



PRODUCING A CLUB NEWSLETTER

Ray Burniston gives hints in producing a newsletter in this IT age.

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The advent of IT has enabled many clubs to produce their own newsletter in a very professional manner. A few years ago, Nick Bayly did a survey of club newsletters and reported his findings in this journal. A remarkably high standard had been achieved by many clubs. Today many clubs have their own website, which in some ways has done away with the club newsletter. However it should be remembered that quite a number of club members do not have access to the Internet and are therefore unable to obtain this information. A newsletter perhaps 3 or 4 times a year is still a good means of communication and can be of great benefit to the club. Some of the following points are worth considering to ensure you get the greatest impact from your newsletter.

1. It is best to post them out to all members so as to reach those who do not use the clubhouse very often. Just leaving them to be collected will result in only the regulars reading them. In some cases the cost can be offset by a small amount of sponsorship.
2. A great amount of time and effort is needed to get the finished product. If you do not feel you have the time yourself do not undertake it unless you have got a willing assistant.
3. If you have a member who has experience in this field and is prepared to be the editor then it is sensible to let them take over.
4. In the content, try to avoid just putting in the reports of committee meetings and competition results as members will soon get bored and not bother to read through.
5. A good heading on the front page can immediately get the readers' attention. At times this may be easy but at other times this may need a lot of thought.
6. Do not try to have too many pages. It is better to stick to four readable pages than to have eight with half of it space fillers.
7. In these days of good quality scanners and digital cameras, good quality colour photographs can be obtained. Remember it will cost more to produce a newsletter in colour but is almost certainly worth it. You can usually get a competitive rate for regular printing from your local printer but shop around if necessary.
8. If you have any budding artists in the club, then try to enlist their help as they can transform your end product.
9. Be careful of copying cartoons from golfing books because without permission you could infringe the law on copyright.
10. Whether you produce it monthly, quarterly, or half yearly be careful to avoid trying to produce it too often. Contributors will dry up and you will be struggling to produce a readable, interesting newsletter.