

LexisNexis® Publisher

Newsletter Delivery / A Guide for Editors

Introduction. Newsletter Delivery

A high-quality newsletter has the capacity to create a strong bond between your readers and your organization.

POPULAR

A study by the Nielsen Norman Group* showed that 69% of users *look forward* to receiving at least one email newsletter, and *most* users said a newsletter had become part of their routine. Users are drawn to email newsletters because they are informative, timely, predictable and convenient.

PREMIUM

The Newsletter feature within LexisNexis® Publisher enables editors to select the best of the best from articles already deemed worthy to be published, which means that the most refined set of results can be delivered to key audiences.

PERTINENT

The most successful newsletters show an understanding of the needs and interests of the target group. Newsletters are often used to target specific sets of users, such as project groups, account teams, practice areas, departments, or executives.

*Nielsen Norman Group. Email Newsletter Usability (3rd edition), Executive Summary. Web 18 Nov. 2010.

Overview. Newsletter Workflows

Tab flow for creating a new newsletter template.

Newsletter Landing Page



Topic Selection Tab



Design Tab



Recipients Tab



Tab flow for creating a new newsletter issue.

Newsletter Landing Page



Article Selection Tab



Layout Tab



Recipients Tab



Notes Tab



Preview/Send Tab



Important guidelines for navigating the workflows

1. To navigate one page backward or forward within any workflow, click the Previous or Next buttons at the bottom of most workflow pages. *Changes you've made will be saved as long as you remain within the current workflow.*
2. You may also navigate through the workflow – including skipping sections – by clicking directly on the workflow tabs at the top of each page.

For instance, within the newsletter issue workflow, I may want to go from the Layout tab directly to Preview/Send, bypassing Recipients and Notes should I require no additions or changes on these pages. Rather than "Next-ing" through pages I don't need to review, I may click directly on the Preview/Sent tab to skip ahead. *Changes you've made will be saved as long as you remain within the current workflow.*

3. If you wish to exit the current workflow you must click the Save Changes button first, *otherwise changes will be lost. Exiting the workflow includes* returning to the Newsletter Home screen, navigating to any area within LexisNexis® Publisher not tied to the newsletter feature, or leaving Publisher altogether.

Please also remember that Publisher times out after 20 minutes of inactivity, so if you're in the middle of a newsletter workflow, remember to *Save Changes* before heading out to lunch, or else your work will be gone when you return.

Words to live by: Save early, save often.

Newsletter Templates. Creation Process

Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis® Publisher uses the information you define in this newsletter template to build each newsletter issue.

The screenshot shows the LexisNexis Publisher interface. At the top, there is a navigation bar with 'Topics' and 'Administration' tabs. Below this is a menu with 'Subscribed Users', 'Projects/Clients', 'Reports', 'Topic Categories', 'Attachments', 'Newsletters', 'Assignments', 'Tokens', and 'Logos'. The 'Newsletters' tab is selected. The main content area is titled 'Newsletters' and contains a form for creating a new newsletter template. The form has a list of actions on the left and input fields on the right. A red '1' is placed over the radio button for 'New Newsletter Template'. A red '2' is placed over the 'Topics Today' text input field. A red '3' is placed over the 'Start' button. The form includes the following elements:

- New Newsletter Template
- Edit Newsletter Template
- Delete Newsletter
- New Newsletter Issue
- Resend Newsletter Issue
- Drafts

Input fields and dropdowns include:

- Topics Today (text input)
- A Newsletter (dropdown)
- A Newsletter (dropdown)
- A Newsletter (dropdown)
- Newsletter--- (dropdown)
- Issue--- (dropdown)
- A Newsletter (Wed, Nov 10, 2010 04:56 PM) (dropdown)

At the bottom right of the form is a red 'Start' button.

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- 1 Select radio button to the left of New Newsletter Template.
- 2 Type newsletter name.
- 3 Click Start.

The Topic Selection tab allows you to select specific topics for the template from the list of available topics.

The screenshot shows a web interface titled "Newsletters - Topics Today". Below the title is a brief instruction: "Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue." The interface has three tabs: "Topic Selection" (active), "Design", and "Recipients". A "Newsletter Home" button is in the top right. A list of topics is shown with checkboxes, and several are selected. At the bottom, there are "Previous", "Next", and "Save Changes" buttons. Red callout boxes with numbers 1, 2, and 3 point to the topic list, the "Next" button, and the "Save Changes" button respectively.

1 Select topics for your newsletter template from the list of available topics.

2 Click Next to move to the Design tab, which will keep your changes as long as you remain within the new template workflow.

3 Click Save Changes to save your progress if you wish to exit the new template workflow.

- 1** Select topics for your newsletter template from the list of available topics.
- 2** Click Next to move to the Design tab, which will keep your changes as long as you remain within the new template workflow.
- 3** Click Save Changes to save your progress if you wish to exit the new template workflow.

The non-HTML design view enables you to design templates in a visual format without requiring any HTML coding. Real time previews can be seen in the preview pane to the right.

The screenshot shows the 'Design' tab of the 'Newsletters - Topics Today' interface. It features a left-hand sidebar with 12 numbered callouts (1-12) pointing to specific design options. The main area is divided into a configuration pane on the left and a 'View in Browser' preview pane on the right. The configuration pane includes sections for 'Create Newsletter Design Using' (with radio buttons for non-HTML and HTML templates), 'Choose Design Options' (with links for Presentation Options and Fonts/Color Preferences), 'Template Layout' (with two layout icons), 'Show In Browser Link' (checked), 'Header Logo' (with a grid of image thumbnails), 'Select LexisNexis Logo Size' (Small/Large), 'Select LexisNexis Logo Color' (White/Black), 'Table of Contents' (dropdown menu), 'Truncate Document Headline?' (Yes/No), 'Truncate headline after' (input field with 100), 'Include In Document List?' (Abstract/Search Hits/Neither), 'Truncate abstract after' (input field with 350), 'Include Comment?' (Yes/No), and 'Highlight comment' (checkbox). The preview pane shows a newsletter layout with the LexisNexis logo, a 'View in Browser' link, and three topic sections with headings and placeholder text. At the bottom of the interface are 'Previous', 'Next', and 'Save Changes' buttons.

1 Select between the non-HTML and the HTML view.

Non-HTML Template Options

2 Choose to view/modify presentation options or font/color preferences.

Presentation Options

3 Select between single column or dual column layouts.

4 Decide whether to include “View in Browser” link, helpful to readers using mobile devices.

5 Select a logo from the uploaded images.

6 Select size and color of LexisNexis® logo.

7 Specify inclusion/location of Table of Contents.

8 Determine whether to truncate headline, and if so, specify headline length.

9 Select whether to include an abstract (and specify its length), search hits, or neither.

10 Decide if editor’s article comments should be included and highlighted.

11 Click Previous to move to the Topic Selection tab, or Next to the Recipients tab; your changes will be kept as long as you remain within the new template workflow.

12 Click Save Changes to save your progress if you wish to exit the new template workflow.

Non-HTML template design options continued.

Newsletters - Topics Today

Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue.

Topic Selection | **Design** | Recipients Newsletter Home

Create Newsletter Design Using: non-HTML Template
 HTML Template

Choose Design Options
[Presentation Options](#) | **Fonts/Colors Preferences**

1 Font Type | Arial

2

3

4

5

The screenshot shows a design interface for a newsletter template. On the left, there is a list of design elements with corresponding font size, bold, italic, and underline options. The elements include: Topic Name (Size 14), Headline (Size 12), Publication (Size 10), Abstract (Size 10), Issue Comments (Size 10), Annotations (Size 10), Links (Size 10), Table Of Contents (Size 12), Heading (Size 12), Topic (Size 10), and Alternating Rows (checkbox). The main area displays a preview of the newsletter layout with three topics, each with a heading and body text. The LexisNexis logo is visible at the top of the preview. At the bottom, there are navigation buttons: Previous, Next, and Save Changes.

Fonts/Colors Preferences

- 1 Select font type
- 2 Select font color, font size, and font style for each text element of the newsletter template.
- 3 Select color for alternating rows.
- 4 Click Previous to move to the Topic Selection tab, or Next to the Recipients tab; your changes will be kept as long as you remain within the new template workflow.
- 5 Click Save Changes to save your progress if you wish to exit the new template workflow.

The HTML design view allows you to enter valid HTML for your headers and footers.

Newsletters - Topics Today

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Topic Selection Design Recipients Newsletter Home

1 Create Newsletter Design Using: non-HTML Template HTML Template

2 Step 1 - Select Article Template

3 Step 2 - Location of Table of Contents
Table of Contents: None

4 Step 3 - Create HTML Header & Footer

Use Email Defaults

You can use your organization's default header & footer HTML coding to frame your newsletter or you can enter the HTML coding needed to give your newsletter a more customized look.

NOTE: Do not place a <Base HREF=""> tag in this field. Also, make sure all of your links have absolute paths.

Header HTML

```
</tr>
<p align="left"></p>
<tr>
```

Footer HTML

5 **6**

Previous Next Save Changes

1 Select between the non-HTML and the HTML view.

HTML Template Options

2 Select between single column or dual column layouts.

3 Specify inclusion/location of Table of Contents.

4 Add HTML header and/or footer, or opt to use defaults from Email display settings.

5 Click Previous to move to the Topic Selection tab, or Next to the Recipients tab; your changes will be kept as long as you remain within the new template workflow.

6 Click Save Changes to save your progress if you wish to exit the new template workflow.

Select newsletter subscribers on the recipients tab.

Newsletters - Topics Today

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Topic Selection Design Recipients Newsletter Home

1 From care of LexisNexis Publisher

2 Reply to

3 Email Subject

4 All 1 2 3 4 5 6 7 8 9 A B C D E F G H J M P R S T V W

<input type="checkbox"/>	Last Name	First Name	Email Address
<input checked="" type="checkbox"/>	Adams	Angela	angela.adams@lexisnexus.com
<input checked="" type="checkbox"/>	Banner	Bruce	bruce.banner@lexisnexus.com
<input type="checkbox"/>	Bradley	Brian	brian.bradley@lexisnexus.com
<input checked="" type="checkbox"/>	Campbell	Cory	cory.campbell@lexisnexus.com
<input checked="" type="checkbox"/>	Driscoll	Dana	dana.driscoll@lexisnexus.com
<input checked="" type="checkbox"/>	Earhart	Emily	emily.earhart@lexisnexus.com
<input checked="" type="checkbox"/>	Fontaine	Frank	frank.fontaine@lexisnexus.com
<input checked="" type="checkbox"/>	Griffen	Greg	greg.griffen@lexisnexus.com
<input type="checkbox"/>	H	Mahesh	mahesh.hebballi@lexisnexus.com
<input checked="" type="checkbox"/>	Hendricks	Harold	harold.hendricks@lexisnexus.com
<input checked="" type="checkbox"/>	Mason	Marshall	marshall.mason@lexisnexus.com
<input checked="" type="checkbox"/>	Jorgensen	Jane	jane.jorgensen@lexisnexus.com
<input checked="" type="checkbox"/>	Parker	Peter	peter.parker@lexisnexus.com

6 7

Previous Next Save Changes

1 Enter your name in the “From” field to show recipients who sent the newsletter. The From field can also be customized on a per issue basis.

2 Enter your email address in the “Reply to” field to enable recipients to send you feedback. The Reply-to field can also be customized on a per issue basis.

3 Enter a default email subject. Email subjects can also be customized on a per issue basis.

4 If desired, filter list of recipients by first letter of last name to easily locate specific names.

5 Select default recipients to receive the newsletter. Recipients can also be customized on a per issue basis. Selections on each page will be saved if you choose to navigate between pages of subscribers. Listing of potential recipients derived from Subscribed Users sub-tab beneath Administration.

6 Click Previous to move to the Design tab; your changes will be kept as long as you remain within the new template workflow.

7 Click Save Changes to save your newsletter template.

8 Click Newsletter Home to return to the start page, where you can begin sending newsletter issues, or initiate other workflows.

Newsletter Templates. Other Workflows

Should you need to make changes to the topics, design, or recipients originally selected for your newsletter template, follow the Edit Newsletter Template workflow to modify your choices.

LexisNexis® Publisher Publisher ID: chad4 | [Org Preferences](#) | [Editor Preferences](#) | [Sign Out](#) | [Help](#)
Customer Service: 877-810-5325

Topics Administration

Subscribed Users Projects/Clients Reports Topic Categories Attachments **Newsletters** Assignments Tokens Logos

Newsletters

Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue.

- New Newsletter Template
- 1** Edit Newsletter Template
- Delete Newsletter
- New Newsletter Issue
- Resend Newsletter Issue
- Drafts

Topics Today **2**

A Newsletter

Erin's Topic

Jeff's Topic

Lisa's Topic

TPM

Topics Today

A Newsletter (Sun, Nov 14, 2010 11:36 PM)

3

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- 1** Select radio button to the left of Edit Newsletter Template.
- 2** Select the existing template you wish to modify.
- 3** Clicking Start will return you to the template workflow – Topic Selection, Design, Recipients – with your original selections displayed. You may make modifications and re-save your template parameters.

Should you no longer need a saved template, follow the Delete Newsletter workflow to remove it from the system.

LexisNexis® Publisher

Publisher ID: chad4 | [Org Preferences](#) | [Editor Preferences](#) | [Sign Out](#) | [Help](#)
Customer Service: 877-810-5325

Topics Administration

Subscribed Users Projects/Clients Reports Topic Categories Attachments Newsletters Assignments Tokens Logos

Newsletters

Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue.

New Newsletter Template
 Edit Newsletter Template
1 Delete Newsletter
 New Newsletter Issue
 Resend Newsletter Issue
 Drafts

A Newsletter
Topics Today
A Newsletter
Erin's Topic
Jeff's Topic
Lisa's Topic
TPM
Topics Today

2

Delete Newsletter Template
Delete the selected newsletter template along with any saved drafts using the selected template

Topics Today
Mon, Nov 15, 2010 03:57 PM
Sun, Nov 14, 2010 11:48 PM

3 Start

4 Cancel OK

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- 1** Select radio button to the left of Delete Newsletter.
- 2** Select the template you wish to delete.
- 3** Click Start.
- 4** The Delete Newsletter Template pop-up will appear. Click OK to delete the selected newsletter template along with any saved drafts associated with the template. Click Cancel to discontinue the deletion process.

Newsletter Issues. Creation Process

LexisNexis® Publisher uses the information defined in the newsletter template to build each newsletter issue. A newsletter “issue” is a single iteration of a newsletter delivery, much like an issue of a magazine or newspaper.

The screenshot shows the LexisNexis Publisher interface. At the top, the page title is 'LexisNexis® Publisher' and the user information is 'Publisher ID: chad4 | Org Preferences | Editor Preferences | Sign Out | Help | Customer Service: 877-810-5325'. The navigation menu includes 'Topics', 'Administration', 'Subscribed Users', 'Projects/Clients', 'Reports', 'Topic Categories', 'Attachments', 'Newsletters', 'Assignments', 'Tokens', and 'Logos'. The 'Newsletters' section is active, and the page title is 'Newsletters'. Below the navigation, there is a description: 'Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue.' The main content area contains a list of actions with radio buttons: 'New Newsletter Template', 'Edit Newsletter Template', 'Delete Newsletter', 'New Newsletter Issue', 'Resend Newsletter Issue', and 'Drafts'. The 'New Newsletter Issue' option is selected and highlighted with a red '1'. To the right of this option is a dropdown menu with a red '2' next to it. The dropdown menu is open, showing a list of templates: 'A Newsletter', 'Erin's Topic', 'Jeff's Topic', 'Lisa's Topic', 'TPM', and 'Topics Today'. The 'Topics Today' option is selected. Below the dropdown menu is a date and time selector set to '2010 04:56 PM)'. To the right of the date and time selector is a red '3' next to a 'Start' button.

- 1 Select radio button to the left of New Newsletter Issue.
- 2 Select the template from which you will create your newsletter issue.
- 3 Click Start.

The topics for the template are loaded in the left pane with published articles for each topic listed in the right pane.

Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue.

Article Selection | Layout | Recipients | Notes | Preview/Send

Select documents for this issue

Topics	# Selected
Corporate Governance	5
Hostile Takeover Litigation	5
Shareholder Activism	5
Business Ethics	5

Published Documents (Show Selected)

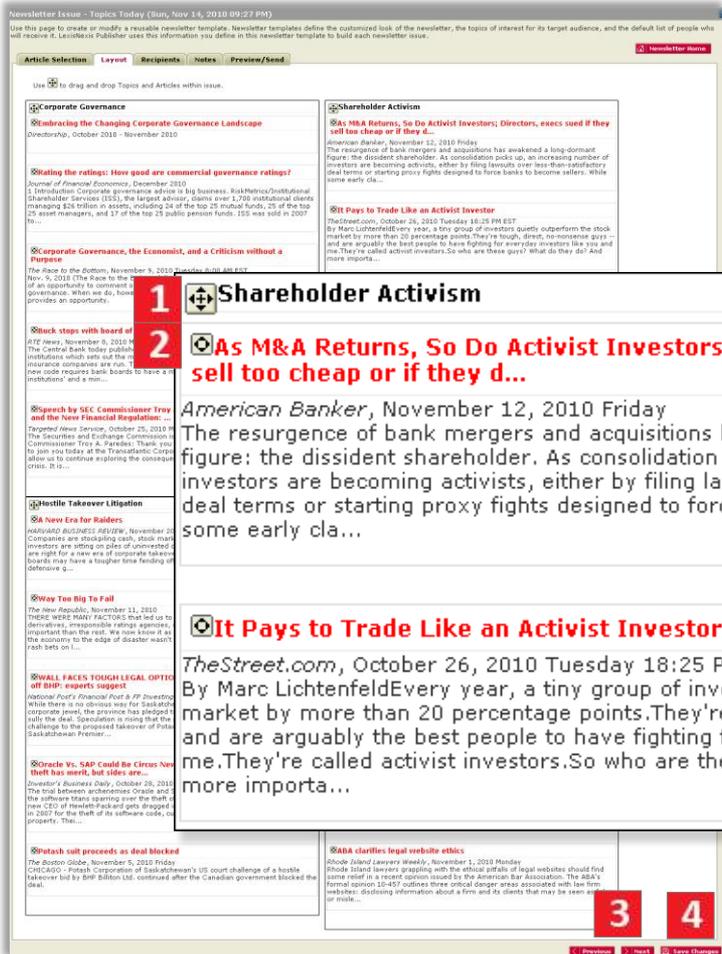
1. Managerial entrenchment, equity payout and capital structure, *Journal of Banking and Finance*, January 2011, Pg. 36, 8678 words, Hao Wang *, wanghao@sem.tsinghua.edu.cn
2. Do corporate governance characteristics influence tax management?, *Journal of Corporate Finance*, December 2010, Pg. 703; 10771 words, Kristina Minnick a, *, kmminnick@bentley.edu; Tracy Noga b, 1, tnoga@bentley.edu
3. Rating the ratings: How good are commercial governance ratings?, *Journal of Financial Economics*, December 2010, Pg. 439, 13863 words, Robert M. Daines a, *, daines@stanford.edu; Ian D. Gow b; David F. Larcker c
4. Corporate Governance, the Economist, and a Criticism without a Purpose, *The Race to the Bottom*, November 9, 2010 Tuesday 8:00 AM EST, , 923 words, J Robert Brown Jr.
5. Buck stops with board of directors - watchdog, *RFE News*, November 8, 2010 Monday 7:48 PM GMT, , BUSINESS, 644 words
6. IRRG INSTITUTE; IRRG Institute and Stanford's Rock Center Submit Report to SEC That Raises Questions About Fundamental Underpinnings of Corporate Governance, *Investment Weekly News*, November 6, 2010, EXPANDED REPORTING; Pg. 863, 460 words
7. The value of excess cash and corporate governance: Evidence from US cross-listings, *Journal of Financial Economics*, November 2010, Pg. 359, 16945 words, Laurent Frésard a, *, fresard@hec.fr; Carolina Salva b, 1, carolina.salva@unine.ch
8. Speech by SEC Commissioner Troy A. Paredes: 'Corporate Governance and the New Financial Regulation: Complements or Substitutes?', *Targeted News Service*, October 25, 2010 Monday 7:41 AM EST, , 4913 words, Targeted News Service, WASHINGTON
9. Basel Committee Issues Corporate Governance Principles, Strong Role Seen for Internal and External Audit, *CCH Financial Crisis News Cente*, October 22, 2010 Friday 3:13 PM EST, , 832 words, WKLB

Go to 1 - 10 Go

Previous Next Save Changes

- 1 Click the name of the topic from which you wish to select articles.
- 2 Select "all" on the current page or just specific articles to include in your newsletter issue. Click the headline to view full text in a separate window.
- 3 Toggle between the full list of published documents and those selected for the issue. Toggle options: Show Selected/Show All.
- 4 Click arrows to navigate to the next group of documents (e.g. 11-20).
- 5 Select a document range from the drop-down and click Go to navigate to a specific set of articles.
- 6 Click Next to move to the Layout tab, which will keep your changes as long as you remain within the new issue workflow.
- 7 Click Save Changes to save your progress if you wish to exit the new issue workflow.

The Layout page enables you to use drag-and-drop technology to precisely place topics and articles within a newsletter issue for optimal presentation and impact.



- 1 Click the drag and drop indicator (⊕) to the left of a topic name to move the topic to another location within the issue.
- 2 Click the drag and drop indicator (⊕) to the left of a headline to move the article to another location within the topic framework.
- 3 Click Previous to move to the Article Selection tab, or Next to the Recipients tab; your changes will be kept as long as you remain within the new issue workflow.
- 4 Click Save Changes to save your progress if you wish to exit the new issue workflow.

Recipients assigned to the newsletter template will be selected by default within the newsletter issue workflow. Additional subscribers can be added per issue and default subscribers can be deselected.

Newsletters - Topics Today

Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue.

Article Selection | Layout | **Recipients** | Notes | Preview/Send | Newsletter Home

1 From: care of LexisNexis Publisher

2 Reply to:

3 Email Subject:

4 All 1 2 3 4 5 6 7 8 9 A B C D E F G H J M P R S T V W

<input type="checkbox"/>	Last Name	First Name	Email Address
<input checked="" type="checkbox"/>	Adams	Angela	angela.adams@lexisnexus.com
<input checked="" type="checkbox"/>	Banner	Bruce	bruce.banner@lexisnexus.com
<input type="checkbox"/>	Bradley	Brian	brian.bradley@lexisnexus.com
<input checked="" type="checkbox"/>	Campbell	Cory	cory.campbell@lexisnexus.com
<input checked="" type="checkbox"/>	Driscoll	Dana	dana.driscoll@lexisnexus.com
<input checked="" type="checkbox"/>	Earhart	Emily	emily.earhart@lexisnexus.com
<input checked="" type="checkbox"/>	Fontaine	Frank	frank.fontaine@lexisnexus.com
<input checked="" type="checkbox"/>	Griffen	Greg	greg.griffen@lexisnexus.com
<input type="checkbox"/>	H	Mahesh	mahesh.hebballi@lexisnexus.com
<input checked="" type="checkbox"/>	Hendricks	Harold	harold.hendricks@lexisnexus.com
<input checked="" type="checkbox"/>	Mason	Marshall	marshall.mason@lexisnexus.com
<input checked="" type="checkbox"/>	Jorgensen	Jane	jane.jorgensen@lexisnexus.com
<input checked="" type="checkbox"/>	Parker	Peter	peter.parker@lexisnexus.com

6 Previous Next **7** Save Changes

- 1** Enter your name in the “From” field to show recipients who sent the newsletter.
- 2** Enter your email address in the “Reply to” field to enable recipients to send you feedback.
- 3** Enter email subject if different from template default.
- 4** If desired, filter list of recipients by first letter of last name to easily locate specific names.
- 5** Select/deselect recipients to receive the newsletter. Selections on each page will be saved if you choose to navigate between pages of subscribers. Listing of potential recipients derived from Subscribed Users sub-tab beneath Administration.

6 Click Previous to move to the Layout tab, or Next to the Notes tab; your changes will be kept as long as you remain within the new issue workflow.

7 Click Save Changes to save your progress if you wish to exit the new issue workflow.

If you would like to add a note to the top of your newsletter delivery, you may do so on the Notes tab.

The screenshot shows the 'Newsletter Issue' interface with the 'Notes' tab selected. The interface includes a header, a navigation bar with tabs for 'Article Selection', 'Layout', 'Recipients', 'Notes', and 'Preview/Send', and a main content area. The 'Notes' tab is active, displaying a text box for entering notes. A red '1' is placed to the left of the text box. Below the text box, there are instructions and a list of guidelines. A red '2' is placed to the right of the instructions, and a red '3' is placed to the right of the 'Save Changes' button. The 'Save Changes' button is highlighted in red.

Newsletter Issue

Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue.

Newsletter Home

Article Selection Layout Recipients **Notes** Preview/Send

If you would like to add a note to the top of the newsletter, please enter the text of the note in plain text below.

1 With our latest project in mind, these articles are particularly relevant.

Please note the following

- For Non-HTML templates, font type, color, size, and styling (bold, italics, underline) will be controlled by the preferences you select using the Non-HTML Design options
- You can use standard HTML coding, if desired, to add paragraph breaks, URL-based images, font styling, and the like to your issue notes
- URL links may be included as long as you use the full path (http://...)

2 3

< Previous > Next Save Changes

- 1 Enter notes within the text box. Notes will appear at the top of your newsletter, beneath the header.
 - If a non-HTML template was used, then font type, color, size and styling (bold, italics, underline) will be controlled by the font/color preferences selected.
 - HTML coding is also valid in the text box, though not required. If you wish to add additional styling, such as paragraph breaks, or want to insert a URL-based image, you may use standard HTML tags.
 - You may include links in the text box as long as the full path is defined (http://...).
- 2 Click Previous to move to the Recipients tab, or Next to the Preview/Send tab; your changes will be kept as long as you remain within the new issue workflow.
- 3 Click Save Changes to save your progress if you wish to exit the new issue workflow.

The Preview/Send tab allows you to view the newsletter issue as it would appear to the email recipient; workflow navigation enables access to previous screens if changes are needed prior to sending.

Newsletter Issue - Topics Today (Wed, Nov 17, 2010 09:21 PM)

Use this page to create or modify a reusable newsletter template. Newsletter templates define the customized look of the newsletter, the topics of interest for its target audience, and the default list of people who will receive it. LexisNexis Publisher uses this information you define in this newsletter template to build each newsletter issue.

Article Selection | Layout | Recipients | Notes | **Preview/Send**

View in Browser

LexisNexis®

Corporate Governance (Return To Top)

Rating the ratings: How good are commercial governance ratings?

Journal of Financial Economics, December 2010

1 Introduction: Corporate governance advice to big business. RiskMetrics/Institutional Shareholder Services (ISS), the largest advisor, claims over 1,700 institutional clients managing \$28 billion in assets, including 24 of the top 25 mutual funds; 25 of the top 25 asset managers; and 17 of the top 25 public pension funds. ISS was sold in 2007 to...

Corporate Governance, the Economist, and a Criticism without a Purpose

The Rise to the Bottom, November 9, 2010 Tuesday 8:00 AM EST

Nov. 9, 2010 (The Rise to the Bottom delivered by Newsletter) - We don't have much of an opportunity to comment on the approach taken by The Economist on corporate governance. When we do, however, it is usually to disagree. This week's edition provides an opportunity.

Buck stops with board of directors - watchdog

RTZ News, November 9, 2010 Monday 7:40 PM GMT

The Central Bank today published its new corporate governance code for financial institutions which sets out the minimum statutory requirements for the way banks and insurance companies are run. The new rules will come into effect next January. The new code requires bank boards to have a minimum of seven directors in 'major institutions' and a min...

Speech by SEC Commissioner Troy A. Paredes: 'Corporate Governance and the New Financial Regulation: ...'

Investor's Business Daily, October 25, 2010 Monday 7:44 AM EST

The Securities and Exchange Commission issued the text of the following speech by Commissioner Troy A. Paredes: Thank you for the generous welcome. It is a pleasure to join you today at the Transatlantic Corporate Governance Dialogue. Events like this allow us to continue exploring the consequences and lessons of the recent financial crisis. It is...

Hostile Takeover Litigation (Return To Top)

Way Too Big To Fail

The New Republic, November 11, 2010

THERE WERE MANY FACTORS that led us to the financial crisis of 2008—dangerous derivatives, irresponsible ratings agencies, negligent regulators—but one was more important than the rest. We now know it as the “too big to fail” problem. What brought the economy to the edge of disaster wasn't only that financial institutions had made rash bets on L...

A New Era for Raiders

HARVARD BUSINESS REVIEW, November 2010

Companies are hoarding cash, stock market valuations are down, and private equity investors are sitting on piles of uninvested capital. Clearly, the economic conditions are right for a new era of corporate takeovers. This time, though, target companies' boards may have a tougher time finding off corporate raiders. That's because the defensive g...

WALL FACES TOUGH LEGAL OPTIONS: A court fight is long shot to fend off BHP; experts suggest

National Post's Financial Post & FP Investing (Canada), November 3, 2010 Wednesday

While there is no obvious way for Saskatchewan to prevent a hostile takeover of its corporate jewel, the province has pledged to wield every possible legal tool that might suitly the deal. Speculation is rising that the province will mount a constitutional challenge to the proposed takeover of Potash Corp. of Saskatchewan Inc. Saskatchewan Premier...

Oracle Vs. SAP Could Be Circus: New HP CEO Involved Oracle suit for IP theft has merit, but sides are...

Investor's Business Daily, October 29, 2010 Thursday

The trial between archenemies Oracle and SAP promises to be a real dogfight, with the software titans sparring over the theft of Oracle's intellectual property while the new CEO of Hewlett-Packard gets dragged into the case as a witness. Oracle sued SAP in 2007 for the theft of its software code, customer data and other intellectual property. The...

Shareholder Activism (Return To Top)

It Pays to Trade Like an Activist Investor

The Street Journal, October 20, 2010 Tuesday 18:25 PM EST

By Marc Lichtenfeld/Everyday, a tiny group of investors quietly outperform the stock market by more than 20 percentage points: They're tough, direct, no-nonsense guys—and are arguably the best people to have fighting for everyday investors like you and me. They're called activist investors. So who are these guys? What do they do? And more importa...

As M&A Returns, So Do Activist Investors; Directors, execs sued if they sell too cheap or if they d...

American Banker, November 12, 2010 Friday

An increasing number of investors are becoming activists, either by filing lawsuits over less-than-satisfactory deal terms or starting proxy fights designed to force banks to become sellers. While some early cla...

Hedge fund activists plot a comeback

MarketWatch, October 9, 2010 Saturday 6:00 AM EST

SAN FRANCISCO (MarketWatch) — The 2009 financial crisis left activist hedge funds with big losses. But the strategy is showing signs of life in revival mode. Such investors often take big stakes in underperforming, cash-heavy companies. They sometimes push for strategic changes, including share buybacks, bigger dividends and asset sales. Betsy Ro...

Shareholder activism and long-term value

Daily Deal/The Deal, October 12, 2010 Tuesday

That clearinghouse of governance chatter, the Harvard Law School Forum on Corporate Governance and Financial Regulation, http://bit.ly/1amharrad, is today (10/10/10) launching corporate-behavior-through-shareholder-activism/offerred up a report Tuesday that would seemingly be of interest to only the most devoted of governance geeks: a report...

Business Ethics (Return To Top)

ABA clarifies legal website ethics

Rhode Island Lawyers Weekly, November 1, 2010 Monday

Rhode Island lawyers grappling with the ethical pitfalls of legal websites should find some relief in a recent opinion issued by the American Bar Association. The ABA's formal opinion 10-457 outlines three critical danger areas associated with law firm websites: disclosing information about a firm and its clients that may be seen as false or misle...

'Sustainability' runs on ethics

Pittsburgh Tribune Review, October 24, 2010 Sunday

The concept of "sustainability" seems to be — as the word itself implies — here to stay. It's increasingly embedded in business, government and elsewhere. In less than two weeks, for example, Pittsburgh will host two conferences around sustainability themes: a "green building" conference Downtown and a business ethics conference in Oakland. But...

Bringing a New Ethics to the Market Place: Sox 304, Dodd-Frank 954

Corporate and Securities Blog, October 6, 2010 Wednesday 2:00 PM EST

Out. ©, 2010 (LexisNexis delivered by Newsletter) - SOX, Section 304 and Dodd-Frank Section 954 present the SEC with a critical test. Each Section provides for the claw back of certain executive incentive executive compensation when there is a restatement. The challenge for the Commission is to use its authority under each Section to encourage th...

Calling in corruption: Increased enforcement and some sizable penalties have boosted corporate inter...

Treasury & Risk, October 2010

CAIL MILLS, DIRECTOR OF HUMAN RESOURCES at Home Depot, is a big fan of bottines. The \$60 billion home improvement chain has had a hotline in place for employees and vendors for at least 15 years, she says. "In all that time, the hotline has always paid for itself, because as long as an associate is calling us instead of filing a lawsuit, going to...

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3
2

Previous
Next
Send
Save changes

1 Click Previous to move to the Notes tab; your changes will be kept as long as you remain within the new issue workflow.

2 If you have not already done so, you must click Save Changes prior to sending your newsletter issue. If you choose not to send the issue right away it will be stored as a draft.

3 The Send button will become active (turn red) once changes are saved. Click Send to launch your issue to all designated recipients. A pop-up will ask you to confirm your intent to send your issue.

Newsletter Issues. Other Workflows

Saved issues are stored for thirty days so that they can be resent to recipients that missed the original delivery or accidentally deleted the email.

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New Newsletter Issue

1 Resend Newsletter Issue

Drafts

2 Topics Today

---Issue---

Topics Today (Sat, Nov 13, 2010 12:18 AM)

Topics Today (Mon, Nov 15, 2010 11:32 AM)

Topics Today (Wed, Nov 17, 2010 11:48 AM)

3

4 Start

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- 1** Select radio button to the left of Resend Newsletter Issue.
- 2** Select the template associated with the issue you wish to resend.
- 3** Select the issue to resend. Issues are identified by the template name, followed by the date and time of the last save.
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Drafts are newsletter issues you have saved, but have not yet sent. Drafts enable you to begin work on an issue, leave the workflow to perform other tasks, and return to complete the delivery.

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Topics Today (Wed, Nov 17, 2010 09:30 PM)

A Newsletter (Wed, Nov 10, 2010 04:56 PM)

Erin's template (Wed, Nov 3, 2010 10:45 AM)

McG (Wed, Nov 17, 2010 03:56 PM)

TPM (Wed, Nov 10, 2010 01:49 PM)

Topics Today (Wed, Nov 17, 2010 09:30 PM)

testnotopic (02/11/2010 10:49:41 AM)

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- 1 Select radio button to the left of Drafts.
- 2 Select the draft you wish to enter. Drafts are identified by the template name, followed by the date and time the draft was last saved. Drafts will be kept until sent, or until the associated template is deleted.
- 3 Clicking Start will return you to the issue workflow – Article Selection, Layout, Recipients, Notes, Preview/Send – with your saved selections displayed. You may make modifications and send the newsletter issue, or resave it to continue working later.

Newsletter Delivery. Best Practices

To present a superior user experience follow these best practices for newsletter delivery:

Change the “From” display and “Reply to” address

to point to someone within your organization. If the reader can instantly see that the newsletter came from within the organization they won't mistake your email for spam.

Keep the design of your newsletter simple.

Don't go overboard with an overly elaborate logo or use a multitude of font styles and colors all at once. Users respond best to simplicity.

Write a good Subject line

for your newsletter issue to immediately grab users' attention and encourage them to read, rather than file or delete, your newsletter.

Keep it brief to enable easy scanning.

Most users skim headlines to get an overview, rather than reading thoroughly.

- Select only the most relevant articles
- Include abstracts, but control their length
- Arrange articles in priority order
- Omit the table of contents if you aren't including many topics

Don't send too often.

Research shows that the most frequent user complaint concerning newsletters, is that they arrive too often. A predictable publication frequency that's not too aggressive is best.

Keep your content fresh and relevant.

Create new topics/newsletters regularly to correspond to the latest issues facing your organization to keep people engaged. Consider polling your audience about what they'd like to see and how often.

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