

February Newsletter

I can't believe it! It seems like the year just started and now we are pulling off the first page of the 2010 calendar. We start February during Catholic Schools Week which is the school week of February 1 through 5. Please see the enclosure in the school newsletter for events occurring during the week.

Scholars' Bowl gets back in swing on February 11th with a meet at Otis-Bison at 4:00.



February 12th, Lifetouch Pictures will be at Sacred Heart starting at 9:30. Students may dress in non-uniform clothing for these pictures. (All day is out-of-uniform.)

Saturday, February 13th, basketball at Quinter at 9:30. Please come and support our students at their last basketball game.



Monday, February 15th, no school for Presidents' Day.



Tuesday, February 16th, Scholars' Bowl at Felton Middle School in Hays at 4:00.

February 17th is Ash Wednesday.



February 18th, parents, find out the rest of the story, Parent Teacher Conferences are from 4:00 to 8:00 in the gym.

February 23rd, TMP will be at Sacred Heart to talk to the students beginning at 10:45.

Parents need to stock up on Lunchables; February 24th, students need to bring their lunch and eat in the classrooms because of the Lenten Luncheon.



This sums up the month of February. I wish you all a Happy Valentine's Day.

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 dis-



Caption describing picture or graphic.

tributing 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.

Inside Story Headline

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

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.

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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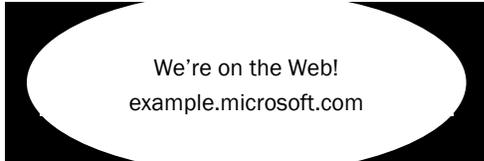


Caption describing picture or graphic.

Business Name

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

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



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

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Your business tag line here.

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 ser-

vices, 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.



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