



# THE NEWSLETTER MACHINE

## [ AND STYLE GUIDE ]

Note: Below are recommended guidelines for creating newsletter content. Some go against rules you've learned in your old typing or English class. While these are not exactly incorrect they can be seen as old-fashioned with communications today. The following are based on accepted best-practices for modern publishing and typesetting. This isn't a comprehensive list but a list of common mistakes. Please consider these for other collateral used by your club for the most professional and consistent communication. As always there are exceptions to the rules and minor stylistic adjustment can be made for your specific club.

- ☐ **Always send one well-edited copy deck (one Word doc).** As you are primarily responsible for editing all content, please have it reviewed by your best editor before submission as well as during the proofing stage. Don't forget to include your calendar. *See page 2 for calendar submission guidelines.*
- ☐ **IMPORTANT:** Getting content to fit perfectly with images and fit the full page length is a time intensive process and takes the most production time. Deleting or adding articles after submission can cause a delay in proof turn-around and shift scheduling. Please thoroughly review all content before submission to avoid this if at all possible. If you know that something is tentative, please note that in email communications with submission.
- ☐ **IMPORTANT:** Please make all major changes by second round unless absolutely necessary. **So, please route to all vital decision-makers by 2nd proof.**
- ☐ **Copy must be submitted in typed form** instead of faxes, PDFS or scans. Edits can be marked-up faxes or pdf files; or can be typed up.
- ☐ **Please allow at least approx. five [5] business days for first proof.** If you have specific schedule requirements let me know. Otherwise, all newsletters are to be finalized not later than the day before the first of the month.
- ☐ Please share vacation or other schedule challenges as soon as they are known.
- ☐ **Please send highest quality/resolution artwork.** Do not downsize pictures for email. If pictures are too large for email (over 8 MB), use <https://bobbyjones.wetransfer.com> to send large files or a large number of files. Don't forget your captions.  
  
Tip: To send multiple files, it is best/easiest to zip or compress your files into one folder via Winzip or similar PC program.
- ☐ **Avoid cropping images unless necessary.** Images that are too horizontal or vertical look unprofessional. Cropping will happen in layout.
- ☐ **Avoid articles written in first person** unless article is in a letter form or in a quote.
- ☐ **Avoid long articles.** When writing your content, please consider that the newsletter format should be a quick read. Articles shouldn't be longer than one or two columns at the most. Consider breaking out events into their own article for maximum promotion.
- ☐ **Avoid duplication of content.** It is common to include letters from the GM or other staff that mentions information from another article elsewhere in the newsletter. It is recommended that you edit out duplicate information or purposely reword.
- ☐ **Please have a few filler articles on hand** to fill space if needed. For instance, a general article on your social network or a save-the-date article etc.
- ☐ **Don't bury basic info within articles.** List 'when' or 'where' or contacts etc. at the beginning or end of the article so that reader can extract easily. *See next bullet for recommended formula.*

- **Consistency in articles:** Use the same formula for articles, contacts, costs etc. For most publications it looks like this:
  - **Article Headline**
  - **Day • Date • Time**
  - **Place (if necessary)**
  - **Article details**
  - **Cost (can be buried in article)**
  - **Contact (using same wording formula)**
- **Consistency in sections:** Please order articles prior to sending. For most of the publications it looks like this:
  - **Upcoming Events (by date)**
  - **Around the Club**
  - **Tennis or Fitness**
  - **Golf etc.**
- **Avoid putting rules or negative items on the cover.**
- **Remove double spaces** at the end of each sentence. This is from the era of typewriters and considered incorrect by many editors today.
- **Commas at the end of a list:** Because of the nature of the quick read/abbreviated newsletter format, it is recommended not using an additional comma at the end of a list. For example, "red, blue and green." However, if you prefer the comma, please be consistent in its use.
- **Never put in copy ALL CAPS (capitals)–it indicates yelling. Also don't put headlines or subheads in ALL CAPS in your copy decks.**
- **No multiple exclamation points.** Can appear amateurish. One will suffice.
- **Use quotes only when quoting someone or nickname.** Opt for single quotes, italics or bold to add emphasis to other content.
- **Zero cents should be removed.** Delete .00. Not necessary.
- **Dots in phone numbers (instead of dashes) should not be used.** While this is subjective, it feels a bit too trendy unless used across the board for your brand.
- **Avoid sentence case in long lines** (capitalizing every first letter). It is hard to read.
- **Don't use zero minutes.** Delete :00. Not necessary.
- **Please use p.m. or a.m.** NOT 'PM' or 'AM' or 'pm' or 'am'
- **Please spell out numbers under 10.** For example, 'three' instead of '3', unless hyphenated like 'par-3.' Age is also an exception.
- **Avoid abbreviations.** Most abbreviations will most likely have to be retyped and will slow production. Some abbreviation are okay (i.e. 'Ext.' for extension not 'Wed.' for Wednesday).  
  
If you are going to abbreviate, write the full or more formal abbreviation. i.e. instead of 'x' for extension write 'ext.'
- **COMMON ERROR: Dates should NOT have rd, th, or st behind them.** It's old-fashioned typesetting. The exception would be for ordinal numbering. For instance, "4th annual..." is ok, but 'October 4th' should be written 'October 4.'
- **Use tabs instead of extra spaces.** A small thing that will help in production.
- **COMMON ERROR: Please review your use of capitals.** Use capitals for first letter of a sentence, a proper nouns or adjectives, initials, abbreviations or first-person pronoun "I" and some phrases. **Especially check capitals in menu/food items.**
- **Bobby Jones Links should always be used in italics.**
- **Articles and conjunctions, such as a, and, the, typically should not be capitalized.** For example: "Buffet And A Movie At The Pool" should be "Buffet and a Movie at the Pool"

## CALENDAR SUBMISSIONS

- **Don't forget to send your calendar!** Please submit in a list in Word doc.
- **No need to type in day of the week (like Monday, Tuesday etc.),** Just type in 'numbered day, event and time.' This should save you time! Please list as below:
  1. Event, time
  2. Event, time
  30. Event, time
  31. Event, time
- **Avoid directional copy like, "place on every other Friday but not on the 14th."** Please simply list each event after its numbered day exactly as above.

