

Winter Newsletter

From the Director's Desk . . .

Happy New Year! Am I the only one who cannot believe that it is already 2004? Where did the fall go?

We've been busy here at the library as you may know! The computers are almost always full and there are lots of kids here on Wednesdays for story time. Not to mention good attendance at our book discussion club and computer classes! Circulation and computer use were up in 2003! We hope that 2004 is even better. We are also hoping that 2004 is

the year of more improvements to the library building! We are waiting to hear about grants to restore the beautiful ceiling and an ADA grant to make the library more accessible.

Here's to another great year!!

Sincerely,

Karen J. Klapperstuck



Inside this issue:

Inside Story	2
Inside Story	2
Inside Story	2
Inside Story	3
Inside Story	4
Inside Story	5
Inside Story	6

Special points of interest:

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

Friends of the Library — SOUP SALE RETURNS!!

The Friends of the Library Soup Sale is back by popular demand! Come get your hot, homemade, fresh soup on Tuesday, FEBRUARY 10 between 4 pm and 7:30 pm at the library. The cost is \$3.00 per 12 ounce container.

Remember that supporting the Friends is a great way to support the library as a whole. To get more involved, contact a member of the library staff to find out when the next Friends meeting is!!

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.



Caption describing picture or graphic.

The Zero Game by Brad Meltzer

Matthew Mercer and Harris Sandler are best friends who both work as Senior Congressional Staffers. Nice jobs! But Matthew is getting bored with it all. To keep his friend from quitting, Harris invites him to play the "Zero Game," an innocent enough game between congressional

staffers. But the game starts to get dangerous and soon people are turning up dead. Harris finds himself on the run and the only person he can trust is Viv Parker, a 17-year-old Senate Page. There's a killer on their trail and the closer they get to finding out who's behind the game, the closer

A book review by Grace Vetrano

the killer gets. The trail takes them from Capitol Hill to an abandoned gold mine in South Dakota and a project called the "Midas Touch."

I couldn't put the book down. I loved the fast pace, and the twists and turns. I enjoyed reading The Zero Game!

Computer Classes

Computer classes are in full swing again!

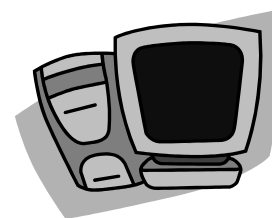
Intermediate classes will begin in March and another cycle of beginner classes will be offered in the spring.

Not sure which classes are

right for you? Call or come into the Library and talk to Karen or another staff member about what you already know or what you want to know and we'll try and place you.

Thanks for helping to keep the

classes running with your overwhelming interest!



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.



Caption describing picture or graphic.

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.

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

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.

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.

Bradley Beach Public Library



Organization

.....

511 4th Avenue
Bradley Beach, NJ 07720
Phone: 732-776-2995
Fax: 732-774-4591
Email: kjklapperstuck@hotmail.com

We're on the Web!
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 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 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 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.



Caption describing picture or graphic.