So Now You're the Bulletin Editor?

Issues

- What to write about?
- How to use graphics?
- What kind of layout to use?
- What tools to use?
- How to distribute?
- Any other questions?

What to Write About?

- Club projects
- Interesting speakers
- Club diary dates
- Vocational visits, exchange students etc
- If stuck: material off the net – *there is loads!*
- If in doubt go to 'Google'
- Avoid jokes, especially blue ones!
- The local papers and how to involve them

How to Use Graphics

- Relevant photos to support your stories
- Who in the club takes the best photos?
- There are good photographic materials on the net. www.rotary.org etc
- Clip art if you really, really, really must!
- 'Cheque photos' – a special case for treatment

What Layout?

- Single column not good – hard to read
- Double column better
- Triple column best – and best to integrate photos
- Worth investing in a 'how-to' book
- Final version – PDF file!

What Tools to Use?

- MS Word   Does the job but limited
- MS Publisher   Easy to learn and
                 produces much better
                                 layouts

- Adobe Creative Suite

- InDesign   Wonderful output

- PhotoShop   Hard to learn

- Illustrator   Expensive

- Acrobat   ...or similar PDF writer

How to Distribute?

- Electronically if possible
- Needs broadband or ADSL
- Needs PDF file
- May need to print for the electronically challenged

Bulletin Editor – To Sum Up

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- How to use graphics?
- What kind of layout to use?
- What tools to use?
- How to distribute?
- Any other questions?