

Worksheet 8: A newsletter

- 1 An external newsletter is a creative way of promoting products and services to clients. An internal newsletter is a way of keeping employees informed about policies, upcoming events and job openings. Discuss the questions.**
- 1 How often do you read business newsletters? Why do you read them?
 - 2 Have you ever contributed to a newsletter? What did you write?
 - 3 What would you like to see covered in a newsletter?
- 2 Look at the list of elements (A–F) that appear in a newsletter. Match each element to a section (1–6) of the newsletter on the next page.**
- A news
 - B masthead and logo (i.e. the title and a witty saying at the top of the newsletter)
 - C newsletter staff and contact information
 - D message from the president, CEO or editor
 - E calendar of events
 - F staff announcements
- 3 Look at section 2. Match the sequencers in bold to the near synonyms below.**
- 1 firstly, first of all, _____
 - 2 secondly, next, _____, _____
 - 3 finally, _____
- 4 Look at section 2 and section 3. The present perfect is often used when giving news. To give the news real immediacy the present continuous is used. Find examples of the present perfect simple and continuous, active and passive, in section 2. Find examples of the present continuous in section 3.**
- 5 Newsletters often use dynamic news vocabulary. Match the underlined words in section 3 to their synonyms below.**
- 1 increase _____
 - 2 announcing in a very positive way _____
 - 3 were launched on _____
 - 4 making an offer _____
 - 5 doing very well _____
- 6 Make a list of the news, current events and personnel changes that have recently taken place in your company or a company you know well. Decide which of these items of news and events you want to cover in a newsletter and in what order. Then write the newsletter.**

The editor speaks ...

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Thank you for reading the latest instalment of Bullitt Bikes News. It's been a busy month in the company, and we've been doing our best to keep up with developments. **First up**, two new bikes have been launched on the market recently, which Sophie Lee reports on in our news section. **In other news**, the new workshop extension has been opened by our CEO. **Next up**, the finance division has raised a lot of money for charity in their annual sponsored swim. And there have been changes at the top. We tell you all about who's on the move and who's staying put. **Last but not least**, we have all the latest info about current events in the company. So, read on, and please contact us if you have any news or events that you'd like us to include in our next edition.

*Simone Hughes***What's up?**

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This month, the new Cruiser 100 and Beetle 500 hit the market and sales are booming. Cycle shops around the country are boasting record sales and a large number of enquiries.

Bullitt Bikes are bidding for rival cycle manufacturer Scorpion cycles. Discussions are ongoing.

CEO Mike Laird flew in from California to open our brand new workshop extension to great fanfare. It is hoped that the workshop will boost our production capacity by 20 per cent over the next few years.

Tina Graham and her team in the finance division spent last weekend swimming 800 metres in the Worksop Pool for charity. Their brilliant efforts raised 2,000 euros, double the amount of money raised in last year's swim.

*Sophie Lee***Movers and shakers**

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In a major reshuffle, Jack Clark has been promoted to head up the Marketing Division and Amy Stewart and Carl Sawyer have joined the company in senior roles in Sales. We wish all our new employees great success in their new positions.

Anyone for tennis?

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Join the tennis club at Bullitt Bikes. We play in the northern league, both singles and doubles, so please come and join us whatever your level.

Tickets are on sale for the theatre trip on May 7th.

A reminder that cinema night is cancelled on May 1st but will resume as usual on May 8th.

Have your say

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If you have any comments, or would like to contribute, please contact the team at Bullitt Bikes News.

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I CAN

organise and write a newsletter use sequencers to order news use a range of appropriate tenses use dynamic news vocabulary