Weekly Hot Topics

This story can fit 175-225 words.

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization’s identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It’s recommended that you publish your newsletter at least quarterly so that it’s considered a consistent source of information. Your customers or employees will look forward to its arrival.

Teams Traveling

<table>
<thead>
<tr>
<th>Sport</th>
<th>Dates</th>
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</thead>
<tbody>
<tr>
<td>Men’s Dodgeball</td>
<td>Sept 4—7</td>
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<tr>
<td>Women’s Football</td>
<td>Sept 11—12</td>
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<tr>
<td>Mena’s and Women’s Hurling</td>
<td>Sept 6—8</td>
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<tr>
<td>Co-Ed Rope-Climbing</td>
<td>Sept 4—Oct 9</td>
</tr>
<tr>
<td>Men’s Octopush</td>
<td>Sept 6—10</td>
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Upcoming Dates:

| Aug 13 | Alphabetize CDs |
| Aug 27 | Organize Closet By Clothing Article and Color |
| Sept 30 | Jessyca’s Birthday! Get her a present |
| Oct 1 | The day after Jessyca’s birthday! Get her another present |
| Oct 12 | Watch Burn Notice on Hulu |

Curriculum Update:

Team Meeting Week of 8/23—8/29

CRLA 1

Target Practice

Date Available: 8/19

CRLA 2

Competitive Eating Strategies

Date Available: 8/19
**Student-Athletes of the Month**

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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

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**Tutor Spotlight**

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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