



The cover features a decorative header with colored blocks (dark blue, light blue, dark blue, maroon, light blue, yellow). Below this is a circular logo with a red center and blue, maroon, and yellow segments. To the right of the logo, the text reads "CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013". Below the logo and text, the words "PROJECT NEWSLETTERS" are centered. At the bottom, three wavy ribbons in blue, red, and light blue contain the text: "Economically competitive and innovative region", "Attractive and dynamic societies", and "Safe and healthy environment". In the bottom right corner, the European Union flag and the text "EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND INVESTING IN YOUR FUTURE" are displayed.

**CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013**

PROJECT NEWSLETTERS

Economically competitive and innovative region  
Attractive and dynamic societies  
Safe and healthy environment

EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND  
INVESTING IN YOUR FUTURE





The slide features the same decorative header as the cover. In the top right corner, there is a smaller version of the circular logo and the text "CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013". Below this, the text "NEWSLETTERS CAN BE USED TO..." is followed by a bulleted list. In the bottom right corner, the European Union flag and the text "EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND INVESTING IN YOUR FUTURE" are displayed.

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NEWSLETTERS CAN BE USED TO...

- Inform about project activities
- Inform about project outcomes
- Inform more widely about thematically relevant issues


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## TARGET GROUP (1)

- Who are you writing to?  
*E.g. People in your own project organisations know more than people on the street. People in different countries know about different things etc.*
- What do you want to achieve by spreading your information?  
*E.g. Raise awareness, change the attitudes, activate people to do something?*
- What can they be expected to know before-hand?  
*Estimate your audience and where one should start with them. E.g. acronyms and other field-specific jargon is always dangerous.*




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## TARGET GROUP (2)

- What information is relevant for them?  
*In many cases less is better. Don't exhaust your audience with lots of new information and details.*
- When/how often do you approach your audience?  
*Announcement "Conference organised next week" is soon outdated as information and decreases the up-to-dateness of the whole publication at once.*



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### OTHER THINGS TO CONSIDER

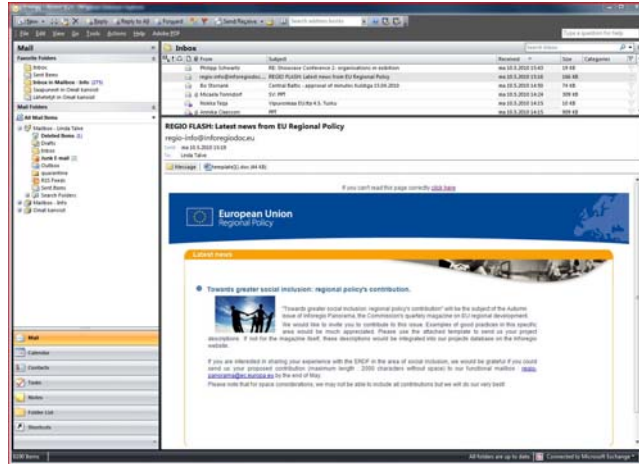
- Name of the newsletter
- Layout
- Language(s) / translation
- Pictures (copyrights!)
- Schedule (deadlines), responsibilities
- Electronic or printed delivery
- Monitoring, evaluating the outcome



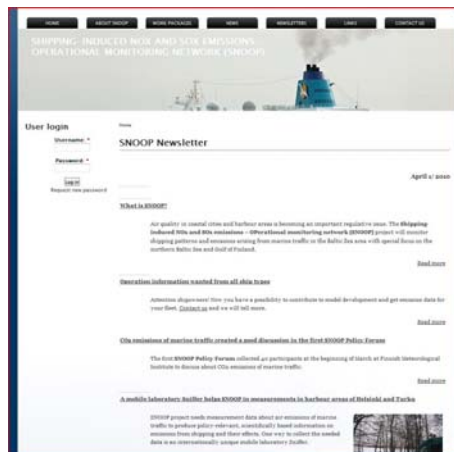
### EXAMPLES



EXAMPLES



EXAMPLES





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REMEMBER...

- To include the JTS in your newsletter mailings!  
We are always interested in your project.



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