

2017-2018 Frankfort Rotary Club Program Chair Guidelines

For the many individuals in the community who view our meetings on Cable channel 10, the quality of our speakers represents the quality of our Club, so agreeing to be a Program Chair is an important responsibility.

Responsibilities of Program Chairs:

- Speakers should be confirmed at least four weeks in advance and should understand that speakers are not paid or given travel expenses.
- A one or two paragraph bio, photograph, if available, and program needs (such as slide projector, screen, laptop, etc...) must be provided to Paula Rarden at the following address: ardenfam@wmconnect.com. This information should be provided a MINIMUM of four weeks in advance of that speaker's appearance. Paula will handle the distribution of this information to our Club President, to the State Journal, to our Club's Webmaster, Tim Pennington, and to Jim Richardson who works with Poor Richard's to choose an appropriate book in honor of each speaker.
- No candidate for public office should be asked unless ALL running for that office are asked.
- Program Chairs should inform the speaker of the place and time of the meeting and suggest arriving by 11:45 AM in order to have time to eat. Also, Chairs should find out if others are coming with the speaker. The Club will provide lunch to the speaker and one additional person, if applicable.
- Inform the speaker that we start the meeting at 12:10 PM and adjourn promptly at 1:00 PM. The President attempts to turn the microphone over to the Program Chair for introduction of the speaker at 12:30 PM, allowing 20 minutes for the presentation which should end by 12:50 to allow time for questions. Ask the speaker if he or she is willing to stay after the meeting to answer additional questions from members.
- If the speaker has written materials to distribute, those should be placed on the tables prior to 11:45 AM
- When the Program Chair arrives, he or she should make sure a 4-way test pen is available and have the speaker sign the book which is donated each week.
- Please show our appreciation to the speaker by sending a letter, e-mail, or making a phone call, preferably within a week after the program.

Content Guidelines for Speakers

- Choose a speaker with a topic of informational, educational, motivational or entertainment value that will be of general interest to all club members.
- Avoid controversial topics or volatile issues that could arouse anger and division among members. Refer to the Four Way Test when considering speakers and topics.
- Avoid repetition or sameness. Look for a speaker we haven't heard before with a fresh topic.

- Avoid political or religious topics. Rotary International is a non-political and non-religious organization. As a matter of policy, Rotary Clubs do not take positions on public questions including political or international issues.
- No political candidates within 120 days of an election. It is acceptable, however, to have a congressman, senator or other elected official speak to our club when the format is simply to report to constituents on congressional or legislative affairs.
- Non profit organizations: Consider such speakers only if they have a unique topic that is not a sales pitch for funding. Never allow requests for funding unless the request has been formally approved by the club board of directors.
- Avoid product service or promotion. Advise company executives who are invited to speak to deal with issues that affect their industry and the community and how they cope with them. They should not use the Rotary podium to promote their products or services.
- Club members as speakers are encouraged as long as the topic is of general interest and the speaker's program does not involve the commercial promotion of the individual nor the individual's business or employer.
- Emphasize the time limit to the speaker, which should be in the range of 20 minutes to allow time for Q&A.

Please inform speakers that Frankfort Cable channel 10 tapes Rotary programs and broadcasts them the following Monday at 7 PM and Tuesday at 9 AM

+++++ If you take a leave of absence, resign from the Club, switch dates with another Program Chair, or for any other reason, do not plan to act as Program Chair on the date(s) for which you are responsible, please notify Tim Pennington.