

Who Should Serve on the Committee

THE MAGAZINE committee of Rotary International, with the concurrence of the board of directors, suggests that each club appoint a special committee to be known as the club's "Magazine Committee."

This committee to consist of three regular members of staggered appointment, serving for three years, with the club president an ex-officio member of the committee.

During the first year, one member should be appointed to serve one year; one member for two years; and one member for three years. Thereafter each year as one member's term expired, appointments would be on a three-year basis. Wherever feasible the three regular members should include the editor of the club publication and a local newspaper or advertising man. The club publication editor might be the one-year appointee to start with, since oftentimes the club editorship is rotated each year, and the new editor could be appointed the second year, etc.

The Committee's Duties

The official magazine of Rotary International is published in two editions: *THE ROTARIAN* (in English) and *REVISTA ROTARIA* (in Spanish).

A club's magazine committee's duties are to help the official magazine *better to serve the club and its members*.

An alert committee will discover numerous ways to do this, but the following suggestions may prove helpful.

Reading Makes Better Rotarians

Increasing the reading of the magazine should be the Committee's number one job. For as more Rotarians (and members of their families) read its authoritative and informative articles, the deeper and the broader becomes their understanding of Rotary.

Pertinent references to the magazine and its articles can be printed in your club publication or meeting notice. The club president or chairman can make

pointed or passing references to some timely articles at the club meeting.

The "Clipsheet," which is sent out monthly by the magazine to club secretaries (and to club publication editors on request), can be utilized in various ways in making advance announcements regarding timely articles in the bulletin or from the rostrum.

Collaboration with the Editors

Contents of the magazine can be divided, roughly, in two parts: (1) general articles that interpret Rotary, directly or indirectly, and (2) departments that report on activities of Clubs and individual Rotarians.

The editors welcome suggestions and materials for both—**BUT** it should be noted that with more than 200,000 Rotarians in the world, much more is offered than can be used. What makes news for *THE ROTARIAN* is discussed in detail in the circular, "Our Magazine and Our Club" attached herewith. It should be called to the attention of the committee member designated as "reporter" or "special correspondent."

Other Cooperation with Magazine Staff

At various times it is necessary that *THE ROTARIAN* make fact-finding surveys on reader interest or to secure marketing data or such other information as would be helpful to the advertising department. The making of such surveys takes relatively little time, but can be tremendously helpful to *your* magazine.

Such data can oftentimes provide the basis for an interesting and worthwhile club program.

Securing New Members

THE ROTARIAN has been called "Rotary's front window."

A copy placed in the hands of a prospective member will open his eyes to the fact that yours is not just a luncheon club, but a unit in the world-wide fellowship of Rotary. The magazine is something tangible which he can take home and show to his wife as they discuss whether or not he should become a

member of your club. Its attractive format and excellent articles—telling of the Rotary ideals in action—tend to make that all-important first impression a favorable one.

Organizing New Clubs

THE ROTARIAN magazine has long been a very effective aid in organizing new clubs. As a silent but persuasive salesman, it carries on its "sales talk" for Rotary long after the prospective member of a new club has been interviewed. In the quiet of his home or office, he can for himself read of what Rotary is doing elsewhere—and then imagine what a club could do in his own community.

Your club's magazine committee can be a great help to your extension committee in suggesting ways in which the magazine can assist them in starting new Rotary Clubs.

Sponsoring "The Rotarian" Week

Your club's Magazine Committee should have the responsibility of sponsoring *THE ROTARIAN* Week. This annual event, which each year comes during the last week of January, affords an excellent opportunity for your Magazine Committee to plan a program built around Rotary's own magazine. Special material is prepared and sent, *upon request*, to each club by *THE ROTARIAN*.

THE ROTARIAN Week was not inaugurated for the purpose of boosting the magazine, but rather to indicate *the various ways in which the magazine can more effectively serve your club and its members*.

Making Communities "Rotary-Conscious"

Your Club members know what Rotary means—but surveys show how little non-Rotarians know of the real effort and meaning of Rotary. *THE ROTARIAN* offers many ways to expand the community's knowledge of Rotary itself and the Rotary Club as well.

Subscriptions for Military Camps

The boys in the armed services today will be the Rotarians of tomorrow. Many