

Rotator Style Sheet

Ver. 4.0 06/30/10

The following “styles” are recommended. The purpose of these ‘styles’ is to allow the publisher to easily create a uniform looking Rotator, to be distributed to the members of Los Altos Rotary in a consistent and timely manner.

The Rotator Purpose: The Rotator is the weekly newsletter of LARC. It is published by the LARC webmaster for the following purposes:

1. Inform members of LARC of important events that occurred during the meeting.
2. Inform other Rotarians, and interested individuals of the week’s meeting.
3. Entertain members of LARC through interesting, humorous and creative efforts of the Rotator Writer. *I say this, but of course I mean to the extent that you are able or willing.*
4. Emphasize and expand on Announcements made at the meeting.
5. Add additional Announcements not made at the meeting because of time constraints.

Rotator Writers: Rotator Writers are volunteers. They are scheduled on an annual basis. Writers not able to fulfill their assignment MUST find a replacement themselves and notify the Editor and the Webmaster of the change so it can be announced at the meeting. We do not want to miss a meeting because someone forgot or was unable to meet his/her obligation.

Only once in about 600 meetings was a Rotator not written, so you can see this is a very important obligation. We have several alternates that can jump in at the last minute, but being forewarned is being forearmed.

Writers should keep in mind the purpose of the Rotator. This is not a secretarial function to necessarily regurgitate the week’s meeting, but rather an informative summary keeping in mind the above Purpose.

Several years ago, the district had a contest on the best club newsletter/cub newsletter writer. This may come back, so keep that in mind. Also, keep in mind that your newsletter will be posted on the Internet, and should reflect the club’s interest, and at the same time give you some recognition.

Writers should consider this “Rotator Style Sheet” when writing the Rotator. Writers are expected to have all names spelled correctly and phone numbers and addresses accurate (if included in the write-up), along with proper grammar and punctuation. Use the Handbook! As you might imagine, this is very very important.

The writer will send the completed Rotator to the Editor, and a copy to the Web Master before Sunday, Noon, following the meeting. *Naturally, if emergencies occur, don’t feel bad. Just do the best job you can. Get it to the editor on time **if** you can, otherwise get it to him **when** you can.*

Editor: The Editor for Dennis Young's year, 2010-2011 is Cindy Luedtke. She will edit the Rotator, and send it to the Webmaster before Monday 10 AM.

While it is important to get the Rotator out on time, on the website and emailed to the members by Noon on Monday following the meeting, accuracy in reporting is MOST important.

Publisher: The Publisher is the Webmaster (Matt Cabot and his crew). The publisher will see that the Rotator is emailed to the members of LARC who have valid email address on file with the club Secretary. This email will hopefully go out at Noon on Monday.

In addition to the written word, the Publisher will match the photographs of the meeting with the text.

TIMELINE:

- Writer to send the Rotator to Editor by Sunday Noon (or before IF POSSIBLE)
- Editor send the Rotator to the Webmaster by Monday 10 AM (or before IF POSSIBLE)
- Webmaster to publish the Rotator to the Website when complete, and to the members at Noon on Monday.

STYLE:

- Rotator writer should create the Rotator in Microsoft Word format with the following style characteristics:
- Ariel 11 pt font.
- CAPITALIZE all names of Los Altos Rotarians. Other Rotarians, guest and speakers are not capitalized
- Break up the Rotator into meaningful paragraphs, Capitalize and Bold Sections, such as **IN THE BEGINNING**, **FINE MASTER**, **ANNOUNCEMENTS**, , **SPEAKER OF THE DAY** etc. Use your own section names. Be creative
- DO NOT USE BULLETS OR other formatting to make your point. These become a nightmare in html, which the Rotator is published in.
- The President and Past Presidents should have their title. Such as President Seth, or Past President BOB ADAMS...yata yata yata.
- If the member is a Red Badger, it doesn't hurt to say, Red Badger, KIM COPHER for example, to let the members know that person is a Red Badger, and they should get to know her.

LENGTH

Length should be 1 to 2 pages, 250 to 400 words (if you are counting).

Pictures are part of the Picture crew. They will send them to me, and I will insert them.

Above all, be accurate. Check and recheck your facts. Try to be interesting. Our current readership is about 65% although it may be higher, because many people go directly to the website for the Rotator.

Remember it is your Rotator. Have fun writing it. If you don't or can't do the above, write it any way you can. To me timing is important, but get it to the editor (Cindy) when you can.