

# Decoding Technology

## Creating e-newsletters

by Tim Walker and Chip Donohue



An e-newsletter is an effective customer service tool, allowing early childhood professionals to share information with children, parents, families, and staff, and offering a new marketing tool to attract customers.

### Tech Terms

- **E-newsletter:** Short for “electronic newsletter.” An informational publication typically distributed weekly or monthly using e-mail.
- **Attachment:** A file attached to and sent along with an e-mail message.
- **Word processing application:** Software used to write, edit, format, and print text-based documents.
- **HTML:** HyperText Markup Language. A programming language used to create Web pages that can combine text, pictures, sound, and other multimedia features.
- **Web browser:** Software used to visit and view Web pages.
- **Adobe Acrobat:** Software produced and distributed by Adobe Systems, Inc. that is used to create PDF (Portable Document Format) files. PDF files preserve the fonts, images, graphics, and layout of a document. Acrobat Reader is free software used for displaying and printing PDF files.
- **Digital photography:** The process of capturing images in electronic format. You can take a photograph with your traditional film camera and then scan the print or negative, or use a digital camera to capture an image directly in electronic format.



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### Tech Tools

An e-newsletter can be created using a word processing application like Microsoft Word® or Corel WordPerfect®. First, assemble the text and graphics to include in your e-newsletter. Next, choose how to send it to your recipients. These are a few common methods used:

- Save your e-newsletter as a word processing document and send as an e-mail attachment. Your recipients will need the same word processing application in order to open it.
- Save your e-newsletter as HTML (or as a Web page) and send as an e-mail attachment or directly as the message itself. Your recipients will only need a Web browser to open it.
- Convert your e-newsletter to a PDF using Adobe Acrobat and send as an e-mail attachment. Your recipients will need Acrobat Reader to open it.

### Tech Tips

- Check your e-mail account to be sure you have enough storage space and format choices to meet the needs of your recipients. If not, the “Free Email Providers Guide” Web site includes a list of e-mail providers that offer all of the features you’ll need.
- Visit the “All Clip Art Site” to locate and download thousands of free images.
- Learn more about digital photography and how to incorporate photos in your e-newsletters at ShortCourses.com. There you’ll find over a dozen online tutorials to work through.
- Create a unique look for your e-newsletter by exploring the unusual

and hard to find fonts that can be downloaded and installed for free at PCfont.com.

- Get ideas and inspiration by subscribing to free e-newsletters at the e-newsletters.internet.com Web site.

### Tech Links

- Adobe Acrobat Reader  
[www.adobe.com/products/acrobat/readermain.html](http://www.adobe.com/products/acrobat/readermain.html)
- All Clip Art Site  
[www.allclipartsite.com](http://www.allclipartsite.com)
- e-newsletters.internet.com  
<http://e-newsletters-interent.com>
- Corel WordPerfect  
[www.corel.com/wordperfect](http://www.corel.com/wordperfect)
- Free Email Providers Guide  
[www.fepg.net](http://www.fepg.net)
- Microsoft Word  
[www.microsoft.com/office/word](http://www.microsoft.com/office/word)
- Microsoft Internet Explorer  
[www.microsoft.com/windows/ie](http://www.microsoft.com/windows/ie)
- Netscape Navigator  
[www.netscape.com/browsers](http://www.netscape.com/browsers)
- PCfont.com  
[www.pcfont.com](http://www.pcfont.com)
- ShortCourses.com  
[www.shortcourses.com](http://www.shortcourses.com)

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Decoding Technology:  
Professional Development  
Tools