



# School Music Matters

A Sample School Music Newsletter

## Why A Newsletter?

A newsletter is a great tool for promoting yourself and your music program to students' parents, the community, other teachers, and the administration. Use a newsletter to explain all the wonderful things you are teaching students. Let people know how music class helps students with other classes - how you study the science of sound by comparing the length of different Boomwhackers® or how you help teach fractions by teaching 4/4 time.

And if your music program is in danger, tell them that. Fight! "Do not go gentle into that good night!" You'd be amazed at what you can accomplish by being the proverbial squeaky wheel.



Even better, convince your community that your music program is invaluable *before* your program is in danger. Provide your audience with statistics and quotations, both of which are plentiful at School Music Matters. For the former, visit our **Just The Facts** area. Telling parents that music lessons increase children's IQ — and being able to back that up with details and

numbers from a university study — will definitely catch their attention. Gems from our **Quotes** section such as Martin Luther's statement that "Music is one of the greatest gifts God has given us...." add food for thought.

What else you add depends, of course, upon your own situation. Announce upcoming concerts. In the following issue, be sure to include a few photos from the performance. Promote your fundraisers for the music program. Or maybe you want to brag about how well your students are doing: Did they compose a song of their own? Put together a music video? Earn a new belt in Recorder Karate? Tell them about you web site, if you have one — or tell them about School Music Matters! You get the idea. There's plenty of material to fill many a newsletter.

♪♪♪

♪ Don't forget to proofread! ♪

♪ Typos and grammar mistakes leave a bad impression. ♪

♪ Using spelling and grammar checkers isn't enough! ♪

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## Using Artwork

Using sharp, high-contrast images will ensure that your readers can still recognize the image, even after it's been photocopied. Generally, avoid color images unless you're fortunate enough to be able to generate color newsletters.

Don't overdo it. Too many images can make your newsletter cluttered. Images should complement the articles, not detract from them.

There are many clip art sites where you can get images. Be sure to check out the usage guidelines.

School Music Matters has graphics you can use in the **Downloads** section. Also, look in the School Music Matters Links area: select "Clip Art" from the Subject menu and hit "Search" for a list of other sites with good music or school clip art.

## FONT CHOICES

*It's tempting to use lots of cool fonts in your newsletter, but that can quickly get **distracting AND annoying**. See what I mean?*

Resist the temptation. Stick with one basic font for all the text in your newsletter. If you really want to play with various fonts, do so in the headlines, not in the text. Use font size to rank articles' importance: The most important articles have a headline with the largest font size.

Speaking of font size, make sure your text is easily legible when printed. Even if you have lots to say, don't squish the font to fit it all in. After all, you'll need material for the next issue.