

Effective Communications in a Digital Age

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Twenty five concepts and techniques to enhance your communication pieces.

- 1) First determine the audience you are trying to reach
- 2) Ask yourself why the audience needs to hear your message
- 3) Explain your message clearly and concisely
- 4) Look to see if images can enhance your message
- 5) Decide how to make your message stand out
- 6) Make the body copy easy to read
- 7) When using images, include readable and useful captions
- 8) Use color, but don't overuse it
- 9) Keep your publication simple and clean
- 10) Choose a consistent design
- 11) Be distinctive
- 12) Don't overuse different font types
- 13) Don't overuse clip art, or accents
- 14) Make the headlines easy to read and find
- 15) Consider a marketing plan for all forms of publication
- 16) Pay special attention to the navigation of your print or electronic publication
- 17) Be aware of the copyright law
- 18) Keep your publications up to date
- 19) Consider using white space
- 20) Use "pull out" quotes
- 21) Keep your design simple yet recognizable
- 22) Search out good personal interest stories
- 23) Use graphic file correction and compress photos effectively
- 24) Use graphics to enhance the message
- 25) Be creative, proof read carefully, and keep your work fresh

