

Newsletter Guide for The Hawk's News

Newsletters are not newspapers. There are many similarities, and some differences. Before we begin, we should discuss the reason for our writing.

Who is your audience? _____

What is the purpose of this writing? _____

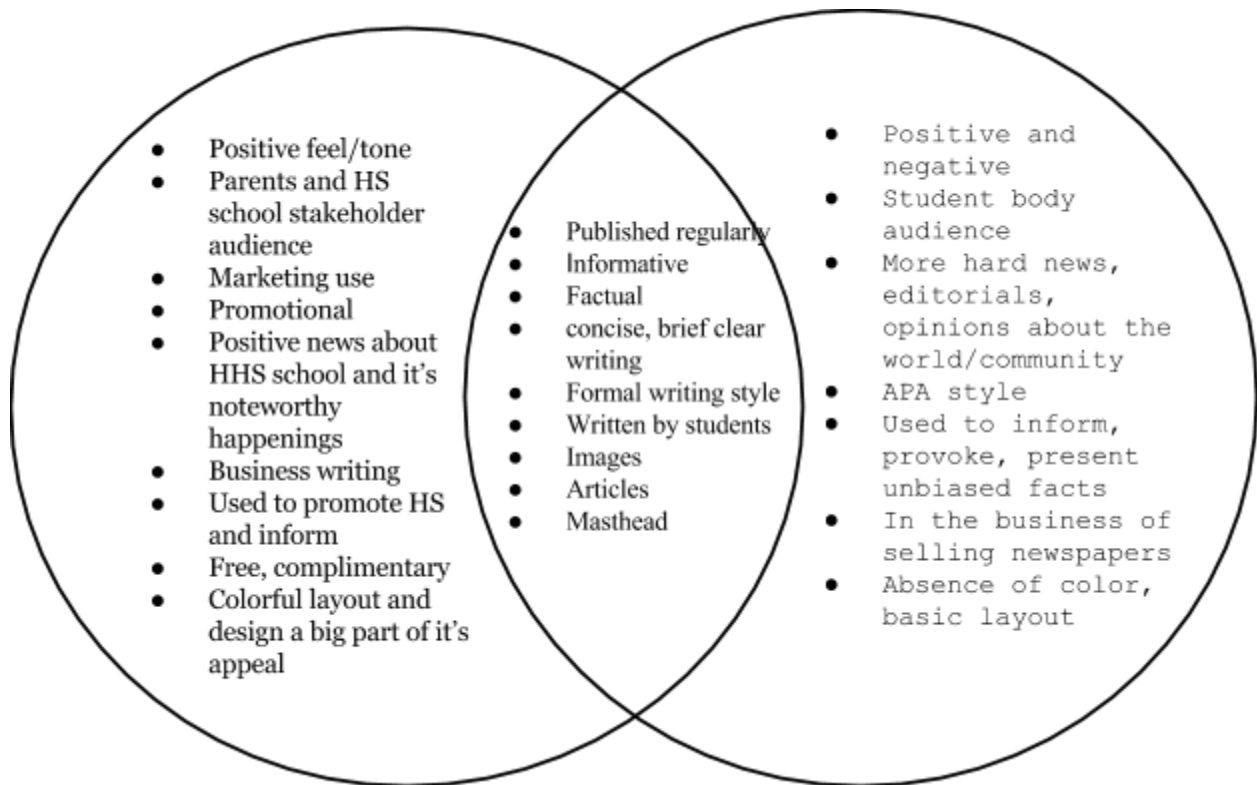
What kind of things would the audience want to know? (Brainstorm ideas, look at past issues)

What would be the most appropriate tone to use for the writing? _____

What are the similarities and differences between a HS Newspaper and a HS Newsletter?

For our purposes, the HHS newsletter, already named The Hawk's News, is concerned with keeping our stakeholders informed, building our school's positive image through [public relations](#), and is a part of our [marketing](#) efforts to promote the Hawk's Nest as well as all school related events like Empty Bowls, scholarship opportunities, and other items of interest that come up.

So how is that different from the school newspaper?



Take away: Although they have some similarities, there are very different purposes and very different audiences which drive a very different product.

As a class, our first step is to brainstorm ideas for the newsletter based on our audience and what is going on at the time, ie: sports, art department, library, new superintendent, Chromebook rollout, Spell Bowl, Academic Super bowl, BPA, anything Mr. Lutze would like to highlight, welcome new school year, etc.

The stories all need images to go with them, and need researching most every time. We also have a theme and color scheme for each month, but overall design of masthead and back page info stays the same for uniformity sake. Some ideas, though important, aren't big enough to write about. In that case, we place "blurbs" in instead of stories.

We are now ready to begin researching, writing, editing, and revising the newsletter articles.

- Research the topic you are assigned. Where are the best sources of info for this story?
- Write the article you are assigned using your research. Read it to yourself. Is it clear? Did you frame the article with an introduction and ending that clarifies the subject to the intended audience? Remember, it is the parents and community members you are writing for, not the student body. Keep it upbeat and complete your thoughts. This audience doesn't live in the school like we do, and we all know you don't talk to your parents at all. :) Revise. Reread it to yourself or a partner. Revise and edit.
- Hand it to your editor so a pair of fresh eyes is on it. Have them read it and answer the above questions. What questions do they have for you? Those are things to consider when revising yet again.
- Revise. You may have to update some information, or just clarify or add some of the questions the editor had for you. Be succinct and clear. Very little, if any, of anyone's writing is ready to go on the first draft. Be ready to do your best in each step, and expect to edit/revise, edit/revise, edit/revise.

Managers will coordinate the desktop publishing function of the newsletter using the software Publisher and the template we have been using. This is where the design, layout, whitespace, color, images, and other design elements come in to play. This is a creative, albeit time-consuming process.

Even at this point, some editing and updating may need to be done. The more fresh eyes on it, the better at each step. When it is completely finished and proofread over and over, I publish the final copy and then save it as a PDF, then send it to Central Office and Mrs. Clemens to post to the MSD website, and also to send a mass email to anyone on the school's email list. I also send out a mass email to all students emails in the directory.

There are examples of past published newsletters on my website, lkingclass.weebly.com. on the Principles of Business page. Notice that they are all PDF files at this point. This is so anyone can open the file, whether they have Publisher on their device or not . There is also one Publisher file of a newsletter, dated May 2014, that we will use for the template to begin the year.

Please open each of the newsletters and examine them for content, writing style, design and layout, elements such as use of quotes, images, photos, story ideas, consistency in design, Themes according to month, etc. Keep notes on the things you find. This will be a source of information during each month's issue. We try our best to cover anything newsworthy so we can let the parents and community know about it. Students are a secondary audience, so some things are written with them in mind, but really it is geared to parents. Also, write down any additional things you come up with that we might want to cover.