

What's in a Name? — Playing the name game with your employee newsletter can be serious business.

A clever name can be fun, but the best names tend to be simple and sincere. The majority of employee newsletters are named generically: Focus, Directions, Connections, Contact, Voices, Network, Spectrum, Vision, Insights, etc. While there's nothing wrong with these names, there's nothing particularly gripping about them either. Each of the aforementioned could be improved if the organization's name were added. Strong examples include: *Ford Times*;

Inside USAA; AT&T Now; and Phillip Morris Globe. These names work because the original editor had enough confidence in the content of the publication that he or she didn't feel the need to try desperately to grab the readers with the title. That's not to say there's no room at all for creativity in a publication's name. Some of the very best names are plain, clever and broadly descriptive of their own purpose – *Amoco Torch, ARCO Spark and Hanford Reach.*

Consider the following when naming your employee publication:

accents	dateline	ink	outlook	this month
access	digest dimen-	insider	outreach	this week
advisory	sions	interchange	perspective	times
advocate	et cetera	intercom	pipeline	today
alert	examiner	journal	recorder	topics
almanac	eye	keynote	report	trends
beacon	facts	letter	reporter	update
briefs	file	light	resources	viewpoint
briefing	focus	line	review	views
bulletin	forecast	link	scene	voice
capstone	forum	list	scope	weekly
channel	gram	log	sketches	what's news?
circle	guide	miscellany	spotlight	window
communicator	highlights	monthly	survey	wire
concern	horizons	news	post	world
connection	hotline	news line	profile	
context	in brief	notes	quarterly	
courier	information	on line	tab	

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Producing Newsletters That Get Results.

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