

# Guntersville Middle School

**COBY'S**  
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**CORNER**  
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January 29, 2008

Volume 1, Issue 1

## Welcome

Welcome to the first edition of "Coby's Corner"!

It is my intention to release a copy of "Coby's Corner" bi-weekly. Each edition will feature a **new strategy (RBS)** and ideas on implementing that strategy.

Each edition will also contain a section entitled **Teacher Celebrations**. I need your help with this article. Please tell me about successes you've had with the strategies you're using. I would also like for you to let me know when any

across curriculum activities are taking place. I would love to visit your classes and write about it in the next edition.

Another feature section of the newsletter will be "**Find Wiley**". In this section, teachers will be given clues in which you will use to find Wiley.

I will hide Wiley and you are challenged to be the first one to find him. The teacher that finds Wiley will be given numerous prizes. Examples are free food coupons, free lunch off campus,

gift certificates from local merchants, etc. The winning teacher will then be responsible for hiding Wiley and giving me the clues to put in "Coby's Corner".

If you know anyone who would be willing to donate to the Find Wiley fund, please let me know.

Last but not least, every issue will contain an updated list of any **new materials** that are available for check out in my room.

### Issue Features will include...

- ✓ RBS of the Month
- ✓ Find Wiley
- ✓ New Materials
- ✓ Teacher Celebrations

**Please send me any information, celebrations, ideas, questions, etc. before Friday. I will try to send out my first "real" issue by Feb. 5th.**



If I'm going to be called "Queen RBS", I thought I should have my own special logo!!

## 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.

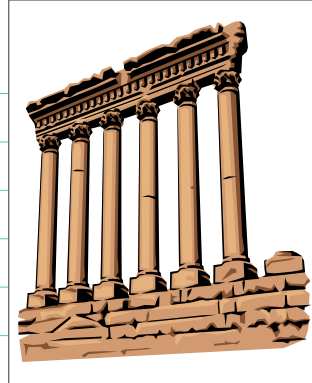
A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that pro-

motes 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 mes-



Caption describing picture or graphic.

sage 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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# Organization

## Guntersville Middle School

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

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