



District 1070 News & Events

Talk for five minutes about News & Events

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'Copy Dates' are three weeks before publication, these are:

29th March 2011, 15th June 2011, 6th October 2011, 2nd January 2012, 27th March 2012, 13th June 2012.

'Publication Dates' for 2010/11 are:

19th April 2011, 6th July 2011, 27th October 2011, 23rd January 2012,
17th April 2012, 4th July 2012

A minimum of 3500 copies are printed, 2800 for members and the remainder to be handed out by clubs at events and to Friends of Rotary.

In addition the magazine is copied in .pdf format and accessible on the District 1070 web site www.rotary1070.org where back numbers can also be viewed.

Printing from a .pdf is not recommended because of poor resolution. The design of a magazine in digital format would be completely different from a paper copy and not as accessible to the public.

The magazine is designed to provide detail in Rotary District 1070, major activities, international support, activity in clubs and future events to be read by members and particularly the public to promote the Rotary Experience.

The cost of the publication is 67p per copy, £9500 per year all paid by membership subscription to District 1070, there is no advertising or reliance on other revenue.

Graham Walker is an architect, not a journalist, who co-ordinates and through his interest in graphics and photography also supplies detail and some articles.

Clubs are encouraged to send copies of their own bulletins to show the work they are undertaking, a monthly district team newsletter, Let's Communicate, is sent out concerning Marketing, PR and Communications providing advice and information. District Officer Reports is used to collate information of activity. Members and clubs are encouraged to submit articles and information.

The majority of material is received by email in Microsoft Word and photographs in jpeg format, information on paper is retyped. The Editor prefers copy to be submitted by e-mail but is also grateful for typed copy though this has to be typed as a word document, hand written script must be legible. Action photographs are encouraged to illustrate events. Information by e-mail should be sent as attachments



in .doc format and photographs separately in .jpeg format. Please do not embed photographs in text but send separately. Please send newspaper photographs as .jpeg images which local newspapers are normally able to supply.

Cheque presentation and group photographs are discouraged but sometimes are the last resort when no other photographs are available.

The editor does provide some material himself but the vast majority of articles and information is provided by district teams, clubs and members.

Space available in the publication requires careful editing. Information is collated, prioritised; photographs are selected by the editor.

There is a standard format using standard headers and footers we use the Rotary colours of blue and yellow. Graphically we try to use some rotary symbols such as the wheel and year hands symbol or image (such as the crocus in the October edition) for photographs with major articles on centre and full pages. The front page carries small images from articles within as a taster. The only standard contributions are the District Governor comment, new members, obituaries, diary on the back page and future events by the District and clubs. News and Events tries to cover what will happen as well as what has occurred.

From copy date articles are edited yet again, an order of priority of information to be used is set out, the text and photographs are submitted to a page designer at Effective Print in Peterborough who following discussion sets out by using a publishing programme called Quark.

After the proof has been created the editor and designer discuss amendments to create the final document. The magazine is proof read by editor and at least two other people. Two weeks after copy date and one week before publication the magazine is sent to printers.

Method of distribution is that magazines are provided in packages for each club at District Council. Clubs are encouraged to take additional copies to be handed out at events and left in public places. In the past year there has been an increased number of magazines handed out at club events to publicise the Rotary experience.

The magazine tries to be bright, colourful, easy to read and appeal to all.

Contact details for members of the Communications Team can be found at
www.rotary1070.org/communications