

To _____
Editor

THE CLUB PUBLICATION

(A Medium of the Club Service Committee)

Purposes of the Club Publication

1. To further the principles and ideals of Rotary.
2. To circulate notice of the meetings to the members, the details of the program, and so to stimulate interest and improve attendance.
3. To keep the members of the club and the editors of the local newspapers advised of news about Rotary, and so to increase understanding of Rotary.
4. To increase acquaintance among the members by its news items, and so to foster club fellowship.
5. To serve as a record of all the club's activities, and so to provide a club history.
6. To inform other clubs, perhaps in other countries, of the club's views, activities, etc., and so to cultivate good will.
7. To serve in general as a medium of Rotary information, inspiration, and education.

Responsibility

Some clubs have a committee in charge of the weekly bulletin. Others repose responsibility in an individual editor. If there be a committee, the chairman should be a member of the club service committee; if an individual

editor, he should be on the club service committee.

Regardless of who the editor may be, the club publication serves, or should serve, so many useful purposes that it deserves the constant interest of the club officers.

Care in Preparation

Being the club "newspaper," not only for its members but for others, it needs careful preparation. It should cover adequately the news of the club's programs, committee activities, board meetings, news about Rotary International, and events concerning the membership which help to promote better acquaintance and fellowship.

Stories and jokes which would be frowned upon if related from the speaker's chair at a club meeting have no place in the club publication. Such stories do not reflect credit upon the club membership or upon the editor.

The style and cost of the publication can be adjusted to the club's income. Some of the very best club bulletins are simple mimeographed sheets—it's the contents that matter.

To assist the editors of club publications, the "inside pages" service is prepared by the secretariat. This service consists of 8½ x 11 sheets printed on one side, the other left blank for the club to print its own news. The cost of this service is very small. (See Pamphlet No. 19, Catalogue, for further information.)

File No. 436, "The Rotary Club Publication," containing further details and samples of "inside pages," will be sent by the secretariat on request.