LESSON PLAN

STRUCTURE:

Overview

Outcomes

Preparation

Procedure

Microsoft Office 2013

LESSON NAME: Some news about ….Newsletter writing
DURATION: 4 x 60 min
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OVERVIEW

A newsletter is the right tool to give information and cross your opinions. It can be used inside the school or in a classroom to inform stakeholders (students, teachers, staff, families) about what's going on in the school or outside it, in particular in the town area the school is located.

In this lesson, we will focus upon important aspects of a newsletter such as: the format of a newsletter, the ethically written text, the rules about press freedom and about privacy, the proper tone of voice, suitable to the target audience.

The lesson aims at getting students to create the lay-out of a school-newsletter, a mailing list of people interested in receiving it, and publishing articles written by students or teachers.

LEARNING OUTCOMES

Students will learn:

- the importance of a school-newsletter
- the lay-out of a newsletter
- an ethically written text
- the rules of freedom press
- the privacy rules referred to a newsletter
- how to deal with spamming
- how to collect and review information about local news
- how to compare newsletters on the web

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Students will be able to:

- plan a newsletter template
- create a school-newsletter having a captivating graphic design
- surf the web
- download documents, images and photos
- write a short   article, specific for the target audience, about the school and/or about the local news
- Create headlines to the articles
- Insert documents and images
- Overhaul and edit the text
- Create a mailing -list of the stakeholders
- Ask and collect e-mails from the stakeholders
- E-mail out the newsletter

PREPARATION AND MATERIALS

- **Ask** your school to install Microsoft Office
- **Ask** your school to install a software of free PDF Creator
- **Make sure** that in the classroom the number of computers is sufficient in order to work in small groups
- **Prepare** the classroom with a data projector
- **Connect** to Internet

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PROCEDURE

1. Discuss the rules of freedom press and of privacy related to your country
2. Discuss spamming and how to fight it
3. Analyse some newsletters on the web
4. Create 3 groups in the classroom: the first group called *editorial staff*, the second one *mailing-list staff* and the third one *graphic designer staff*
5. The 3 groups will be instructed to do brainstorming to gather ideas.
6. Assign to each group the specific tasks, such as:

   6.1. **Editorial staff** – the basic elements related to writing a news item; how to collect and review school and local news, how to write a brief and targeting articles;
   6.2. **Mailing-list staff** – collect the e-mails of the stakeholders, create a mailing list, e-mail the newsletter;
   6.3. **Graphic designer staff** – choose the best template of a newsletter, plan different lay-outs of a newsletter, download photos, images and documents

7. The 3 groups will meet do discuss and decide the choice of the articles including images and pertaining news documents.

Link suggestions:

http://www.smiletemplates.com/free/newsletter-templates
http://writtent.com/blog/how-to-write-a-newsletter-in-4-simple-steps/
http://www.wikihow.com/Write-a-Good-Newsletter
http://companynewsletters.com/newsread.htm
http://www.topstory.ca/newsletters.html
https://en.wikipedia.org/wiki/Electronic_mailing_list
https://www.youtube.com/watch?v=DTl7q33UAq8