

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

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