



# FRATERNAL NEWS GUIDELINES

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

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**T**HE ELKS MAGAZINE is first and foremost interested in news about your lodge's charitable and civic activities. We would especially like to hear about your lodge's benevolent projects, 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
- Selected Army of Hope Activities
- Obituaries of Grand Lodge Officers
- Lodge Centennial Celebrations
- Institution of New Lodges
- Dedication of New Lodge Homes

### Keep in Mind

- Submissions must be timely—mail 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 Submissions received more than 30 days after an event will not be published.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 e-mail address in case more information is needed.

## Photo Considerations

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*The Elks Magazine* welcomes photo submissions from lodges. Both 35mm prints and digital images are acceptable, but in order for any photo to be published, it must meet the following requirements.

*Note:* The magazine tries to publish all photographs that meet these guidelines, but space constraints sometimes prevent this.

### Subject matter

- Photos should always include people; they should show at least one person, but no more than ten. All individuals in photos must be identified from left to right (with full names and titles). Do not mark on the photographs themselves—use a separate sheet of paper.
- Photos must depict charitable events, veterans activities, antidrug activities, etc., and must always include the individuals being served, e.g., charitable recipients, veterans, students.
- Photos that show the US flag must reflect proper flag etiquette.
- Photos should not depict the presentation of bank checks, gift certificates, or savings bonds.
- Photos should never indicate the presence of alcohol or cigarettes.
- The backdrop or background of a photo is also important, and the photographer should "frame" each shot carefully.

### Reproduction quality

- Photos must be of good quality to be accepted. Make sure that the subjects are the focal point of the photo and that the photo is well composed; the lighting is adequate; and there is good contrast and sharp focus.
- People should be well positioned in the photos; candid shots/action shots are welcome as long as faces are in view and individuals can be identified. Relatively close-up shots are generally better than large group scenes.
- Newspaper photos, photocopies of photos, photos printed on computer printers, Polaroid photos, and negatives are not acceptable.
- Do not submit photos that have been marred by paper clips or that have writing on the back.

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### Digital photographs

Digital images e-mailed to the magazine ([magnews@elks.org](mailto:magnews@elks.org)) or mailed in on a diskette or CD can be used if they meet the same standards as those for 35mm prints, and some additional standards related specifically to the quality of digital images.

- A camera with at least two-megapixel capacity should be used.
- Not all digital images are created equal. The key to good, reproducible digital photos is the file size of the image: larger, higher resolution images are more reproducible. It is important to create, save, and send the image in high resolution. Digital photos must have a minimum resolution of 1,500 by 900 pixels, or dots, per image to be reproduced with acceptable quality. The higher the resolution, the better; images with a resolution of 2,160 x 2,860 pixels are preferred. Digital cameras generally can be set for high resolution using words like “high” versus “low” resolution, or by actually selecting or setting dimensions in pixels.
- **Do not send in prints made from digital images—send in the image file itself via e-mail or on a disk.**

### Keep in Mind

- It is a good idea to submit more than one photo (but no more than three of the same event), if possible, so that a range of selection is available.

### Submit Appropriate Material To:

The Elks Magazine  
Editorial Department — OR — [magnews@elks.org](mailto:magnews@elks.org)  
425 W. Diversey Parkway  
Chicago, IL 60614-6196

*Note:* Due to production schedules, do not expect news items to be published until at least two months after submission.

- Remember that any photographs submitted may be used for marketing or other purposes. If permissions are required to reproduce photographs, it is the responsibility of the lodge to secure them.
- Copies of these Fraternal News Guidelines can also be found at [www.elks.org/elksmag/fraternalguidelines.cfm](http://www.elks.org/elksmag/fraternalguidelines.cfm).

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

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**T**HERE are many activities at your lodge that, while not appropriate for *The Elks Magazine*, deserve attention from your local media. After all, your members and your potential new members all live near your lodge, so let them know about the great work you're doing and how they can become members or ask for assistance from the Order.

Here's a list of news items that the magazine cannot include, but that can be submitted to your own community 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
- Initiation Classes or Relative Initiations
- Old-Timer Recognition Programs
- Lodge Anniversaries other than Centennials
- Advertising for Fund-Raising Activities
- Social, Public Relations, and Other Noncharitable Events
- Non-Elks Activities
- Blood Drives and Highway 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)