

# Instructions for using the Friends of the Earth publicity material templates

## 1. Introduction

Various template documents are available at <http://community.foe.co.uk/publicity>, to help local groups publicise themselves and what they're up to.

These notes will take you through how to use those templates – they're aimed at people who are already familiar with using a computer and word processing software, and so assume a knowledge of moving files, cutting, pasting, formatting text and so on. If you want help with some of these areas, try

<http://www.bbc.co.uk/computertutor/index.shtml>

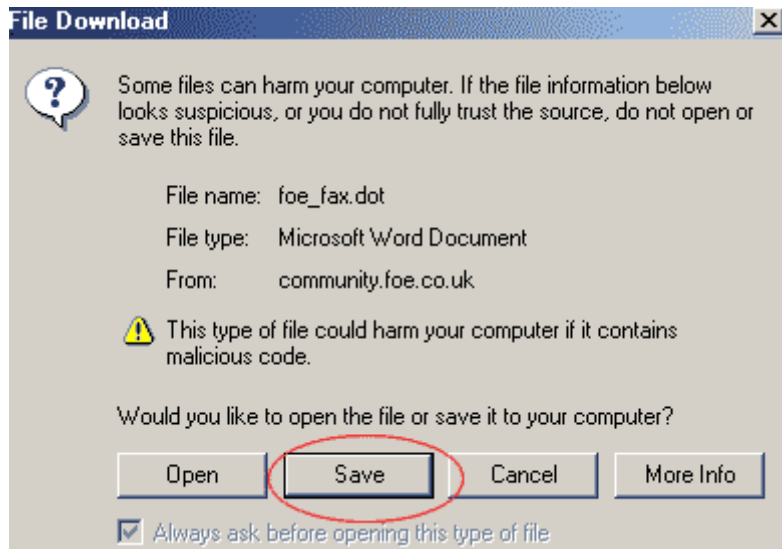
Note : Instructions and screenshots are for Internet Explorer and Microsoft Word as these are the most commonly used. This guide is written for Windows users.

## 2. What are templates?

Templates are a special kind of Word document, which can be used as the basis for creating other documents. For example, a template for a newsletter contains the standard layout, which you add content to each time you want to produce a newsletter.

## 3. Getting the templates

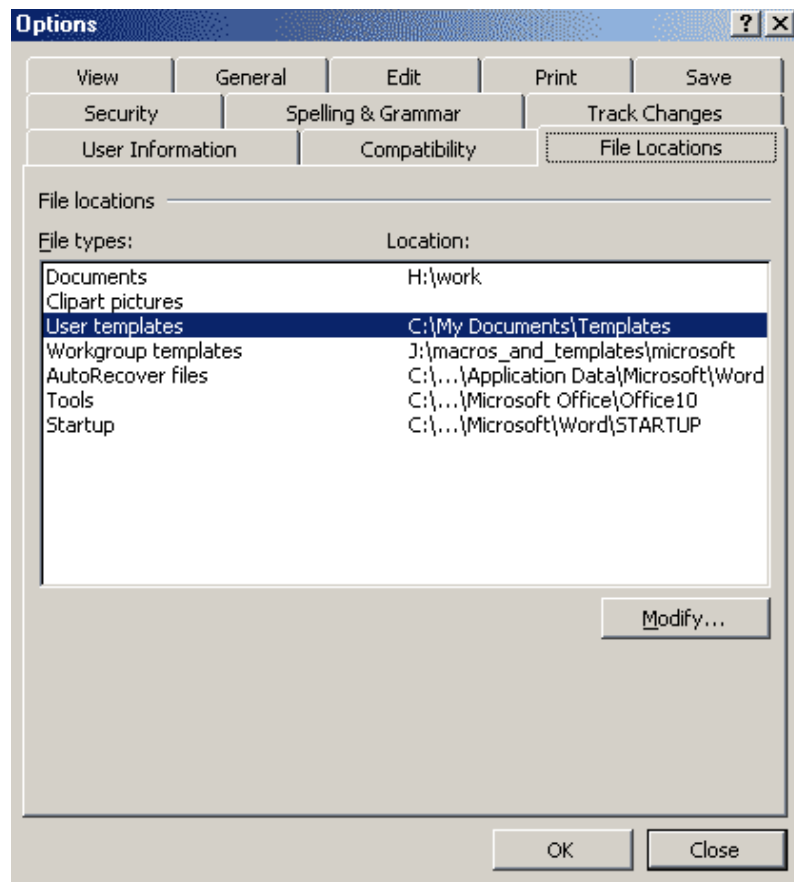
a) Find the template you want to use at <http://community.foe.co.uk/publicity>, and click on the relevant link.



Select the “save” option and click ok. You'll then need to choose where the file should be saved – anywhere will do, just make sure it's somewhere you can find it later.

b) Open Microsoft Word and select Tools>Options>File Location.

The location of your User Templates will be displayed under file types (as well as the location of other file types).



Make a note of this file location.

c) You now need to move the templates you downloaded from the website to this location. It's easiest to do this using Explorer. Right click on the Start button which is in the bottom left hand corner of your screen and choose "Explore". Find the downloaded files and move them to the place where the templates are stored.

#### 4. Using the templates

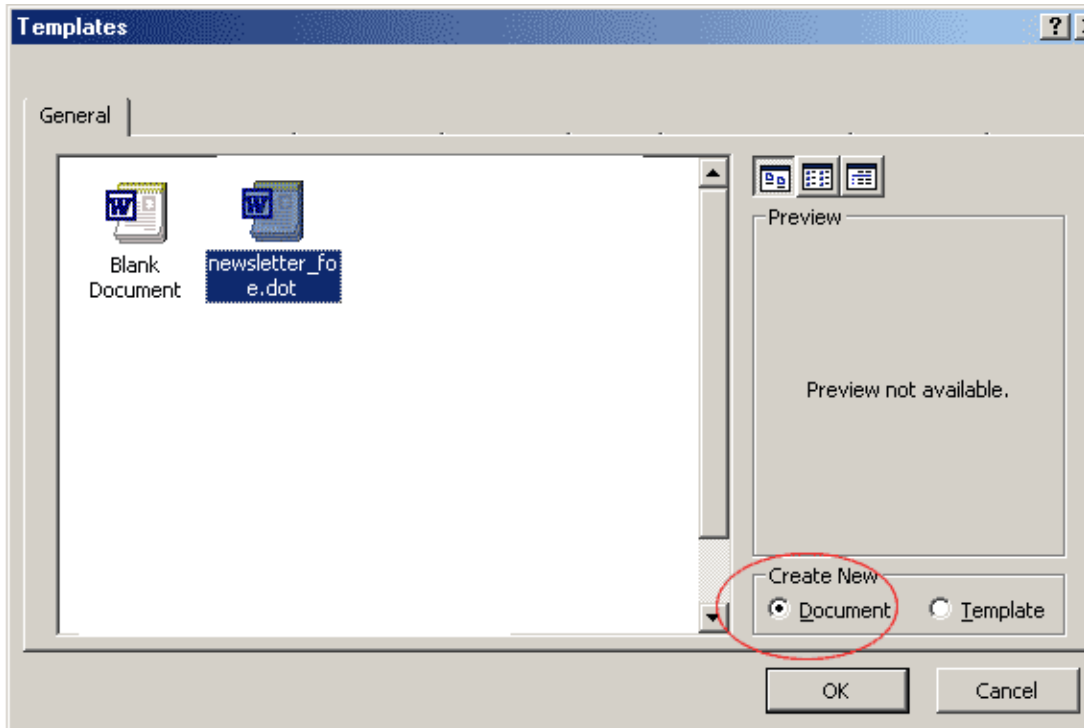
You should now have your template ready in the templates folder.

a) In Microsoft Word select File>New.

**Note. Do not use the "New" button on your toolbar, as this will not offer you a choice of templates.**

b) The "New Document" panel will appear to the right of your screen. Under the "New from Template" heading, select "General Templates"

c) A box will appear :



Choose the template you wish to use, and make sure that Create New Document (rather than template) is selected as shown above. Click on OK.

The templates include filler text or "placeholders." The text is there to show the font selections, sizes and alignment of text. To replace the placeholder with your own text, click your mouse pointer at the beginning of the paragraph, drag it to select the text you want to replace and start typing.

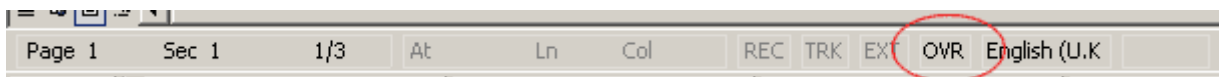
#### a) Using the newsletter templates

It's a good idea to print out the template for the newsletter to use as a guide for your own layout.

We'd recommend putting your newsletter's content into a straightforward Word document first, and then copying articles etc into the template.

These templates use text boxes or columns to position text on the page – MS Word isn't really designed to produce this type of document, and so it can be a bit difficult to use. **Make sure that you save your work regularly!**

When you type text into the template boxes or columns you may find it easier to first press your keyboard's Insert key (usually just above the arrow keys) so that what you type directly overlays whatever's there already. This will be shown by "OVR" being highlighted at the bottom of the screen (in Word's taskbar).



Alternatively you can delete a lot of the filler text, press the return key a few times to create some space and then type away. When you've finished typing a section you can delete unwanted spaces above the text to make sure your text ends up sitting in the right place.

## Banner

Insert your local group name in the "Banner" along the top of page 1. You may want to save this as your main template for future use. Instructions on how to do this are in section 6 below.

## Styles

We're given different sections of text different styles (eg main headings use the Arial Black font, body text uses Times New Roman). Each styled is given a name – as in this list :

<u>Style Name</u>	<u>Format</u>
Banner	Arial Black 38 point 38 leading
Main Headline	Arial Black 47 point 38 leading
Lead para	Arial Bold 12 point 14 leading
Body copy	Times New Roman 11 point 12 leading
Sub Headline	Arial Black 15 point 16 leading
Box Header	Arial Black 15 point 17 leading
Box body copy	Arial Bold 9 point 11 leading
Photo captions	Arial Bold 9 point 11 leading
Photo credits	Times New Roman 8 point 9 leading

You can see this list by clicking on the arrow as shown here (you may need to select View>Toolbars and then click next to "Formatting" to see this).

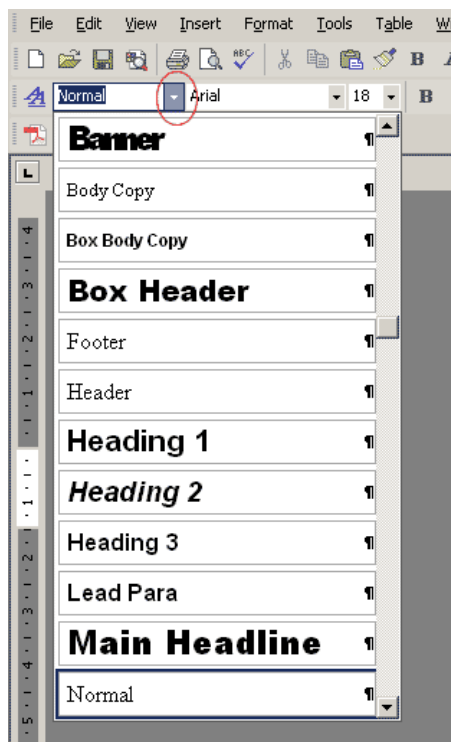
To give a section of text a particular style, select the text and then pick the style from the list.

## Date

Don't forget to put in the right date at the top of the newsletter. If using the textbox template, be careful not to delete all the text in the date box as if you do this you may find it disappears and is hard to find again. If you have done this hit undo a few times (either by selecting Edit>Undo, or by holding the control key and pressing 'Z') – the box and the deleted text should then reappear again.

## Pictures

Use the text boxes to insert pictures. Delete the text from inside the box, click in the box and then select Insert>Picture>From File. Find your file and either double-click it or click it once and click insert. You may then find that the picture is either too big or too small for the box. You should be able to resize it



by clicking on the picture and then using the resize arrow that appears along the sides of the picture, dragging left and right or up and down.

**Tip : To avoid distorting pictures, drag them from the corners to resize – this keeps them in proportion.**

### **Photo credits**

Use the photo credit text boxes that are attached alongside the big text boxes. Click in the text and type over with the person's/organisation's name. You can reapply the photo credit style from the list if you need to.

### **Adding captions to pictures or text boxes**

Place the cursor in the text box where the photo is and then press return. Your cursor should then appear at the bottom of the photo where you can then type your caption. You may need to hit return more than once.

### **Box text**

This is to emphasise text or provide a summary of the information on the page. It looks best in bold as we've put it here but you can 'un-bold' it if you like (select the text and hold down the control key whilst pressing 'B', or press the 'B' in the Formatting tool bar along the top of the page.

## b) Using the poster or recruitment leaflet templates

These templates are designed so that you can print your own information onto materials produced by Friends of the Earth. We've set them up so that the box for your own text is in the correct position for printing.

## 6. Customising the templates

In some cases you may want to change a template, for example by inserting a header and footer specific to your group.

- a) Select **File>Open** and go to your template folder
- b) Choose the template you wish to customise
- c) Select View>Header and Footer.

Rectangles will appear at the top and bottom of the page, the dotted line marking the header and footer areas. Simply click inside one of these and type to add your text. It's worth keeping this text brief so that it doesn't interfere with the text in the rest of the page and to make sure that it is visible when you go to print.

- d) Select **File>Save As** and in the "Save as type:" box, select "Document template".
- e) Click the "save" button. It is now ready to use as a template.