

# Newsletter

May 2010

Volume 6, Issue 5

## Have Any Bright Ideas?

The Lake Meredith Aquatic & Wildlife Museum's Board of Directors is currently working on a new 5-year strategic plan and would like to have your input. If you would like to see the museum have more adult programs in certain areas of interest, we need to know so that we can plan them. Remember, the museum's mission is to advance knowledge and to enable people to appreciate, protect, and enjoy their natural and cultural history. We are always looking for innovative ways in which to continue to meet our mission. The next Board of Directors meeting will be Monday, May 17th, at 6 p.m. at the museum.

## Volunteers come in all ages

There are few tasks that the museum staff are unable to accomplish, however, catching the fish from the larger aquarium is one in which we need assistance. Part of the problem is that the furthest corner of the large aquarium is at least a six foot reach. The fish apparently know this as this corner is where they hide when they see the net coming after them. Thanks to Christopher Ronning, a nice young man who volunteered to help, the fish had no place to swim that was out of his reach. According to Christopher's father, the task came at a good time. Christopher was feeling stressed out after taking the TAKS tests all week at school and his father had no doubt that helping



catch the fish in the aquarium was just the distraction he needed to help relieve some anxiety. The pay off was great! Christopher caught the biggest fish he had ever gotten when he netted the largest catfish. For his assistance, Christopher received a Howdy Neighbor Day: 50 Years of Fritch t-shirt. We didn't let him keep the fish.

## Reception has good turn out for Roberta

### Phillips



Artist Roberta Phillips was honored with a reception following her *Assorted Works* show. About 20 people attended and enjoyed a presentation by Mrs. Phillips over her research interest in Big Foot. At right, artist Roberta Phillips. At left, Chamber of Commerce President, Vicki Wilson and pastor Ted Wilson.



**LMAWM**

**PO Box 758**

**Fritch, TX 79036**

**806-857-2458**

## Inside Story Headline

This story can fit 150-200 words.

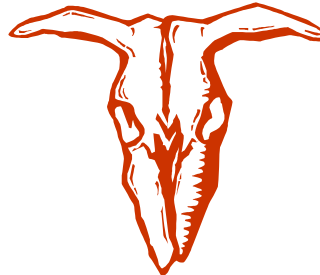
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

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 promotes a new product.

You can also research arti-



**Caption describing picture or graphic.**

cles 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.

**“To catch the reader’s attention, place an interesting sentence or quote from the story here.”**

## 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.

## 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.



**Caption describing picture or graphic.**

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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**Lake Meredith Aquatic & Wildlife Museum**

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**Under the water tower  
in Fritch, Texas**

**We're on the Web!**  
[example.microsoft.com](http://example.microsoft.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.

## Back Page Story Headline

This story can fit 175-225 words.

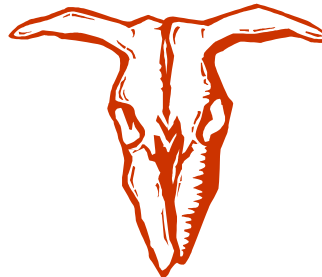
If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

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 per-

sonal 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



**Caption describing picture or graphic.**

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.