

**SASS STATS**  
**2009**



Juno Award-winning artist Sass Jordan has made a living singing, performing, writing and recording music internationally for the past thirty years. She is an internationally recognized singer/songwriter who has sold over one million CDs worldwide.

*People Magazine* once described her husky-toned voice as "pained but indomitable," swaps the poppy vibe of her last studio album for a more rootsy, intimate sound that reflects her early propensity for artists like The Band, Little Feat, Bonnie Raitt, and The Allman Brothers.

In 1992, Jordan performed a duet with Joe Cocker for the soundtrack of the motion picture *The Bodyguard*, starring Whitney Houston and Kevin Costner, which sold more than 27 million copies worldwide. Her songs have been featured on numerous television shows, including *Melrose Place*, *Party Of Five*, *Baywatch* and *Knightrider*.

Also an accomplished actress, she starred in the lead role of Janis Joplin in the off-Broadway hit, "Love Janis." Jordan has guest starred on NBC's *Sisters* and was featured in the Toronto and Winnipeg productions of "The Vagina Monologues."

In 2003, she took on judging duties on the TV ratings blockbuster, *Canadian Idol* – the same year she shared the stage with The Rolling Stones, AC/DC and others as part of the history-making SARS relief concert in Toronto.

Instantly recognizable as a household name, Sass Jordan's audience is widespread. Her work in television has exposed her to a broad audience, reaching many demographics. Teens and young women find Sass a compelling, successful role model; music lovers are familiar with her career as a singer and an artist.

SINGER / SONGWRITER

# SASS JORDAN



### Discography

Tell Somebody (1988)  
Racine (1992)  
Rats (1994)  
Present (1998)  
Hot Gossip (2000)  
Best of Sass (2003)  
Get What You Give (2006)  
From Dusk 'Til Dawn (2009)



## Inside Story Headline

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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



Caption describing picture or graphic.

publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

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

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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

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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



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caption of the image near the image.

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*Caption describing picture or graphic.*

# Organization

## **SINGER/SONGWRITER**

Primary Business Address  
Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555  
Fax: 555-555-5555  
Email: xyz@microsoft.com

***Your business tag line here.***

*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.*

**We're on the Web!**  
**example.microsoft.com**

## 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.*