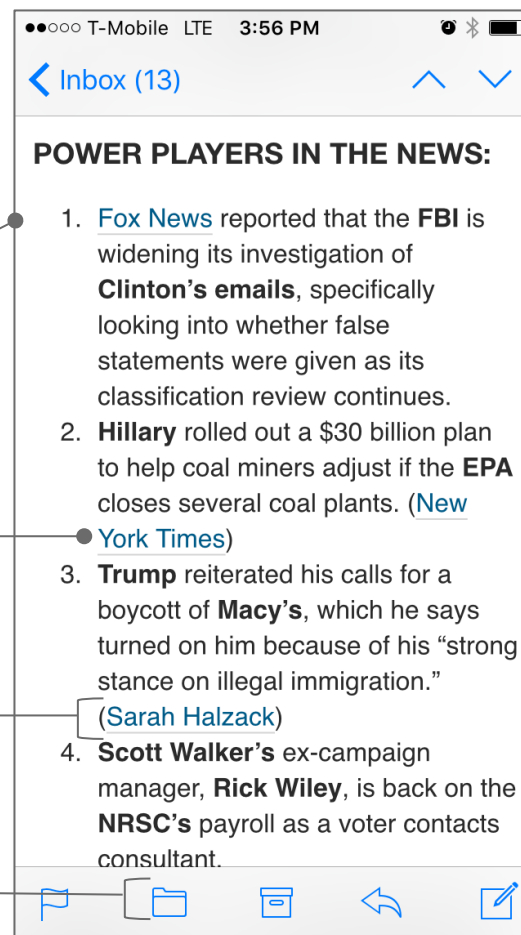
Tips from E-Newsletter Writers, Managers, and Strategists

Make text “scannable.” Break up text with plenty of white space. Use bold or larger text to indicate importance. Fonts should be easy to read on a small screen.

Important information should be at the top. Less important information should occur further down. This is true for each section within the email, too.

Make sure links are distinct from the rest of the text. Underline the text or use a different font color to make sure links pop.

Links should be at least as large as a key on the keyboard. Anything smaller becomes difficult to click.

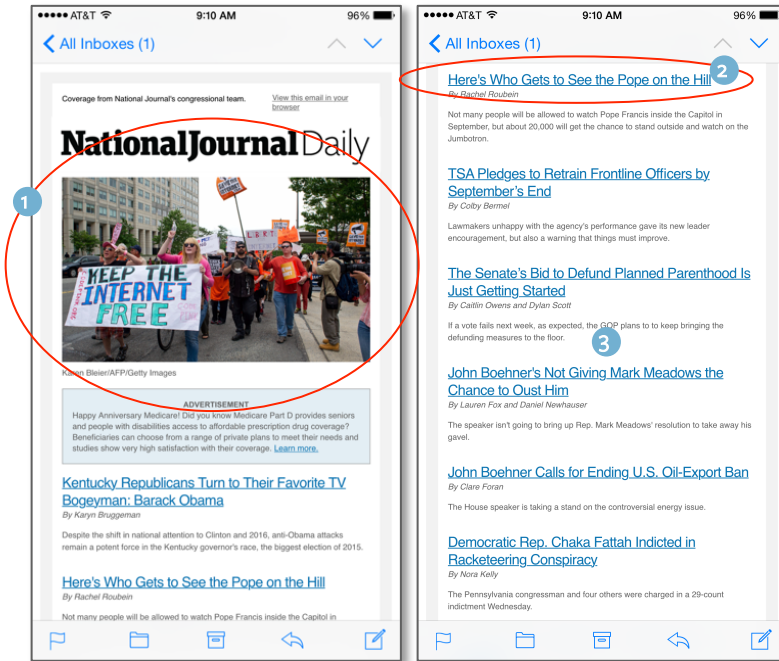


Practicing What We Preach

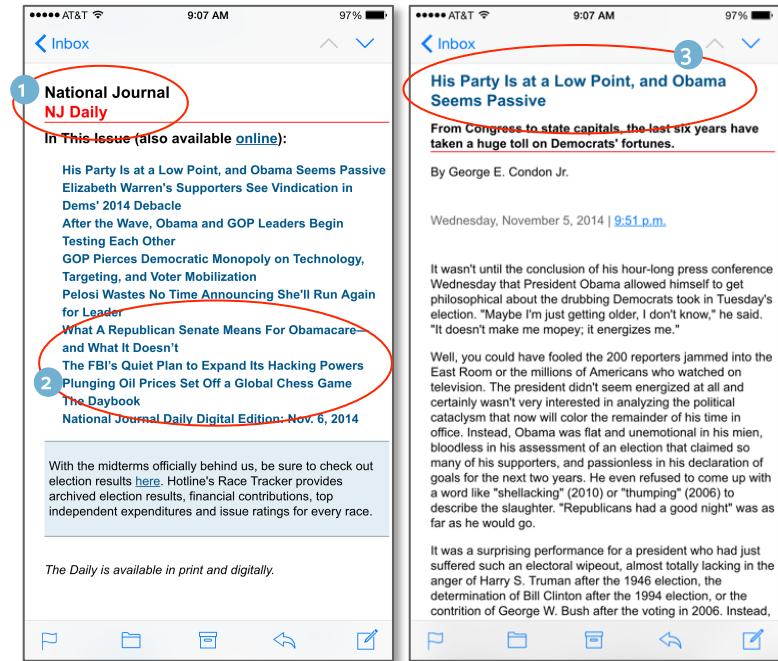
How NJ Daily Was Redesigned to Provide a More Fluid, On-Brand Mobile Experience

The New and Improved

The Original



- 1 Attractive image and bold publication title at the top situates reader in both the brand and key topics
- 2 Clear hyperlinks with larger font connect back to main articles of interest without taking up significant space
- 3 Streamlined interface highlights only the most important stories and ideas for quick consumption (whole newsletter can be snapped in three images)



- 1 Smaller header and inconsistent subject line makes newsletter feel more spammy than the product of a high-end brand
- 2 Article hyperlinks bunched at the top of the page, linking to full-length articles as the user scrolls down
- 3 Entire newsletter would need to be snapped in 10+ images; unwieldy and blocky interface doesn't seem to encapsulate key news of the day

After Starting With Mobile, Think Platform Optimization

A Timeline of Best Practices Any Newsletter Should Follow



Before launch:

Aol.

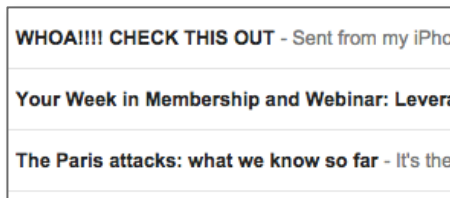


Test newsletter on all browsers and platforms your subscribers are using.

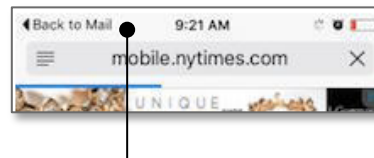
Be sure newsletter displays properly on different-sized screens.



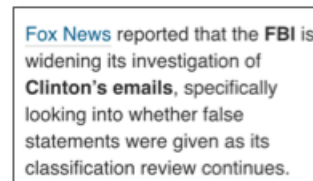
Often:



Do not use ALL CAPS or cute fonts. Check fonts for readability.



Make sure links open in new browser.



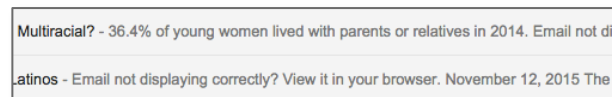
Be clear about where your news is sourced.



Occasionally:



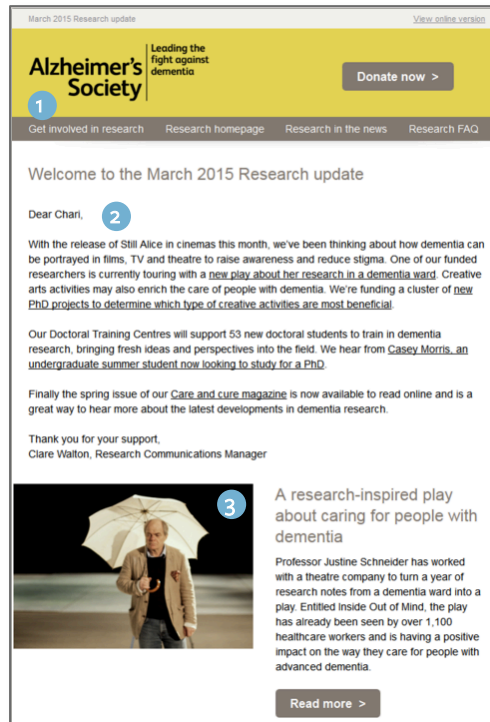
Test load times. Remember many users check email on phones, which may not have strong signals.



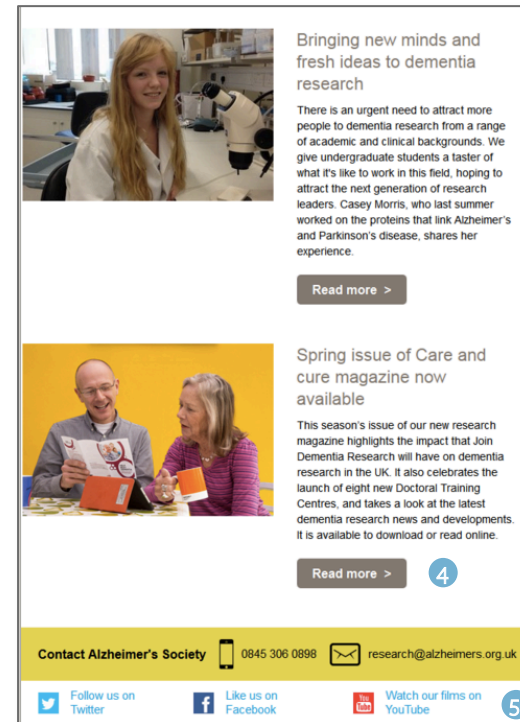
Update the text that will display in the preview window in subscribers' inbox. Make sure it is relevant to the content within the email. Avoid lines like "Email not displaying correctly?"

Newsletter in Action: Alzheimer's Society

Is it a Newsletter? Or a Webpage? Layout Confuses the Role of a Newsletter



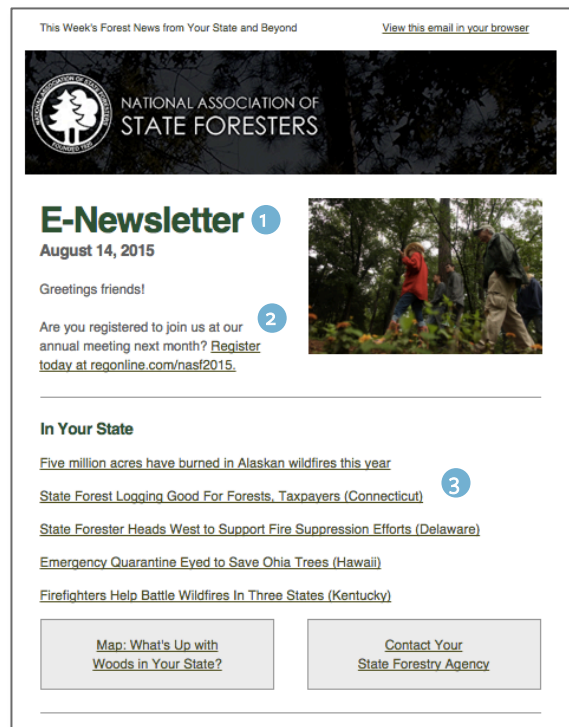
- 1 Header is too similar to a webpage. It's unlikely most readers use the menu bar along the top of the page to navigate to the website.
- 2 The letter starts off personalized, but it stops there. It's a lengthy recap of what's in the newsletter without any added value.
- 3 Images add a human element to the newsletter, but they aren't clickable.



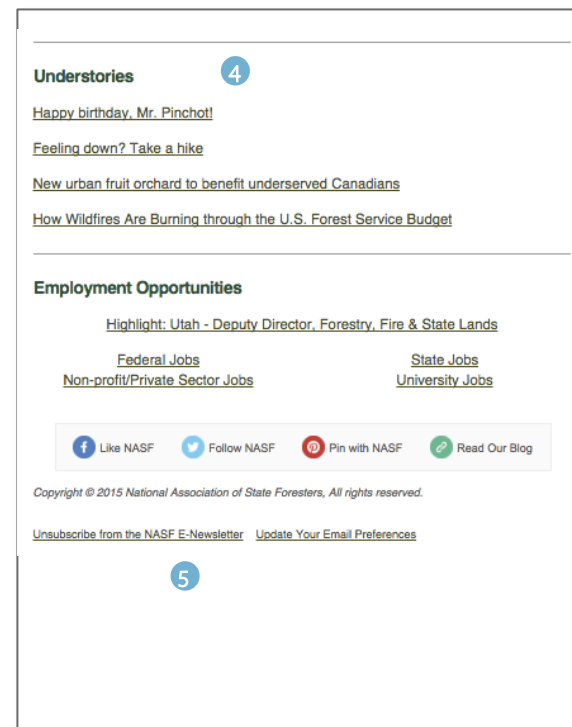
- 4 The buttons are unnecessary. Readers know to click the headline or the image to continue reading.
- 5 Social media icons are great; however, these do not allow users to share the newsletter. It's a missed opportunity to gain subscribers.

Newsletter in Action: National Association of State Foresters

Wonderfully Simple Works, But Room for Incremental Improvements



- 1 NASF does not need to announce in bold that the email is an “E-NEWSLETTER.”
- 2 Instead, important information, like the reminder to register for the annual meeting, belongs at the top.
- 3 “In Your State” is a great idea for a section, but it’s hard to scan. NASF could move the state to the beginning of each headline or they could personalize it based on subscriber information.



- 4 The “Understories” headlines are unclear. NASF could add sources, so readers know where they are clicking. They could also add short descriptions to save readers from clicking through to stories they may not find interesting.
- 5 The newsletter has clear “unsubscribe” and “preference” options.

The Proper Procedures: Curated Newsletter

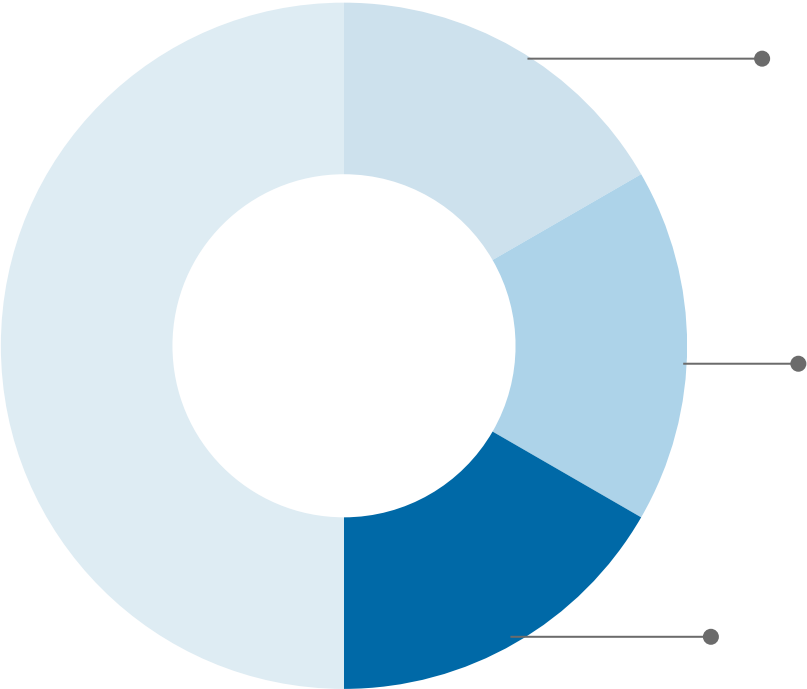
How long should it take to produce a newsletter? What does it entail?

Sample Newsletter Routine

Reading and Budgeting



Spend 50% of your time reading and synthesizing information. The remaining 50% should be devoted to writing and production.



Writing



Editing



Production



Results Will Vary



If you're spending more time curating than you'd prefer, consider setting up Twitter lists, an RSS feed, or Google Alerts to help you track content.

Source: National Journal Communications Council research and analysis, the Noun Project

The Proper Procedures: Editorial Newsletter

How long should it take to produce a newsletter? What does it entail?

Sample Newsletter Routine



Budgeting:

Determining and assigning topics should be about 25% of the procedure.



Writing, Editing, and Production:

About 75% of the time will be spent organizing the final efforts. Time spent on each task will depend on the departments and their writers.



Budget Meeting



Writing and Editing



Production and Delivery

Results Will Vary



If you're having difficulty managing your team's responsibilities, consider a product tracker like Asana, which lets you assign tasks, communicate, and set priorities.

What's Next? Unconventional Curation

The Atlantic Daily's Unusual Sections Make News Memorable



QUOTED

Flora Desprats-Colonna, a filmmaker who lives near the site of one of the Paris attacks: "I think the terrorists attacked here because we are all mixing together. [They don't like that.](#)"

Daniel Hamermesh, a labor economics professor, on increased wages: "You're not going to get this [for free.](#)"

David Karol, a political scientist, on why presidential polls aren't reliable: "The media don't always report the numbers that say 'not sure' or '[don't know enough.](#)'"

A Paris cafégoer: "I never thought having a drink on a café terrace would be an act of resistance. But I could [get used to it.](#)"

NEWS QUIZ

1. Consuming _____ can alter humans' gut microbiomes for up to a year.

([See answer](#) or scroll to the bottom.)

2. The oldest stars in the universe are composed almost entirely of _____.

([See answer](#) or scroll to the bottom.)

3. New research suggests that gourds, pumpkins, and squashes have survived the past several millennia only because of _____.

([See answer](#) or scroll to the bottom.)

1) A common but quirky element can enliven issue coverage.

The "Quoted" segment shares unconventional takes on topical news. It introduces new perspectives on issues in brief, thought-provoking ways.

1) Consider the one-way interaction.

Engagement doesn't have to happen on social media. The Daily's News Quiz doesn't ask subscribers to submit answers. Instead, readers can puzzle over them in private, or scroll to the bottom to learn more.

Try This At Home

- ★ You can create your own version of "Quoted" or "News Quiz" by borrowing from interviews and articles you already feature. Consider using "Quoted" for interesting or divisive topics. "News Quiz" is useful for complicated but curious topics.

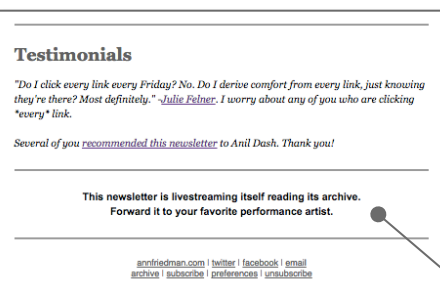
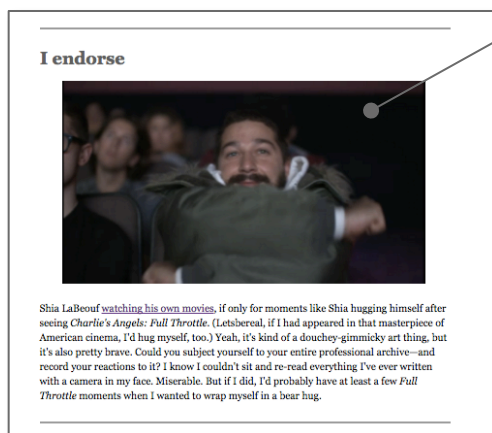
What's Next? Get Personal

“The Ann Friedman Weekly” Lets the Freak Flag Fly – to Critical Acclaim

1) Be clear about the balance between personal and professional content. The header font and gifs say, “Come in, have fun!” but the content beneath is serious (Mizzou activism), silly (*Master of None*), and sassy (“jerks”).



2) Content should be curated but relevant. Friedman’s topics are timely, but her takes are wholly her own. She always contributes to the conversation rather than parroting it.



3) Carry personality throughout the entire newsletter.

Even closing messages are personalized, referring to previous content. The use of testimonials at the end pokes fun of the self-serving nature of the newsletter at the same time that it validates it.

Try This At Home

While you may not want your topic to get lost beneath the voice of one person, you can tie in personality in small ways.

- ★ Consider writing a themed closing message.
- ★ Be open to making pop culture references or using everyday language.
- ★ If you have a strong personality that represents your organization well, consider letting them write a section of the newsletter.

What's Next? Start a Newsletter Challenge

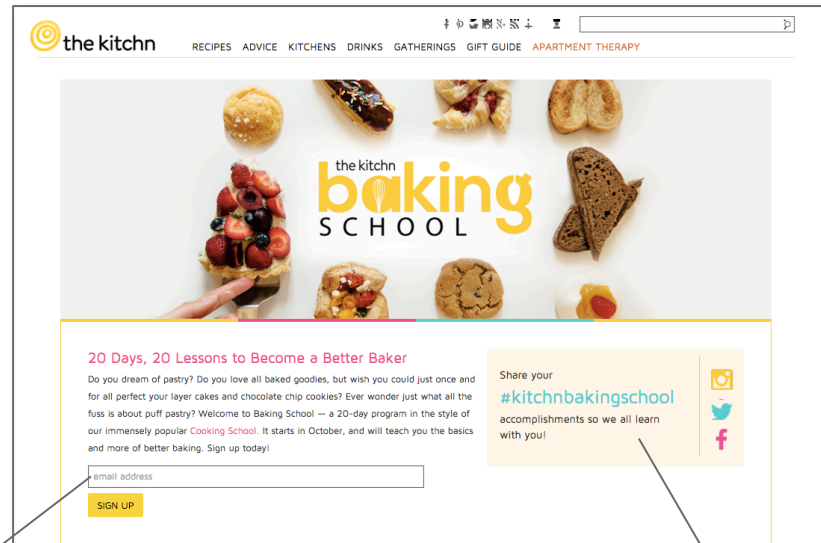
The Kitchn's 20-day Baking Series Educated, Engaged and Entertained

1) Start with an exciting challenge

The Kitchn promises they can make each student a better baker in 20 days

2) Break it into easy steps

Students receive homework assignments they can complete in one night



Try This At Home

- ★ Start a 20-day advocacy challenge with homework for beginners, intermediates, and experts.
- ★ Re-cap a popular conference session; email mini-lessons to members who couldn't attend.

homework

Every Baking School lesson has three homework options. Maybe you've already got one down, or you just have time for a quick study session. So pick one, and show us by tagging it with #kitchnbakingschool on Instagram or Twitter.

a

Learn the difference between medium, large, extra-large, and jumbo eggs.

b

Attempt to crack an egg using only one hand. Watch [this video](#) for guidance.

c

Practice whipping an egg white until it becomes grainy (so you never do it again!). Or **slowly cook an egg yolk** until it coagulates. Observe the different ways eggs can change as you do one of these homework assignments.

3) Make it communal

On social media, students have a collective experience. They ask for help and share their results



National Journal Communications Council

**Media
University**

AMU 414

Building a Better E-Newsletter— Part 1

November 19, 2015