

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY  
AMU 414: BUILDING A BETTER E-NEWSLETTER—PART ONE

Additional Course Resources

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I. Examples

Links in this section were referenced throughout the presentation slides.

Quartz Global Executives Study: <http://insights.qz.com/ges/>

Pew Charitable Trust's Bi-Weekly Environmental Initiatives Newsletter:  
<http://www.pewtrusts.org/en/topics/environment>

National Urban League Washington Bureau Newsletters:  
<http://nulwb.iamempowered.com/content/nulwb-newsletters>

American Press Institute's Need to Know Newsletter:  
<http://www.americanpressinstitute.org/need-to-know/>

"What We Learned from a Week of Prototyping a Newsletter in Public," by BuzzFeed:  
<http://www.buzzfeed.com/millietran/what-we-learned-from-a-week-of-prototyping-a-newsletter-in-p>

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II. Tools & Resources

Links in this section were mentioned during the discussion as helpful for producing web content or managing the production process.

Canva, graphic design software: <https://www.canva.com/>

Giphy, make embeddable gifs from video for free: <http://giphy.com/>

Bee Free, responsive design templates for newsletters: <https://beefree.io/>

Asana, track teamwork on editorial projects: <https://asana.com/>

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III. Further Reading

Links in this section provide alternate perspectives, additional data and information that complement our presented material.

“How to Build a Successful Newsletter: Advice From Quartz,” by the Media Briefing:

<http://www.themediabriefing.com/article/quartz-newsletters-advice-simon-davies-daily-brief>

“The State of Email Design Stinks,” by Associations Now: <http://associationsnow.com/2015/11/state-email-design-stinks/>