

## LIBRARY NEWSLETTERS THE EASY WAY!

*Glenn Ferdman*

Glenn Ferdman, MLS, is the director of the Norman & Helen Asher Library of Spertus Institute of Jewish Studies in Chicago, and has been looking for a good excuse to visit Colorado since his last trip in 1976! He can be reached at <mailto:gferdman@spertus.edu>.

**Description:** Why should I think about creating a newsletter for my library and how do I go about doing it? Topics will include: audience, budget, design, content, graphics, and marketing. Intended primarily for SSC libraries or R&S libraries on a “fixed” income.