

# FRATERNAL NEWS GUIDELINES

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

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*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 Submissions received more than 30 days after an event will not be published.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

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*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.

## Photo Considerations *(continued)*

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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](mailto:magnews@elks.org)  
425 W. Diversey Parkway  
Chicago, IL 60614-6196

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

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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](http://www.elks.org/elksmag/fraternalguidelines.pdf)*

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