GET NOTICED WITH ROTARY NEWS

Give your club the world

Want to send an article or news item for publishing in Rotary News and Rotary Samachar? Here are some tips.

Rotary clubs conduct a variety of activities.

Obviously, every news cannot be published due to paucity of space.

Only important, interesting news and articles will find a place.

Decide if the event or activity is of interest to Rotarians all over India and other countries.

The Good News

There are many worthwhile activities in which nearly all clubs take part. Most clubs award Paul Harris Fellows, hold installations and charter nights, sponsor new Rotary Clubs, plant trees and finance scholarships. Information on these events is not likely to make it into the magazine unless there is an angle that distinctly sets them apart.

As a policy, we cannot promote or endorse future events or projects. This is a matter of fairness, practicality and limited space. We prefer to receive news of events which have already taken place, or projects that are complete.

However, we are increasingly being asked to promote forthcoming events. We cannot find space to advertise every function held by the 3,000 clubs in the 30 districts that the magazine serves. But there are some events which, we feel, might benefit from some prior exposure in our pages. We invite clubs to submit details of major fundraising events for inclusion under the heading "Coming events." We cannot promise publication and the editor remains the final arbiter as to what is to be published.

Of course, you can always use our paid advertising — either Display or Classified strips — they for do offer a bargain in terms of space and exposure for your rupee.
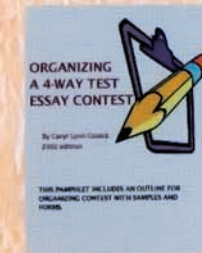
Do's

Sending text contributions

- Provide us with the facts: Who? What? Where? When? Why? How?

- Use detailed descriptive language.

- Emphasise the human interest element of your story.

- Use anecdotes and quotes from club members, beneficiaries and others.

- Lengthy articles rarely hold reader interest. So, keep articles simple and brief.

- Word limit for news items: 150–250 words; Half-page features: up to 350 words and full page articles: 700 words with a couple of good photographs.

- Include the name and telephone number or email ID of a contact person who can provide us more information.

- Send submissions by regular post, courier or e-mail. Matter should be typewritten on one side of the paper. Give double line spacing in normal lower case and use capitals only where required.

- Send all communications in the Club's Letterhead.

- Mention RI District Number and Club name when you are filing the report.

ORGANIZING A 4-WAY TEST ESSAY CONTEST
By Carol Lynn Cozens 2002 edition
THIS PAMPHLET INCLUDES AN OUTLINE FOR ORGANIZING CONTEST WITH SAMPLES AND FORMS.

- Send communications in English and Hindi.

- Focus the articles on events rather than on personalities.

- Contribute clean jokes for publication.

- Send articles about outstanding projects done by Rotaract and Interact clubs.

- Send articles about outstanding projects done by Rotary Community Corps.

- Report innovative programmes and projects done by clubs and districts with grant from The Rotary Foundation.

- Encourage Rotarians/Anns/ Annets who are artists to send good cartoons for publication.

- Report significant achievements by Rotarians.

- Send club bulletins to Rotary News periodically.

- Send information to Rotary News faster.

- Use e-mail for faster communication.

- If you have any doubts, just call us.

- Send articles, subscriptions, queries and complaints, if any, seperately.
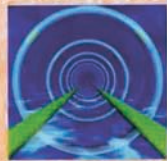
Sending Photographs

The best images show action. We recognise that a snapshot which perfectly captures a moment is rare and your subjects may have to pose. But your goal should be to create an image that appears candid and natural. Photographs should depict Rotarians and / or project beneficiaries participating in hands-on activities.

- Always give details of the photographs. Include names, locations, dates and photo credits and permission if the photograph is protected by a copyright.

- Write legibly. Include club name and RI District number.

- Attach the photographs individually using glue stick or cellophane tapes.

- Suggest use of professional photographers.

- Send colour prints.

- Black-and-White images may be acceptable on a case-by-case basis.

- The Photographs should be in '.tiff' or '.jpg' format only.

- If you submit photographs digitally, it should be atleast 300 dpi.

- Photographs should be of Maxi size (152 mm X 100 mm). Glossy prints only.

- Photographs should be sharp and composed properly.

Don'ts

- Don't send photographs depicting handshakes, cheque presentations or people posing in front of a banner.

- Don't use pins, triangular clips or stapler to attach the photographs.

- Don't fold the photographs.

- Don't send printouts of the photographs.

- Don't write on the reverse side of the photographs.

- Don't send photographs by fax.

- Don't send photographs by email. They do not reproduce well unless they have been scanned professionally.

- Don't send digital photographs embedded in Microsoft Word, PowerPoint Document or PDFs.

- Do not send copies of monthly reports.

When to send contributions

Articles intended for publication should reach Rotary News office atleast six weeks before the month of publication.

Please note that publication could take much longer than 2 months.

Send contributions to

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