

# SWEET HOME SCHOOL NEWS

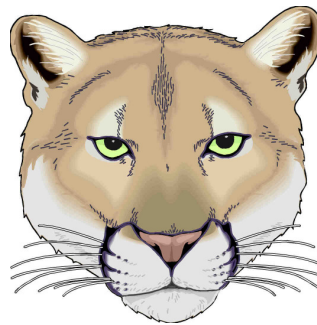
Volume 1, Issue 1  
August 27, 2007

## FIRST DAY OF SCHOOL

Wow! What a great first day of school we had at Sweet Home School. Students arrived to school Monday morning with smiling faces to a new year and a new principal. While some students met Mr. Meyer on Saturday morning during the meet-and-greet, others

had a chance to meet him Monday morning and throughout the day. Mr. Meyer feels very fortunate to be here at Sweet Home School with such dedicated teachers and staff along with a great group of students. "This promises to be one of the best year's ever at Sweet

Home School."



## MORNING DROP-OFF AND AFTERNOON PICK-UP PROCEDURES

On Monday and Tuesday morning students may report directly to their classrooms after they arrive at school. All students may purchase a great breakfast in the cafeteria before reporting to class.

Beginning Wednesday, we will start our normal morning routine for the remainder of the year:

### Mornings

7:15—7:30—Early Arrival students report to the cafeteria.

7:30—7:55—Students report to the cafeteria (breakfast only) or the gym (for students not eating breakfast).

7:55—Students report to class.

8:00—All students seated at their desks in their classrooms to avoid being counted tardy.

### Afternoons

3:10—Students Dismissed - After School Care

3:15—Buses Depart

3:25—All students picked up by this time to avoid after school care charges.



### **This Week!**

#### MONDAY

- First Day of School.
- After School Care Begins
- Thursday Folders Go Home (Sign and return on Tuesday)

#### TUESDAY

- Students Report Directly to Classrooms Upon Arrival

#### WEDNESDAY

- Morning Drop-Off Procedures Begin
- Our First General Assembly in the Gym for Announcements

#### THURSDAY

- 6:30 a.m.—Early Morning Flag Football Practice Begins
- Thursday Folders Go Home (Sign and return on Friday)

#### FRIDAY

- 6:30 a.m.—Flag Football Practice

# INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're

finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

# INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for

your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business.

Sales figures or earnings will show how your business is growing.

Some newsletters include a column

that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

# INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the



image.

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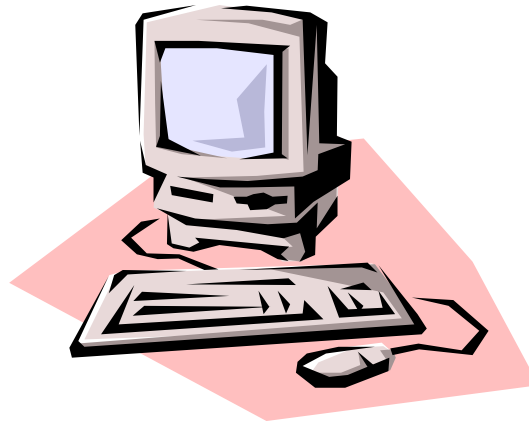
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## SWEET HOME INDEPENDENT SCHOOL DISTRICT

Sweet Home School

Phone: 555-555-5555  
Fax: 555-555-5555  
E-mail: someone@example.com

Your business tag line here.

We're on the Web!  
example.microsoft.co  
m



## BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing

of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.