

Guidelines for Article Submission to The Elk Magazine and TESA News

While specific to the BPOE, the following guidelines are applicable in principle to all publicity efforts. The Elks Magazine and TESA News are first and foremost interested in hearing about your lodge's charitable and civic activities, your lodge's benevolent projects, and especially about items in the chart on the next page.

- Submissions must be timely. Mail your submission within two weeks of the date of lodge's event.
- Information should be clear and complete. Answer the "five Ws" (who, what, where, when, why).
- Make sure to mention who benefited from the lodge activities: Children, veterans, students, etc.
- Include a contact person and a daytime phone number in case we need more information.

The Elks Magazine and TESA News welcome 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 guidelines.

- Photos should always include people; depicting more than 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; veteran's activities, anti-drug program activities, etc., and must always include the individuals being served, e.g., charitable recipients, veterans, and students/youths.
- Photos should not depict the presentation of bank checks, gift certificates, or savings bonds.
- Photos should never imply presence of alcohol or cigarettes.
- The backdrop or background of a photo is also important, and the photographer should "frame" each shot carefully.
- Photos must be of good quality to be accepted. Be sure that the subjects are the focal point 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.
- Photos should never be bound with paper clips, stapled, or have writing on the back.
- Protect photos sent by US mail with cardboard or special packaging.
- Digital images e-mailed to the magazine, *TESA News*, or mailed in on a 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 three-megabyte 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, with larger, higher resolution images being preferred. It is important to create, save, and send the image in high enough 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. Digital cameras generally can be set for high resolution.
- Do not send in prints made from digital images. Send in the image itself via e-mail or on a disk.
- 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 Grand Lodge material to:
The Elks Magazine
Editorial Department
425 W. Diversey Parkway
Chicago, IL 60614-6196
(magnews@elks.org)

Submit appropriate *TESA News* material to:
Sunni Ross, *TESA News* Editor
3820 Plantation Drive
Benbrook TX 76116-7694
(sunross@charter.net)

Both publications try to publish all photographs that meet the guidelines, but space constraints prevail.

Due to production schedules, expect magazine news items to be published at least two months after submission, and *TESA News* items up to 4 months later.

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.

Fraternal news guidelines for *The Elks Magazine* can also be found at www.elks.org/elksmag/fraternalguidelines.cfm.

Everything you submit to *The Elks Magazine* should also be suitable for your lodge bulletin, perhaps your state publication, and definitely your local media such as newspapers, radio, and television. Your state sponsor, too, would like to know what your lodge is doing.

GET YOUR LODGE RECOGNIZED FOR ALL THE GOOD WORK THAT IT'S MEMBERS ARE DOING!

Guidelines for Article Submission to The Elk Magazine and TESA News

While perhaps not appropriate for The Elks Magazine or *TESA News*, there are many other activities at your lodge that may 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.

The following chart is to serve as a quick reference as to the appropriateness of submissions.

Lodge Bulletin	TESA News	The Elks Magazine
Awards to Elks (e.g., Lodge Elk of the Year)	Awards to Elks (e.g., TESA Elk of the Year)	Awards to Elks (e.g. Marvin D. Lewis Award)
Awards at the local level	Awards at the state level	Grand Lodge Awards
Lodge Officer installations	TESA Officer installations	Grand Lodge installations
Initiation classes or relative initiations	N/A	N/A
Old-Timer recognition programs	N/A	N/A
Lodge anniversaries	Significant lodge anniversaries	Lodge centennials
Advertising for profit or fundraising activities	N/A	N/A
Social and other non-charitable events	N/A	N/A
Non-Elks activities	Auxiliary activities in support of the lodge programs	N/A
Blood drives and highway cleanups	Blood drives and highway cleanups	N/A
Proclamations and entries into parades	Entries into patriotic parades	N/A
Youth town-takeovers	N/A	N/A
Publicity for future events	N/A	N/A
Poems, eulogies, editorials, and humor	Selected appropriate poems, eulogies, editorials, and humor	N/A
Mandatory events, such as Flag Day observances and services held on Elks Memorial Sunday	Only if assisted by Boy/Girl Scouts, VFW, etc.	N/A
Local Elks Hoop Shoot and Soccer Shoot.	TESA Hoop Shoot and Soccer Shoot results, but not local lodges	N/A
Institution of new Lodge	Institution of new Texas Lodges	Institution of any new Lodge
Dedication of new Lodge home	Dedication of new Texas Lodge homes	Dedication of any new Lodge homes
Mortgage-burning ceremony	Mortgage-burning ceremonies at Texas lodges	Mortgage-burning ceremonies of any lodge
Assistance to people in distress	Assistance to people in distress	Assistance to people in distress
Army of Hope activities	Selected Army of Hope activities	Selected Army of Hope activities
Obituaries of lodge members	Obituaries of current lodge officers and higher; also charter members	Obituaries of Grand Lodge Officers
Youth programs	Youth programs	Youth programs
Veterans Service activities	Veterans Service activities	Veterans Service activities
Lodge involvement in State Major Project	Lodge involvement in State Major Project	State Major Projects
Drug Awareness activities	Drug Awareness programs and activities	Drug Awareness programs
Visits of the GER	Visits of the GER	Visits of the GER
Elks National Foundation activities	Elks National Foundation activities (i.e., fundraisers, XIT pins, etc.)	Elks National Foundation activities