

BUSINESS NAME

SPECIAL POINTS OF INTEREST:

- Briefly highlight your point of interest here.
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HAMILTON-WENTWORTH

Teachers of English as a Second Language

www.teslhw.org

VOLUME 1, ISSUE 1

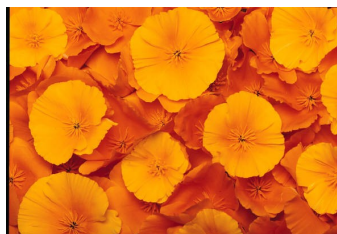
NEWSLETTER DATE

# Hate Crimes in Hamilton

Research has found that incidents of hate are drastically under-reported, for reasons as great as fear, and as simple as not knowing who can help. We, at the Hate Crimes Prevention Program, have sought to increase this lack of reporting by raising

awareness, providing information on hate crimes and hate incidents, and providing support for those who experience such acts.

On April 30th 2009 we launched [www.hatecrimes.ca](http://www.hatecrimes.ca) - and its newly established online



Caption describing picture or graphic.

# Secondary Story Headline

This story can fit 75-125 words. Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline

before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office

Opens Near You.



Caption describing picture or graphic.

# 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 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.

# Inside Story Headline

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

# Inside Story Headline



**Caption describing picture or graphic.**

tive method of reporting and will allow members of Hamilton's di-

For more information please check out the [www.hatecrimes.ca](http://www.hatecrimes.ca) website and online reporting tool, and please pass this information to your contact and clients that may benefit from it.

reporting tool.

verse communities to report a 'hate crime' as well as other acts of bullying, harassment and discrimination.

This new online reporting tool will provide confidential and effec-

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

# Inside Story Headline

# 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 thou-

sands 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.



**Caption describing picture or graphic.**

# President's Message



Caption describing picture or graphic.

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

## Maintenance of Website

Upload new meeting dates and times monthly

Upload newsletter and have TESL Ontario blast a mes-

sage about the new newsletter through e-mail (contact the membership coordinator, currently Eva Csiszar at [membership@teslontario.org](mailto:membership@teslontario.org))

Upload job postings that are sent via e-mail and delete old ones regularly

Upload community events that are sent via e-mail and delete old ones regularly

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