

Club Newsletter

Whether or not a club has a website, a periodic newsletter can be an excellent way of keeping members informed, instructed and entertained. The most successful newsletters have a good mixture of all three elements, leavened with some good illustrations and photographs.

News items need not be restricted to members' activities at the bridge table. People like to hear of their fellow players' achievements, anniversaries and celebrations in fields other than bridge, too.

The club newsletter is a good place to feature interesting hands that may have come up on a club night, in a match against another club, a tournament or elsewhere. Other items could cover points of etiquette, law or club rules, or perhaps something amusing which has happened. If one of your members has been away on a bridge weekend or bridge holiday, you could ask them to write that up for the newsletter.

You don't need to buy dedicated publishing software. These days most computer word processing programs, such as MS Word, can handle a combination of text and illustrations. A well-planned and attractive layout will encourage your members to look at your newsletter and make it easier for them to read.

- Use prominent headlines for each item, making them short and snappy
- Try to keep individual paragraphs fairly short, bearing in mind that short sentences are easier to read than long ones
- For a newsletter that is primarily read on the computer it is best to retain a single column which adapts to the width of the screen
- For printed newsletters a double-column layout is easier on the eye
- Use a sensible type size, at least 11 points if your members' eyesight isn't always as good as it might be
- Use a clear typeface such as Times New Roman or Arial (this is Times New Roman)

For the more serious club newsletter writer and editor there is a very extensive [Bridge Writing Style Guide on Richard Pavlicek's website](#). As the name implies, this deals with bridge articles as such, but you may have to make modifications to the US usage.

Nowadays, it is easy enough to find someone who has a printer attached to their computer at home or access to a printer or photocopier at an office. To save time and printing costs, however, the newsletter can be distributed by email as far as possible, with printed copies only going to those without internet access. If the club has a website, the newsletter can also be posted there, of course.

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