



ACADEMY PUBLISHING, INC.

The School Newsletter PROGRAM™

About Us

Academy Publishing, Inc. has been providing the School Newsletter Program™ to public secondary schools since 1994. Privately owned and operated, we employ a core staff of graphic designers, marketing staff, and production personnel at our home office in Orlando, Florida. Everything is done in-house to ensure quality publications from start to finish.

Newsletters are professionally designed in the school's colors and mailed/emailed to the parents at strategic times throughout the school year. **Most importantly, the program is free!** It is funded by advertising from local community sponsors. Currently, we produce and distribute over one million newsletters in California, Florida, Georgia, Indiana, Maryland, Michigan, New Mexico, North Carolina, Ohio, Texas, and Wisconsin.

The Academy Publishing team does all the work! We find the sponsors and take care of the advertising. We design a quality newsletter and take care of the printing. We have several mailing options and newsletters are also available online. The only thing you are responsible for is providing us the content you would like distributed to your parents!

An effective
newsletter is the
key to communication



Professionally Designed & Mailed/Emailed
to Reach Every Parent

Funded by Local Advertisers

it's Free!

Newsletter Planning

Your newsletter program can be extremely beneficial to your school in several ways: more parents at school events, more **successful fundraisers**, more volunteers, even your school's overall GPA can be greatly improved with more parent involvement. Your parent population is a **TREMENDOUS RESOURCE** and your newsletters can be instrumental in tapping this resource.

Your newsletters can identify the most important issues at your campus and, most importantly, let the parents know exactly what they can do to assist.

For example, at the beginning of the second semester every year, you know from experience that you will have increased absences and tardiness. Normally there is a decline in student performance and generally a reduced enthusiasm toward school responsibilities. Is this information that should be shared with the parents? If you think it should, take your article one step further. **LET THE PARENTS KNOW WHAT THEY CAN DO TO HELP!** Tell them to get/stay involved in their students studies and activities. Ask them to volunteer for a program - any program - at the school. You've seen the statistics; the students of parent volunteers perform better. Suggest that they keep their antennae up to identify a slide in dedication or focus and perhaps create new rewards for achievement.

Over the past several years, bullying and cell phone usage became huge issues on many campuses. By making all parents aware of the severe problems, these occurrences were greatly reduced, if not eliminated. Turns out that the parents were sometimes more effective in mitigating these issues than school administrators.

The important standardized tests - FCAT, SAT, ACT and others - have complete sample tests available for downloading and printing at no cost at several websites online. Should parents be encouraged to print them and take them with their students? Parents might identify ways they can assist their child in preparation. Even if they don't, they are more involved in the child's eyes and the student has more experience in taking that test. Let the parents know how beneficial this exercise can be and refer them to the appropriate websites.

There are many other examples of how your newsletters can help your school, but the purpose of this communication is to suggest this: your newsletter editor should be guided by a plan that is approved by the principal. The following is a suggested outline for planning your newsletter program.

1. Make a list of everything you want from your newsletter program.

Your list might include: higher academic performance, rules and regulation changes, more parent volunteers on campus, more successful fundraisers, greater attendance at events, campus safety issues, recognition of excellence - staff, students or parents, testing dates and preparedness, etc.

2. Prioritize your list.

Your newsletter editor should know how to use the space available in your newsletters. If your newsletters are concise and contain information that the parents can see have great purpose, they will read them cover-to-cover on the day they are received. By knowing the priority of the types of articles you want, your editor can make certain that every issue targets the most beneficial parent resources for the school.

3. Use the principal's message on the front page to focus on the most important topic(s).

No matter how busy they might be, parents will always read the principal's article if PROGRAMMED to do so. They will notice that the principal discusses important issues every issue and suggests what each parent can do to improve his/her child's school experience. If there are multiple articles of importance in the issue, the principal can ask the parents to read those articles specifically.

4. Retain a copy of your newsletter plan.

The newsletter project may change hands frequently. A new editor must be informed of the focus of your newsletters to assure its quality on an ongoing basis. Principals are mobile, too. If a new principal is provided with the existing plan, he/she has the opportunity to redirect or revise its purposes.

**CONTACT US TODAY
FOR MORE
INFORMATION!**

Academy Publishing, Inc.
210 S. Semoran Blvd. • Orlando, FL 32807

800-644-3541

www.academypublishing.com
info@academypublishing.com

Successful Newsletters Include

Upcoming Events & Fundraisers

School Policies

Issues & How Parents Can Help



What We Offer

- **A professionally designed newsletter** which will be funded by advertisers in your community. We find the advertisers and design the newsletter! A contact at your school simply provides us with the articles for each issue. Once the newsletter is formatted, minor corrections made upon request, and final approval received by the school contact, the newsletter is mailed and posted online.
- **A digital version of your newsletter** will also be provided to increase your communication efforts. We will email a link for your school's webmaster to add on your school's website to view and/or download your school's newsletter to any computer or mobile device, share to your school's social media accounts and email to parents.

This will integrate another powerful tool to communicate to parents and the community. Readers will have direct access to links to your school's website, staff emails, and various clubs and organizations, as well as membership or school forms. Not to mention links to coupons, events, and information of businesses in your community that sponsor your newsletter. Even out-of-state family members may have access to student accolades, fundraising and events information.

The print and digital newsletters together will ensure you reach your entire parent population and increase the success of all students!

- **Help with content ideas.** We provide a library of articles available on virtually any topic you may deem important. They are intended to be revised, improved, edited or used verbatim.

Why Is A Newsletter Important?

Emails and automated phone messages are effective for some, and others require face-to-face conferences or personal phone calls. The challenge is to reach **EVERY** parent with critical information. Combining these efforts with strategically timed newsletters to introduce and reinforce information (4-6 per year) is an extremely effective tool.

Contract Options

8 Page Contract - School Mails: Includes designing and printing of 8-page newsletter. The newsletters will be collated, folded, tabbed and ready to be labeled. They will be delivered to your school within 10 business days. The school is responsible for mailing the newsletters and the cost of their non-profit postage. A digital newsletter will be provided to be posted online and emailed to parents.

8 Page Contract - We Mail: Includes designing and printing of 8-page newsletter. The newsletters will be collated, folded, tabbed and mailed directly to parents within 10 business days. The school will be responsible for providing the mailing data and will be billed the cost of postage. A digital newsletter will be provided to be posted online and emailed to parents.

Contact us for more information at 800-644-3541.
 *Options may not be available for ALL schools. Other alternatives may be provided.



Fairfield HS
Fairfield, OH



Clay MS
Carmel, IN



Palmetto Ridge HS
Naples, FL



Loganville HS
Loganville, GA



Lake Mary HS
Lake Mary, FL

Testimonials



I have enjoyed working with Academy Publishing for the past 18 years...Their newsletter program has been instrumental in maintaining positive communication with our parents, students, and community. The newsletter has been a great way for us to share important information about our school, keep parents up-to-date on school activities, and publicize our accomplishments. We are able to mail printed copies to parents, send them electronically, and post the newsletters on our school website. Academy Publishing makes it so easy! You send them the articles, and they create a professional looking newsletter for you--for FREE! I highly recommend using Academy Publishing, Inc. to produce your school parent newsletters.

– Susanne Crowe, Media Specialist • Loganville High School • Loganville, Georgia

Clay Middle School has developed a great partnership with Academy Publishing... we could not be more pleased with the quality of our newsletter. We have found the company to be very customer service oriented in their approach and easy to work with...they are helpful, timely with information and they provide our school with a newsletter that is very polished and professional in appearance. As principal, I appreciate the quality of the newsletter and feel proud that we can offer this to our parents and greater school community. Thank you Academy Publishing for doing such a nice job. We look forward to our continued partnership.

– Todd A. Crosby, Principal • Clay Middle School • Carmel, Indiana



"They make us feel their number one goal is to make us look good and they always succeed."



Academy provides us with ease of production, professional services and community involvement by contacting businesses in our area for advertising. The staff is courteous and easy to work with. We have been, and continue to be, pleased with the product they produce. I have no reservations in recommending Academy Publishing for your newsletter needs.

– Laurie McCoy • Fairfield High School • Fairfield, Ohio



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