

JODI'S JOURNALISTIC NEWSLETTER

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Special points of interest:

- Habitat: straw and space to run
- Food: seeds and water
- Handling: carefully one hand under its behind!

RUN HECTOR RUN !

Glapton primary schools rabbit, hector, has sadly escaped from his hutch located in the schools nursery. Mr Cassidy (caretaker) on 5th June at 7.30am if it is dead or alive on hectors disappearance. The children of Glapton are devastated to hear that that hector has disappeared.

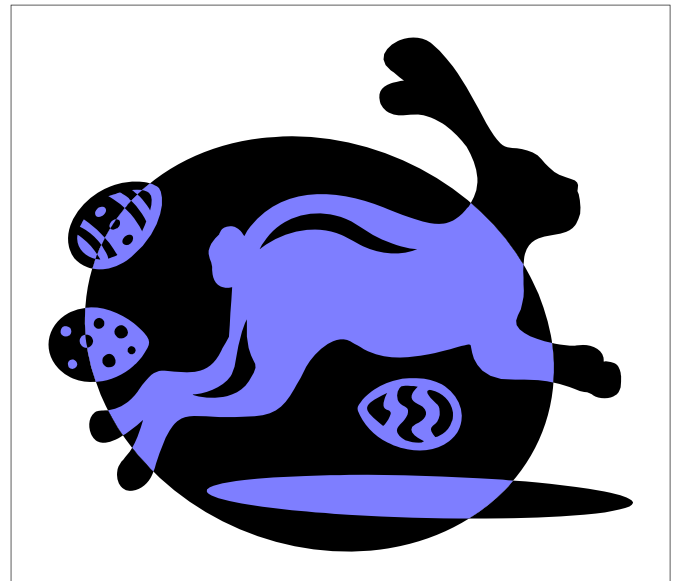
Hector is a very intelligent rabbit who disappeared on the 5th June. He was being carried down to the nursery and the people who took hector (Molly and Brooke) down must off not closed the rabbit cage probably. Also, another person came and said "can I take the rabbit out please" so he must of not closed the rabbit cage probably when he put hector back in its cage.

How did hector run away?

How did hector get out of his cage and run away?

How did hector end up in the nursery playground?

How did hector get in the



HOW DID HECTOR RUN AWAY

nursery playground?
How did he get out of the doors?

Was the doors locked or unlocked?

Was his cage locked?

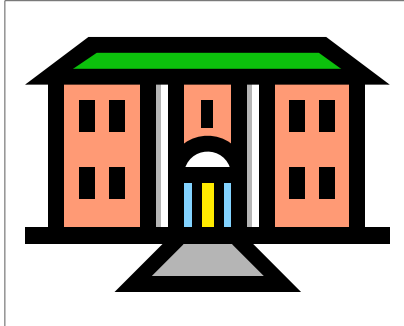
WHERE COULD HECTOR BE!?

Where do you think hector could be and what do you think has happened to him ? Mrs Smith (from the nursery) was shocked to find an empty cage on the 7th June. Could the rabbit be dead or alive? We really hope that hector is safe and hasn't got hart. Also, hector went missing on the 5th June.

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,



Caption describing picture or graphic.

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.

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.

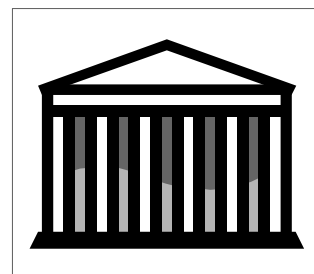
Microsoft Publisher includes

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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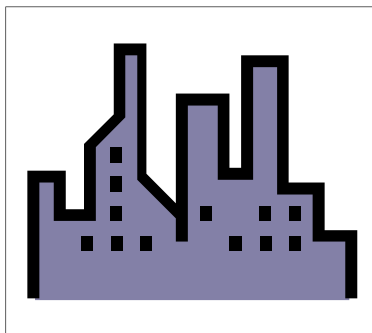
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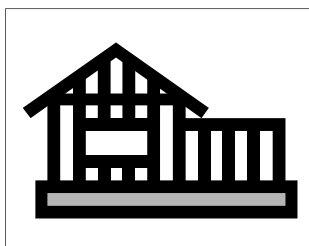
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Glapton Primary

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



Your business tag line here.



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.

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 list-



Caption describing picture or graphic.

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

ing 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,