

ORIGIN Newsletter

- Size: 8 1/2 x 11", photocopied, 2 sides
- Layout: Page maker
- Frequency: every 2 weeks (approx.), or as needed
- Caveats: NO detailed info on financials or sales #'s, or any info that might be of use to our competition (must presume that some issues may find their way to other companies).
- Format: "headline briefs" on as many different topics as possible

CONTENT / SECTIONS

- 1) Feature story: 1 per issue; slightly expanded coverage
- 2) New personnel, promotions, departures, "Featured employee"
- 3) New/revised company policies & procedures
- 4) Department-specific news: a) Product Development, b) Sales, c) Marketing, d) Operations, e) Customer Service, f) Finance, g) International, ~~and~~ h) MIS/network,
- 5) Press coverage and other "News" re: company, products, people
- 6) Info on "the competition"
- 7) Info from around the industry
- 8) Hardware/software trends and interesting info
- 9) Answers to questions from employees
- 10) Rumor control

Notes for the Origin Newsletter:

Title: Point of Origin (Use Logo)

Planned interval of publication: monthly, special editions as needed or as info available.

Format:

- 2-column, 8.5" by 11" sheet, 2-page (front/back)
- short, informative, "snippets" organized by category (from defined list)
- Each category to be a subhead, with information listed below.

Categories: (This list is not final)

From the Field (Sales/Mkt. info)

In the Pipeline (PD notes)

Q&A (questions and answers)

Random Bits (rumors w/rebuttal)

Announcements

Industry Watch (info about competitors, etc.)

Fireside Chat (notes from Rob)

Who's Who (Personnel notes)

At your Service (Cust. Service notes)

<Anyone> Speaks (notes from any given individual)

Reminders

(See Fred for further ideas)

Information:

Gathered by "drop-box", Quickmail, memos, etc.

All info to be sent to a centralized collection center (Steve C.)

Near press time, info is sorted and contents of newsletter determined and authorized by management.

Production

Body copy typed and then sent to Cheryl/Craig to be formatted and printed.

Distribution will probably be by Pat/Michelle, or left near time clock to be picked

up as desired by the staff.

MEMORANDUM

From: Fred Schmidt & Dallas Snell ⁺²

To: All Origin Employees

Subject: Company Newsletter

In an effort to promote communication within the organization, we will be creating a company newsletter, *Point of Origin*. This document will contain information from all departments and management. Some of the featured sections of this newsletter will include:

- Information on changes in company policies & procedures.
- Questions and answers.
- Information from the Computer Gaming industry.
- Answers from management to rumors running the "grapevine".
- Featured employee, product, or company-related stories.

All in all, this newsletter will provide you with a better picture of the company as a whole. What we ask is that YOU help us collect information that you want to hear.

There will be 2 "drop-boxes", one near Steve Cantrell's office and one upstairs near the fax machine. We encourage you to drop in any questions, comments, story ideas, rumors, etc. Your contributions may be anonymous if you prefer.

Let's look forward to a great first issue!