



FRATERNAL NEWS GUIDELINES

Material Appropriate for *The Elks Magazine*—Lodge News and Activities

The Elks Magazine is interested in news about your lodge's charitable and civic activities, specifically news about the following subjects:

- Youth Programs
- Veterans Service Activities
- State Major Projects
- Drug Awareness Programs
- Visits of the GER
- Elks National Foundation Activities
- Charitable Fund-Raising Activities
- Donations to Local or National Charities
- Assistance to People in Distress
- Obituaries of Past District Deputies and Other Grand Lodge Officers
- Lodge Centennial Celebrations
- Institution of New Lodges
- Dedication of New Lodge Homes

Keep in Mind

- Submissions must be timely—send your submission within two weeks of the date of your lodge's event. Submissions received more than 30 days after an event will not be published.
- Information should be complete and clear. Incomplete information may cause your submission to be rejected. Answer the five *Ws* (who, what, where, when, and why). Make sure to mention who benefited from the lodge activities—children, veterans, students, etc.
- Include only the items that fit these guidelines—please do not submit your entire newsletter.
- Include a contact person, a daytime phone number, and an email address in case more information is needed.

Note: Because of the way the magazine's production schedule works, news items will generally not appear for at least two months after submission.

Photo Considerations

The Elks Magazine welcomes photo submissions from lodges. Both digital photos and high-quality printed photos are acceptable, but for any photo to be published, it must meet the following requirements.

Subject Matter

- Photos should always feature people.
- Photos should show at least one person but no more than ten.
- All individuals pictured must be identified from left to right (with full names and titles).
- Photos must depict charitable events and must always show at least one of the individuals being served by the lodge's activity (for example, a charitable recipient, a veteran, or a student).
- Photos that show the US flag must reflect proper flag etiquette.
- Photos should not depict bank checks, facsimiles of checks, gift certificates, or savings bonds.
- Photos should never indicate the presence of alcohol or cigarettes.
- Permission to photograph individuals must be obtained by the local lodge. It is not required that these forms be shared with *The Elks Magazine*; however, these forms should be kept on file. If a photograph is taken by a third party, it is the responsibility of the lodge to secure the rights to the image before sharing it with the magazine.

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General Image Quality and Composition

- Photos must be of good quality to be accepted.
- Make sure the subjects are the focal point of the photo and the image is well composed, the lighting is adequate, and there is good contrast and sharp focus.
- Newspaper photos, photocopies of photos, and photos printed on computer printers are not acceptable.
- Do not submit photos that have been marred by paper clips or that have writing on the back.

Additional Requirements for Digital Photographs

- It is important to create, save, and send digital images in high resolution.
- Digital photos must have a minimum resolution of 1,500 by 900 pixels to be reproduced with acceptable quality. (The higher the resolution, the better.)
- Be sure to set your digital camera so it will take the highest resolution images possible.
- Be aware that when sending digital photos, many phones and email programs will allow you to designate a photo size. Please select the largest possible size to ensure that the photo is received at the highest resolution.

Note: Please be aware that any photographs submitted may be used for marketing or other purposes.

Submit Appropriate Material To:

The Elks Magazine
Editorial Department — OR — magnews@elks.org
425 W. Diversey Parkway
Chicago, IL 60614-6196

Material *The Elks Magazine* Can't Publish But Your Local Media Can

There are many activities at your lodge that, while not appropriate for *The Elks Magazine*, deserve attention from your local media. Here is a list of news items that the magazine cannot publish but that can be submitted to your local media to increase awareness and recognition of your lodge in the community:

- Awards to Elks (e.g., Elk of the Year and recognition given to lodges and state associations)
- Lodge Officer Installations
- Visits of Grand Lodge or State Association Officers other than the Grand Exalted Ruler
- Initiation Classes or Relative Initiations
- Old-Timer Recognition Programs
- Lodge Anniversaries other than Centennials
- Mortgage Burnings and Ground Breaking for New Lodge Buildings
- Advertising for Fund-Raising Activities
- Social, Public Relations, and Other Noncharitable Events
- Non-Elks Activities
- Highway and Park Cleanups
- Proclamations and Entries into Parades
- Youth Town-Takeovers
- Publicity for Future Events
- Poems, Eulogies, Editorials, and Humor
- Mandatory Events, such as Flag Day observances and services held on Elks Memorial Sunday
- Elks Hoop Shoot (which is covered at the national level in the magazine)

*Copies of these Fraternal News Guidelines can also be found at
www.elks.org/elksmag/fraternalguidelines.pdf*

ELKS CARE—ELKS SHARE