

## Template Tidbits

This document is not intended to replace the individual guidance documents that accompany each template. Instead, it is a general document that addresses questions frequently asked by template users. If you have a question that is not addressed, and feel others may have that same question, please share your thoughts with [greg\\_miller@ncsu.edu](mailto:greg_miller@ncsu.edu) or by dialing 919.513.3149. Our Toolkit changes with time, so we expect this document to do so as well.

Q – Where’s My Menu/Tool Bar?

A – When you visit the Adobe site and download the most recent version of Adobe reader, what you see when you open the file can vary. In some PCs or MACs, the toolbar and menu bar are clearly visible. In others, a bit of work needs to be done to get access to these vital tools.

Q – How do I make Menu Bar visible?

A – The menu bar is the one at page top that lists File, Edit, View and so on. Each name, when clicked, reveals a drop down menu of choices. If you are using a PC and you do not see this menu bar, use the F9 function key to reveal it. If you are using a Mac and do not see this menu bar, enter **Command+Shift+M**.

Q – How do I make the Tool Bar visible?

A – A number of Tool Bars exist, but they may not be visible. If this is the case for you, try function F8 to see if that makes them visible. Alternatively, you can go to the Menu Bar and select View > Tool Bars and click on the ones you need.

Q – How do I get the places I can enter copy to show up? (Highlight Fields Bar)

A – Directly below the Menu and Toolbar, you may see a purple bar that states “please fill out the following form” on the left side and the words “highlight fields” on the right-hand side. It’s a great tool because when it is active, it highlights the “work” areas of the template.

If you do not see this bar, look at the right-hand side of the page and note the area between the template and page’s edge. If a vertical series of icons appear, rest your cursor on the top-most icon. If the words “please fill out the following form” appear when your cursor rests on this icon, click it and the purple bar will appear. If the top icon doesn’t show this text, try the other icons in the same area.

Q – Why are the templates made in Adobe Reader?

A – For the first time, Adobe Reader allows users to edit text and images. This capability, plus the fact Adobe Reader is FREE, allowed Extension to create templates that can be customized on a local level without incurring new software costs.

Because Adobe Reader offers a free download (as opposed to MSWord, Publisher or other software) Adobe files (.pdf) can be e-mailed without worrying if the recipient has the correct software to open the file.

Q – The templates all look alike. Where’s the individuality? Our county is unique!

A – Parts of each template are “static” and can’t be changed; the rest of the space can be filled with your choice of text and images. The static parts give each Extension publication a common look and feel. Research shows repeating the same image over and over creates higher brand recognition. By increasing recognition for Extension through its publications, we hope to end Extension’s status as a “best kept secret.”

Q – Why can’t the text and image fields be changed?

A – Once set, Adobe Reader does not allow text and image fields to be moved. Future editions may include this capability. But until then, we created a variety of templates to offer more choices.

Q – Why do the text and image fields appear where they are? Maybe I do not want an image on the front page or to use a two- or three-column design.

A – The template designs were created using best practices from reader satisfaction studies, input from Extension’s county manager shareholders and professional graphic artists.

Research shows readers prefer publications with a photo on the front to those without. Readers also prefer two and three column widths to one column or four column widths. Also, polled county managers stated they wanted easy access to the data that we suggest appear in the shaded area on the template. Just as newspapers always post lottery scores in the same place, we hope to make finding the data county stakeholders want quick and easy.

Q – What if my photo or image is vertical or horizontal – these are all squares!

A – More variety would be nice! But when we surveyed the current newsletter offerings, about 90 percent of the images used were square. In order to accommodate the greatest needs, we created designs that most closely matched current publication practices. Designing a variety of images spaces may be considered in future templates, but we’d like everyone to get comfortable with the resizing software before we start adding any bells and whistles.

Q – I don’t see the image fields when I open the template. I have to click around on the page to find them.

A – Look in the top right corner and click the “Highlight Fields” button. The fields usually show up as a light blue background, but if you customized the colors on your computer, they may be a different color.

Q – Why can't I just type directly into the fields like I used to do?

A – You can do this using Adobe Reader, but word processing software offers more options. Further, because copy may come from many different places, putting the text into word processing software first saves time.

Q – When I paste the type into the text field, it doesn't look the same. The sizes and placement change once it is pasted!

A – Microsoft Word and other word processing programs make manipulating type easy by adding “hidden codes” to make designated text appear “bold” or in a style “header size 1” for example. These codes ensure type looks consistent if pasted into similar software. But if you ever pasted into an e-mail, you know the havoc hidden codes can create.

The simplest fix is to strip the codes from the copy that is causing you problems.

On a PC, click Start >All Programs > Accessories > Notepad. Simply pasting the copy into the Notepad strips the codes. Copy the now-stripped text and paste it back in the text document. Add the attributes you want (e.g., bold, italic, larger font) and then insert the text into the template.

On a Mac, go to the applications folder and choose Text Edit. Simply pasting the copy into the edit window strips the codes. Copy the now-stripped text, and paste it back in the text document. Add the attributes you want (e.g., bold, italic, larger font) and then insert the text into the template.

Q – When I paste text into the columns, my computer crashes or only part of the type appears.

A – Unlike many word processing programs, the new Adobe Reader does not (yet!) automatically allow text to overflow one column and automatically fill the next. As a result, when the field receives more copy than it can hold, strange things happen. If you have ever tried to place too much text or a too-large image in a text or picture box you may have seen the empty box with a small X in one corner. Rather than send that nice little sign, we've found the template can crash or go blank.

This is a pain! But you can work around it with a little extra effort on the first few templates. The trick is to make use of an old typesetting practice called “speccking” type, or copy fitting. In the old days, layout professionals had to know how many words fit into a given space. They literally counted the words or character spaces, but MSWord (in Mac or PC) can make this task a bit simpler.

First, drop copy bit by bit into the column until it is full. Then, once it fits the field, copy the text and place it into MSWord. On the Tools drop-down box, choose “Word Count,” and you will receive an accurate count of both the words and characters in your selection. Now you know –

roughly - what amount of copy will fit into that field. Remember, your font and font size will affect the number of words a space can contain.

We say “roughly” because the field may hold a one-line headline (these take up more room than regular text) and next time it may have a two-line headline or none. Once you get an average word count for each field, refer to it for each subsequent newsletter you create.

Q – My stories do not automatically fit into these pre-set columns. Sometimes there is bit left over or there is an empty space at the end. What then?

A – If you have a bit of text left over, paste it into the place you want the story to continue. It could fit in the next adjacent column, or you could make the copy “jump” to an inside page as in a magazine or newspaper. If you have just a bit of room left over, take a tip from the professionals and create handy “filler” that uses the room, but also conveys a good message. “Recycle this newsletter” or “Visit our Web site at [www.xxx](http://www.xxx)” are commonly used. You may want to try messages like “Soil testing time! Have you sent in your sample?” or “4-H Camp registration now open! Call XXX.XXXX for details!” Create a tidbit file for your own use so they will be handy when needed.

Q – You suggest putting more than one story on the front page and having readers “jump” to find it in another location. That takes more time, so why bother?

A – Starting an article in the front and having it end near the back is a common ploy used by newspaper and magazines. They do it because research shows this practice entices readers to turn the page.

In publishing, the first challenge is to get a reader to pick up your publication. We know that a photo on the front increases the chance of this happening. The next challenge is to have readers read more than one story!

When an entire story appears on the front page, a reader can just read the story and might never turn the page. By starting more than one story on the front page, you increase the chance a reader will turn the page and – by doing so – find *another* article that interests them. Also, a single story may interest a certain percentage of readers, but not all. By placing more than one story on the front page, you increase the chance readers will find something of interest.

Q – The direct mail template folds into thirds, but we always fold ours in half – why?

A – The United State Post Office bulk mailing center states they prefer one-third folds because they are easier to process. We submitted the template now in use for their approval, and they pronounced it satisfactory.

Q – I want to use the 8.5 - x 11-inch newsletter template, but there is no second page! Using the insert for the 11 x 17 template only allows for pages three and four – what if I want more pages than that?

A – Based on employee feedback, the Toolkit now boasts a new second page for 8.5 x 11 newsletters in both two and three-column formats. The page number fields are blank, so users can customize them to accommodate any number of pages.

Q – I want to use an 8.5- x 14-inch template – why isn't there one in the Toolkit?

A – The legal-size newsletters appear to be a product of county offices doing the best they could with what they had at the time. Pre-printed stationary offered some color and came in that page length, so it was used. However, 8.5- x 14-inch is not a format that most people perceive as a “newsletter.” Now that common “newsletter” sized templates are available, those formerly published in the 8.5 x 14 format can be migrated to multi-page 8.5 x 11 or 11 x 17 formats.

Q – We can't print 11 x 17 page sizes in my office. If we can't use the template, why is it offered?

A – Before the templates were created, a survey was conducted where all centers were asked to send in a copy of their current newsletters. We found that many, but not all centers, already use an 11 x 17 design. We created this template to accommodate those centers.

Q – The templates appear in color on my screen, but we can only print black and white. Where is a black-and-white version?

A – The templates' color elements were created with black-and-white printing in mind. They print equally well on a color or black and white printer.

Q – But I like using the pre-printed paper. Even if we can only print black and white, it gives our publications a nicer touch and helps them stand out.

A – Because we are implementing the new designs gradually, the goal is to first use up all the pre-printed stationary stock before replacing it with the 11 x 17 and 8.5 x 11 pre-printed newsletter paper. The old stationary will still be available in the 8.5 x 11 format for correspondence. The 11 x 17 stock will be replaced with new pre-printed newsletter paper. And the 8.5 x 14 format will be discontinued once current supplies are used up.

Q – I don't have a lot of photos for the image fields and we can't print color, so how do I use these?

A – Image fields can hold just about any type of image – photos, clip art, county logos, etc. They work equally well in color or black and white. You probably already have some clip art that came with your computer, but other sources exist. Also, counties with few photos on hand

may find the Toolkit's expanded photo galleries a helpful source for high quality photography.

Q – I can't remove an image once I insert it.

A – Unfortunately, that is a current software limitation. We're monitoring newer versions because we bet lots of other customers want this, too.

Q – When I insert an image, my template crashes.

A – How many images were in the box? A few users reporting this problem found putting too many images on top of one another to be the culprit. Because this template is new to everyone, we realize more trial and error will occur with every feature. For now – we suggest the image fields may be the *first* part of the newsletter you tackle. That way, if you are struggling with an image, a crash won't lose the work you put in on the text.

Q – The images I inserted don't look right.

A – Each image box is a pre-set size. The specific attributes for each box appear in the field. If you previously sized images by hand (by clicking and dragging a corner), you may not be satisfied with the results in the template.

Resizing images using software does take longer, but it produces a more professional looking image. Instructions for resizing images on Mac and PC units appear in the newsletter guidance.

Q – Why can we only use two fonts of type? I don't like Arial or Times!

A – Research shows readers prefer these two fonts. Probably, as a result of this research, almost every PC or Mac has these fonts. Times is called a “serif” font because of the little “feet” that appear at the ends of the letters. Serif fonts are supposed to be easier to read in printed materials. Arial is a sans serif font (no feet) and is preferred by users reading text online. We used a mix of both in the templates to take advantage of this research.