



Kansas Elks

Elks Magazine



FRATERNAL NEWS GUIDELINES

Elks Magazine



Material appropriate for the Elks Magazine

- Youth Programs
- Veterans Service Activities
- State Major Projects
- Drug Awareness Programs
- Visits of the GER
- Elks National Foundation Activities
- Lodge Centennial Celebrations
- Institution of New Lodges
- Dedication of New Lodge Homes
- Mortgage-Burning Ceremonies
- Assistance to People in Distress
- Selected Army of Hope Activities
- Obituaries of Grand Lodge Officers

**Mandatory Programs will not
be published. i.e. Hoop
Shoot, Flag Day**

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Material appropriate for the Elks Magazine

Keep in Mind

- Submissions must be timely.
- Information should be clear and complete. Answer the “five Ws” (who, what, where, when, and why).
- Include a contact person and a daytime phone number in case they need more information.

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Photo Considerations

Subject matter

- Photos should always include people
- Photos must depict charitable events, veterans activities, anti-drug program activities, etc.
- 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. **(What's in the Background)**

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Photo Considerations

Reproduction quality

- Photos must be of good quality
- People should be well positioned in the photos
- Newspaper photos, photocopies of photos, photos printed on computer printers, Polaroid photos, and negatives are not acceptable.
- Photos should never be bound
- Protect photos sent by US mail

Photo Considerations

Digital photographs

Digital images can be e-mailed to the magazine (magnews@elks.org) or mailed in on a diskette or CD

- A camera with at least 3 megabyte capacity should be used.
- Not all digital images are created equal. Digital photos must have a minimum resolution of 1,500 by 900 pixels, or dots
- Do not send in prints made from digital images

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Photo Considerations

Keep in Mind

- It is a good idea to submit more than one photo

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Submissions

Be persistent!

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Where to submit your material?

Submit Appropriate Material To:

**The Elks Magazine
Editorial Department
425 W. Diversey Parkway
Chicago, IL 60614-6196**

- OR -

magnews@elks.org

Elks Magazine



And You Can Do Much More . . .

Submitted to your own local media: Newspaper, Radio, TV and our State Sponsor

- Elk of the Year and recognition to lodges/state associations
- Lodge Officer Installations
- Initiations
- Old-Timer Recognition Programs
- Lodge Anniversaries other than Centennials
- Advertising for Profit or Fund-Raising Activities
- Social and Other Non-charitable Events
- Non-Elks Activities

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And You Can Do Much More . . .

Submitted to your own local media: Newspaper, Radio, TV and our State Sponsor

- Blood Drives and Highway Cleanups
- Proclamations and Entries into Parades
- Youth Town-Takeovers
- Publicity for Future Events
- Poems, Eulogies, Editorials, and Humor
- Mandatory programs, such as Flag Day, Elks Memorial Sunday
- Elks "Hoop Shoot" and Soccer Shoot

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ELK Sunflower

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Publication Due Dates

<u>Season</u>	<u>Due to Editor</u>	<u>Meeting</u>
Summer	June 12, 2010	Kick-Off
Fall	Aug. 21, 2010	Fall
Winter	Dec. 4, 2010	Mid-Winter
Spring	Mar. 5, 2011	Convention

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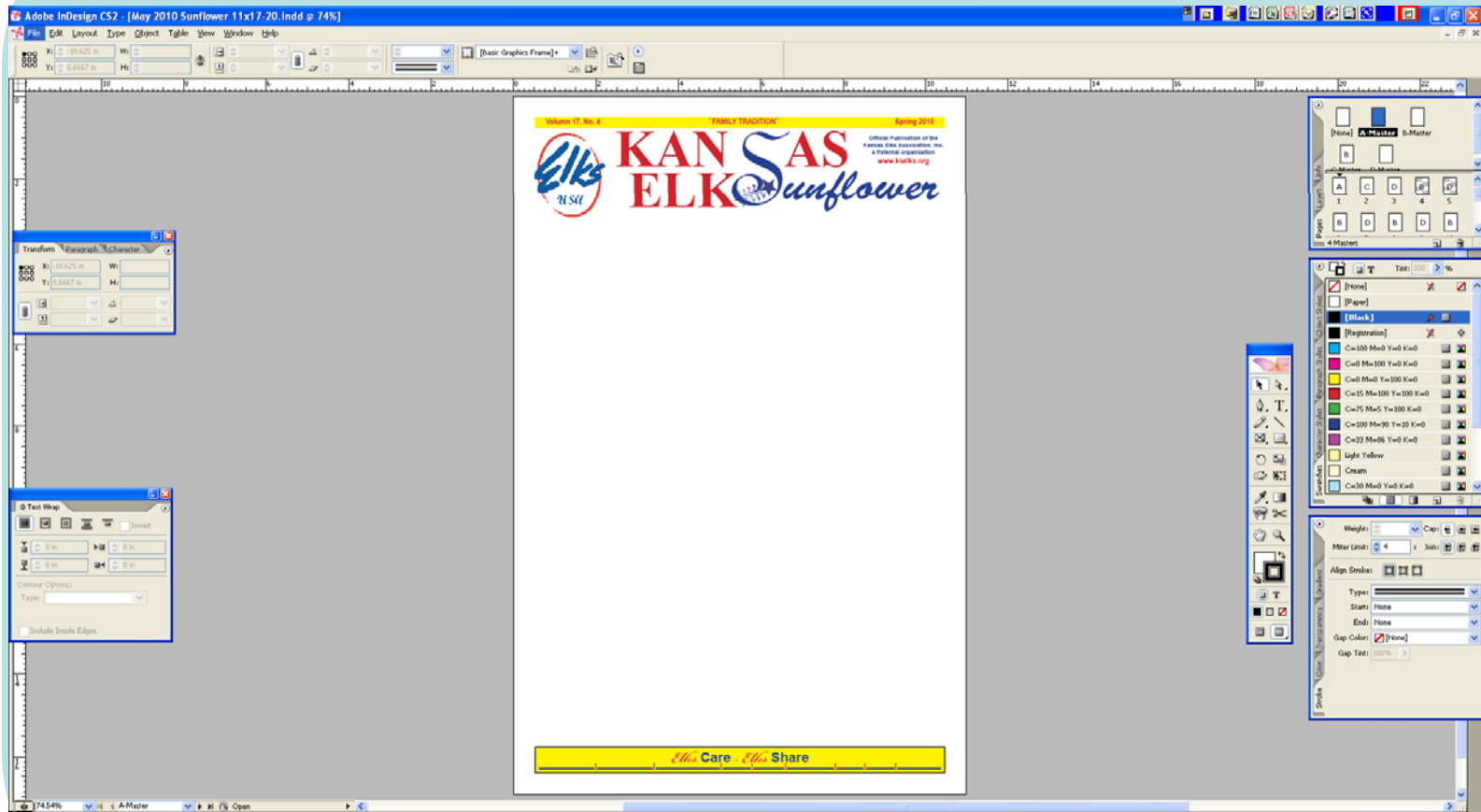
Photos

- Requirements Same as The Elks Magazine

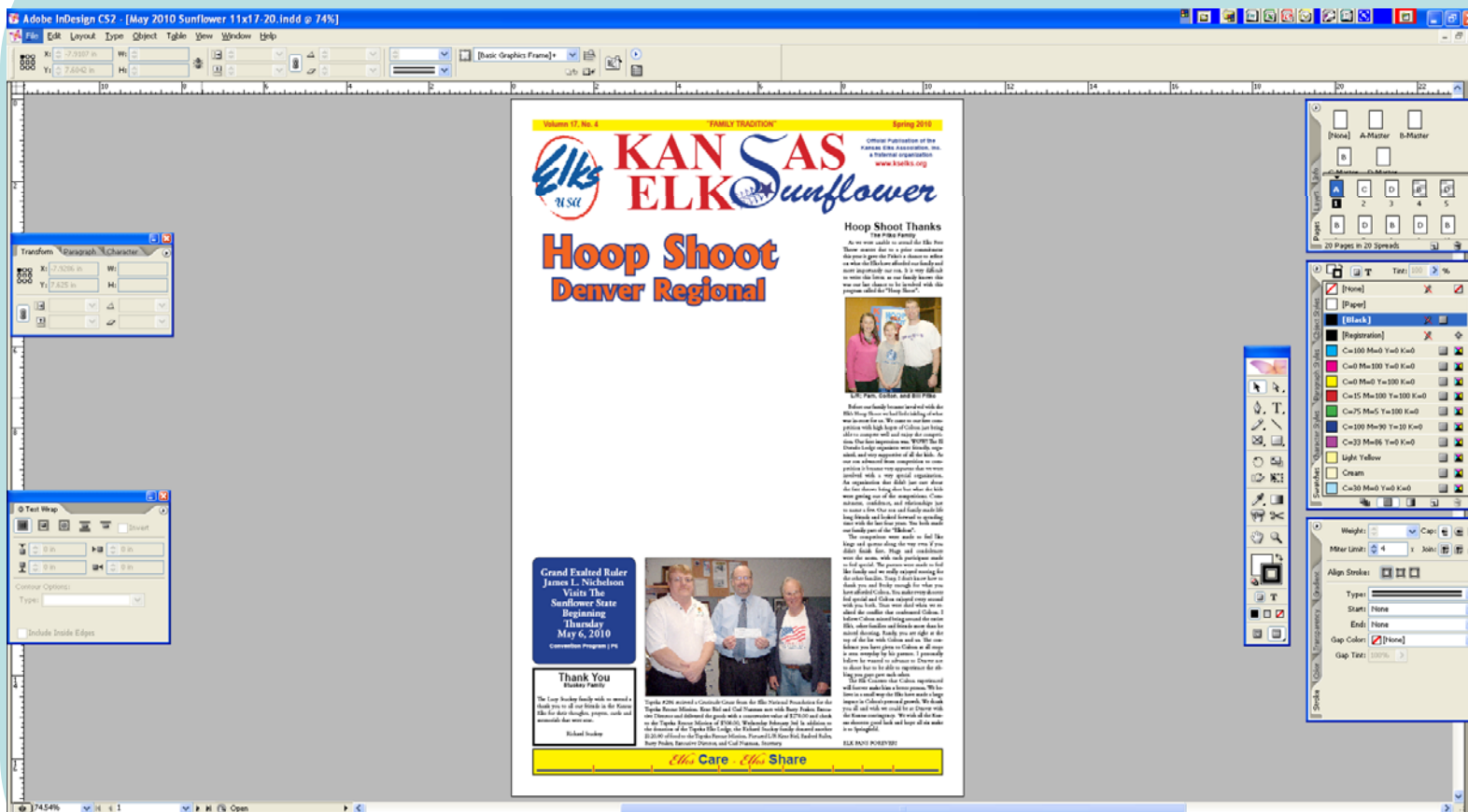
Articles

- State Major Project
- Programs of the Elks
- Community Activities
- Veterans
- Awards and Recognition

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Let's talk about photographs
Quality vs. E-mail

**We'll have a little
demonstration, not all digital
pictures are equal!!**

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Which image is better?

- **Start with image 1**
 - **Perform a 4 inch Crop on the image shown in 2**
- (notice the resolution in pixels and how it effects the crop)**

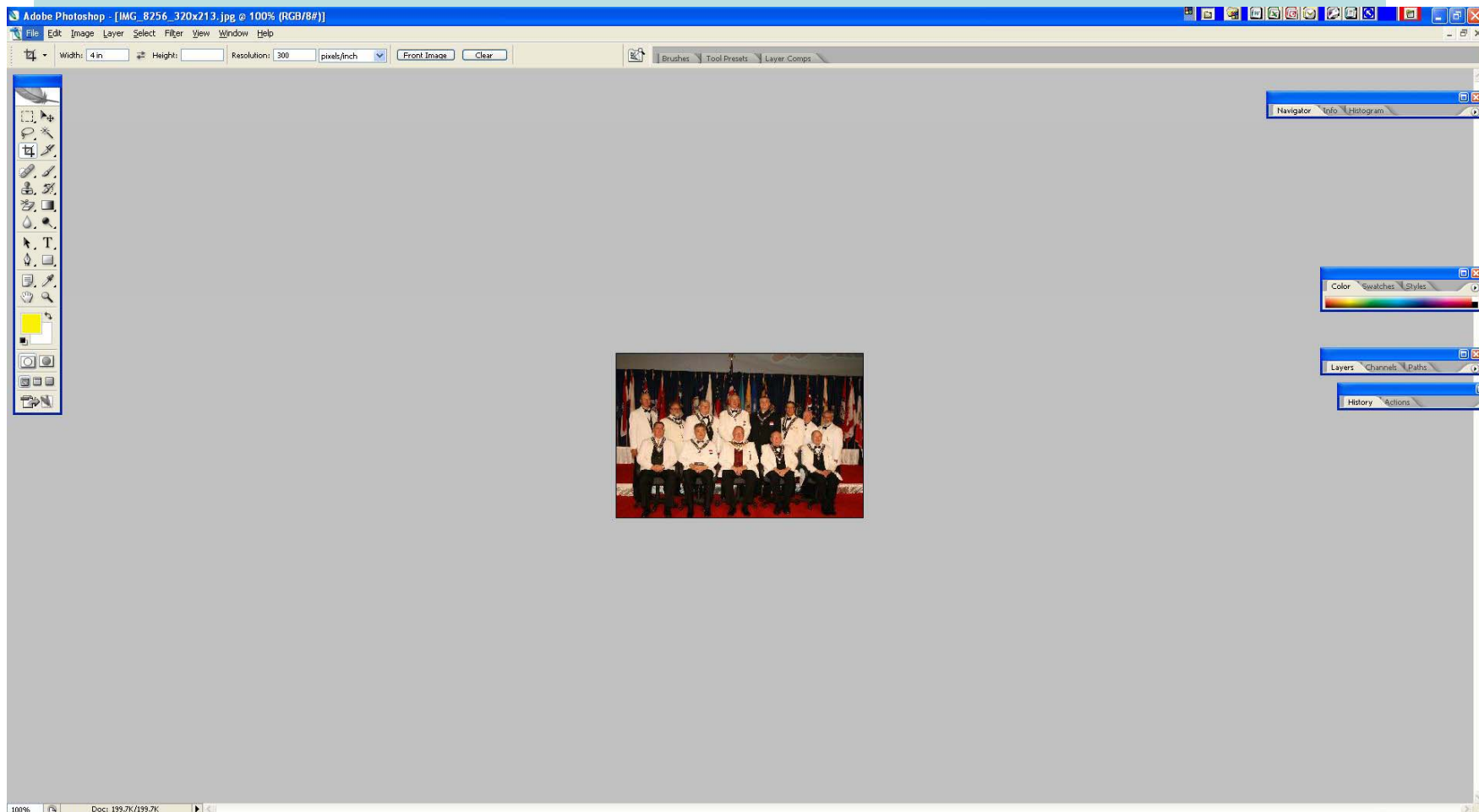
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1

Original Photo
23.4 K or 68,160 pixel resolution

Phone Camera Image

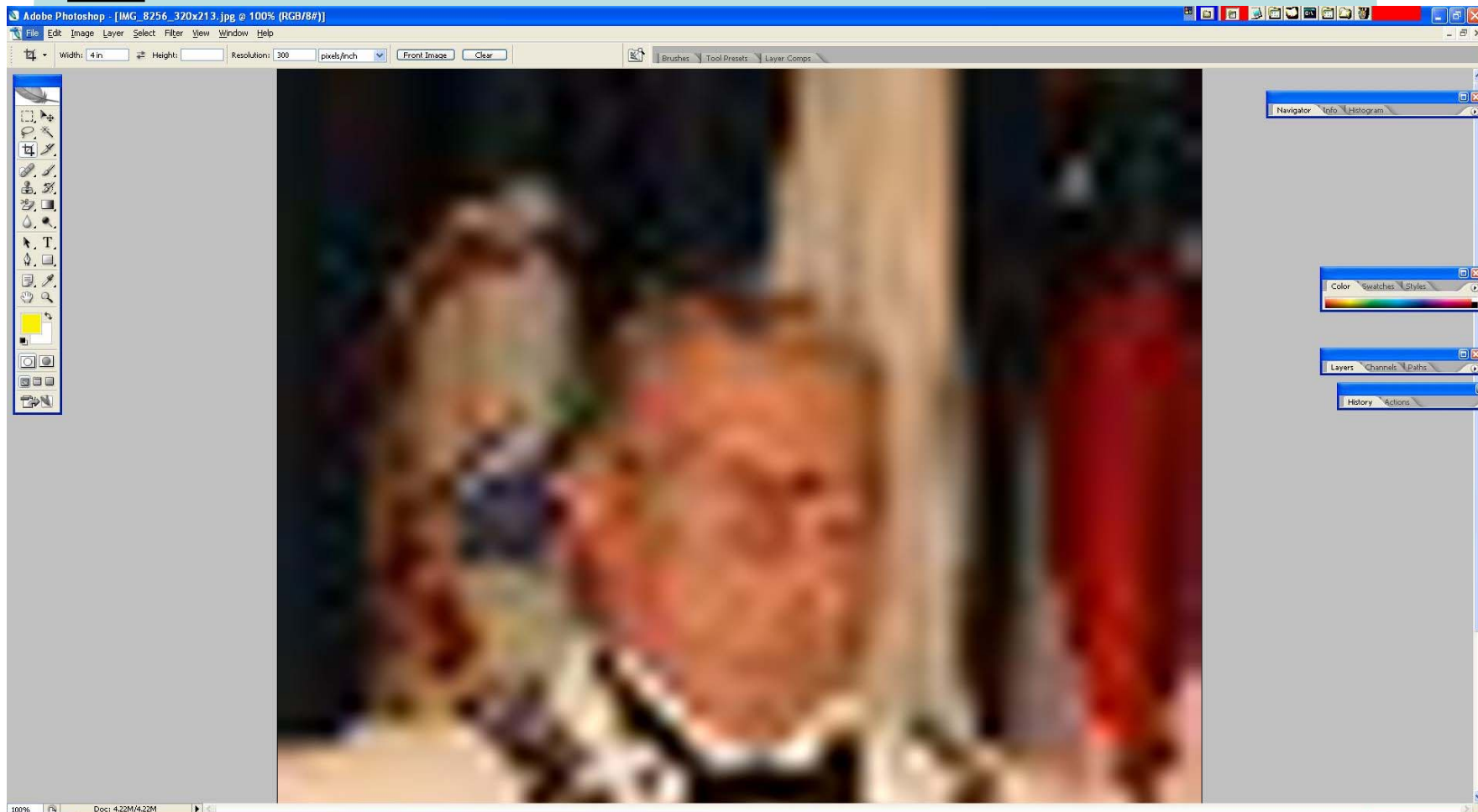


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2

Cropped to a 4 inch photo to insert to web or Sunflower
23.4 K or 68,160 pixel resolution



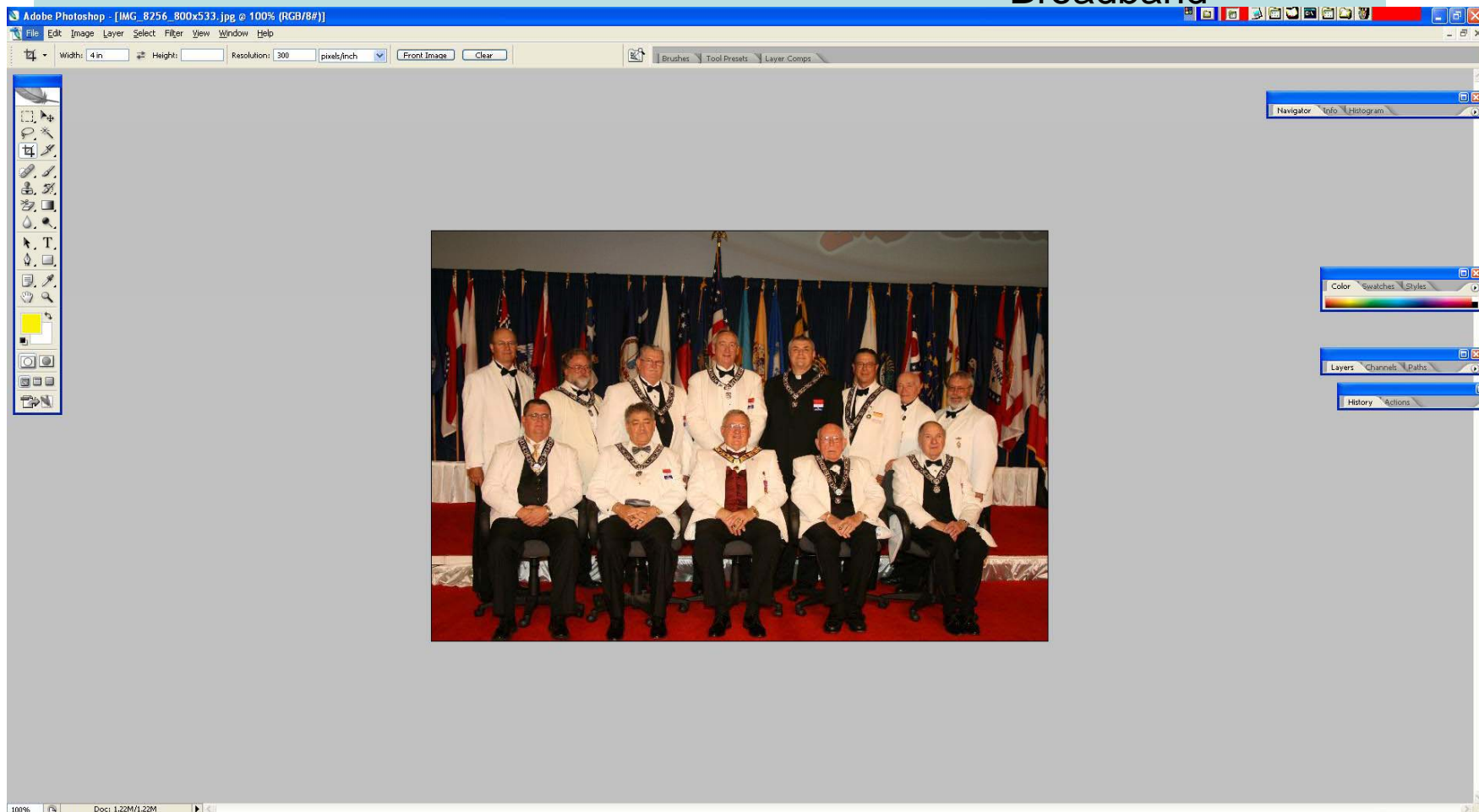
Kansas Elks Sunflower



1

Original Photo
93.4 K or 442,400 pixel resolution

Low Resolution Camera -
Optimal Cable or DSL
Broadband

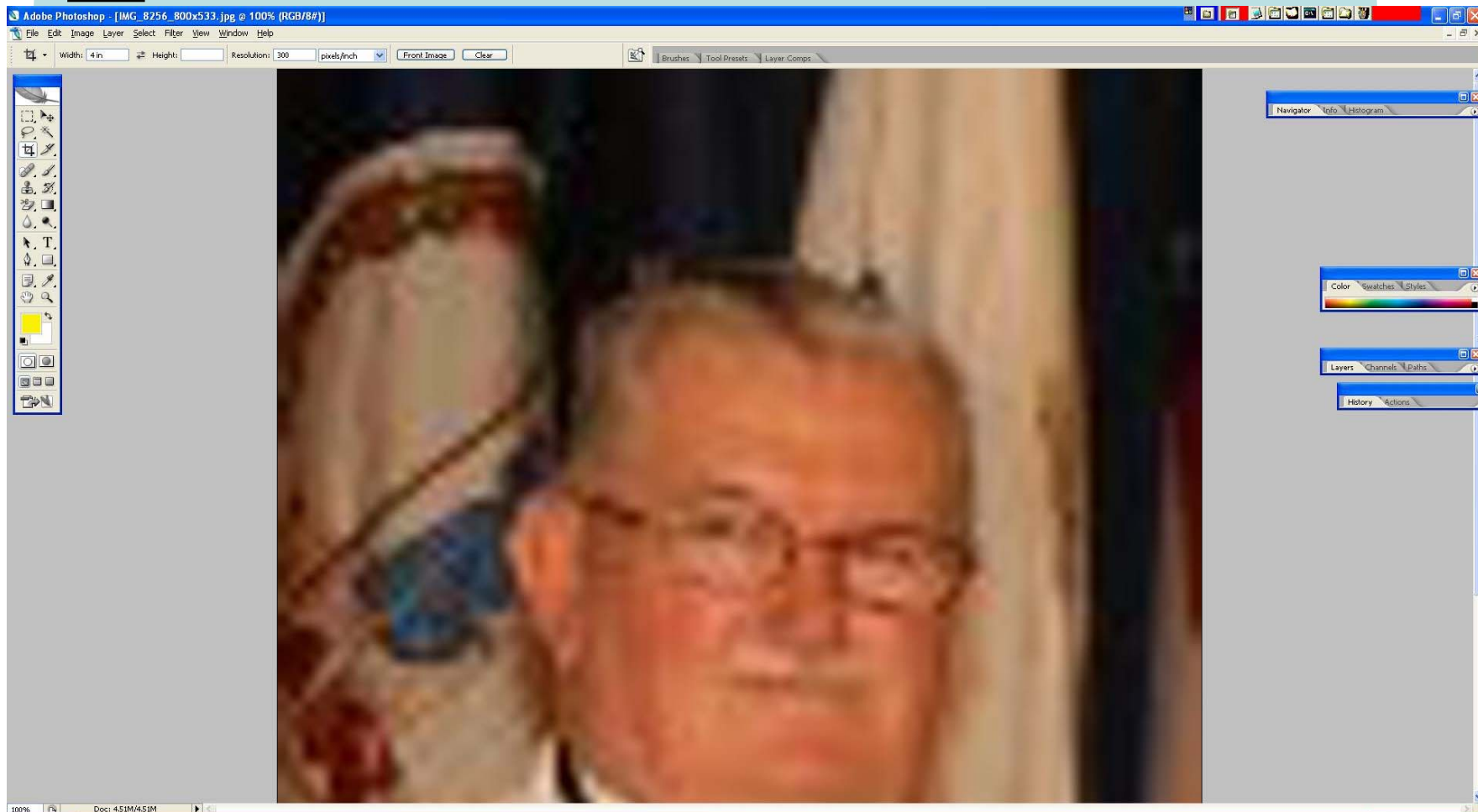


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2

Cropped to a 4 inch photo to insert to web or Sunflower
93.4 K or 442,400 pixel resolution



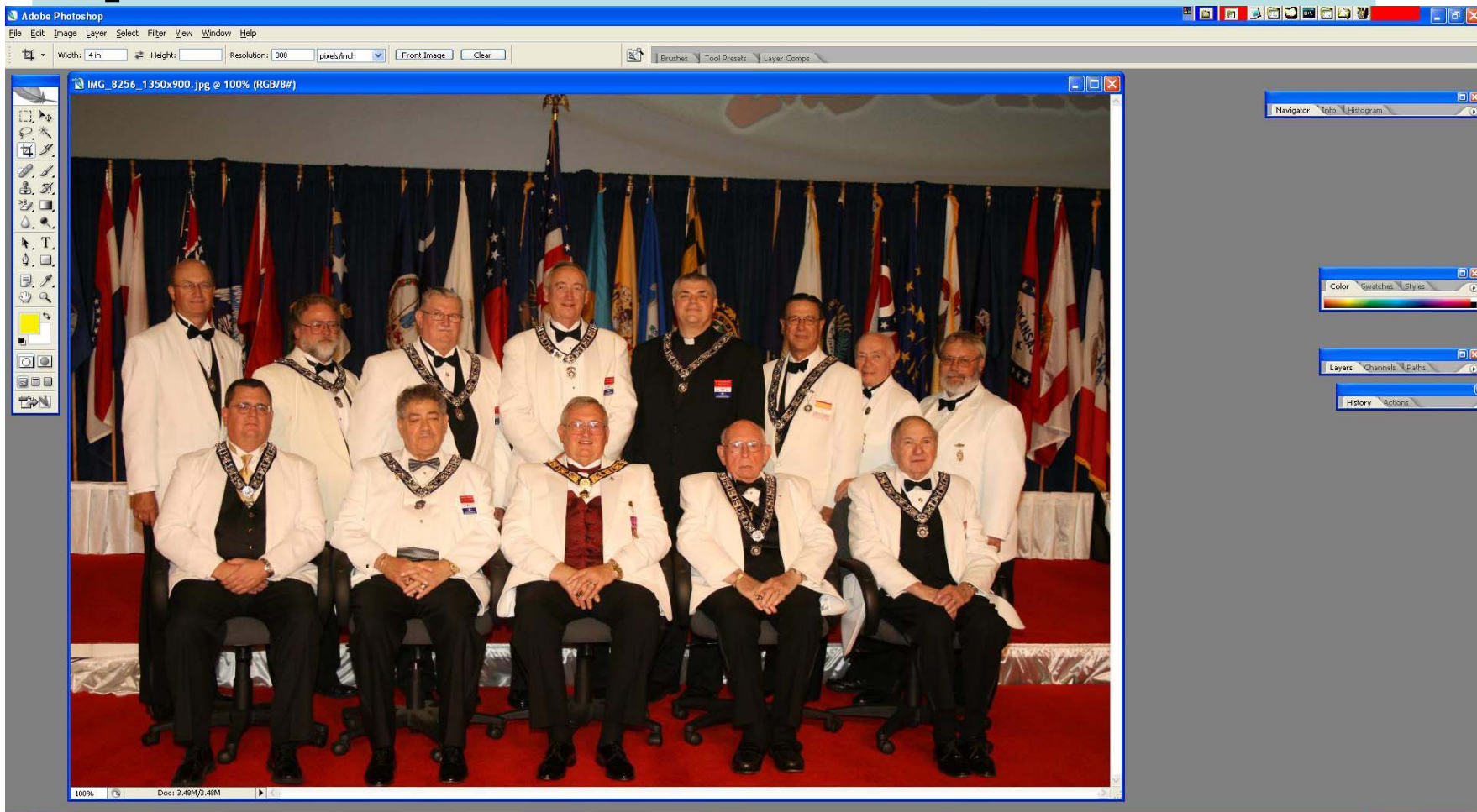
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1

Original Photo
202K or 1,215,000 pixel resolution

Grand Lodge Minimum
Requirements

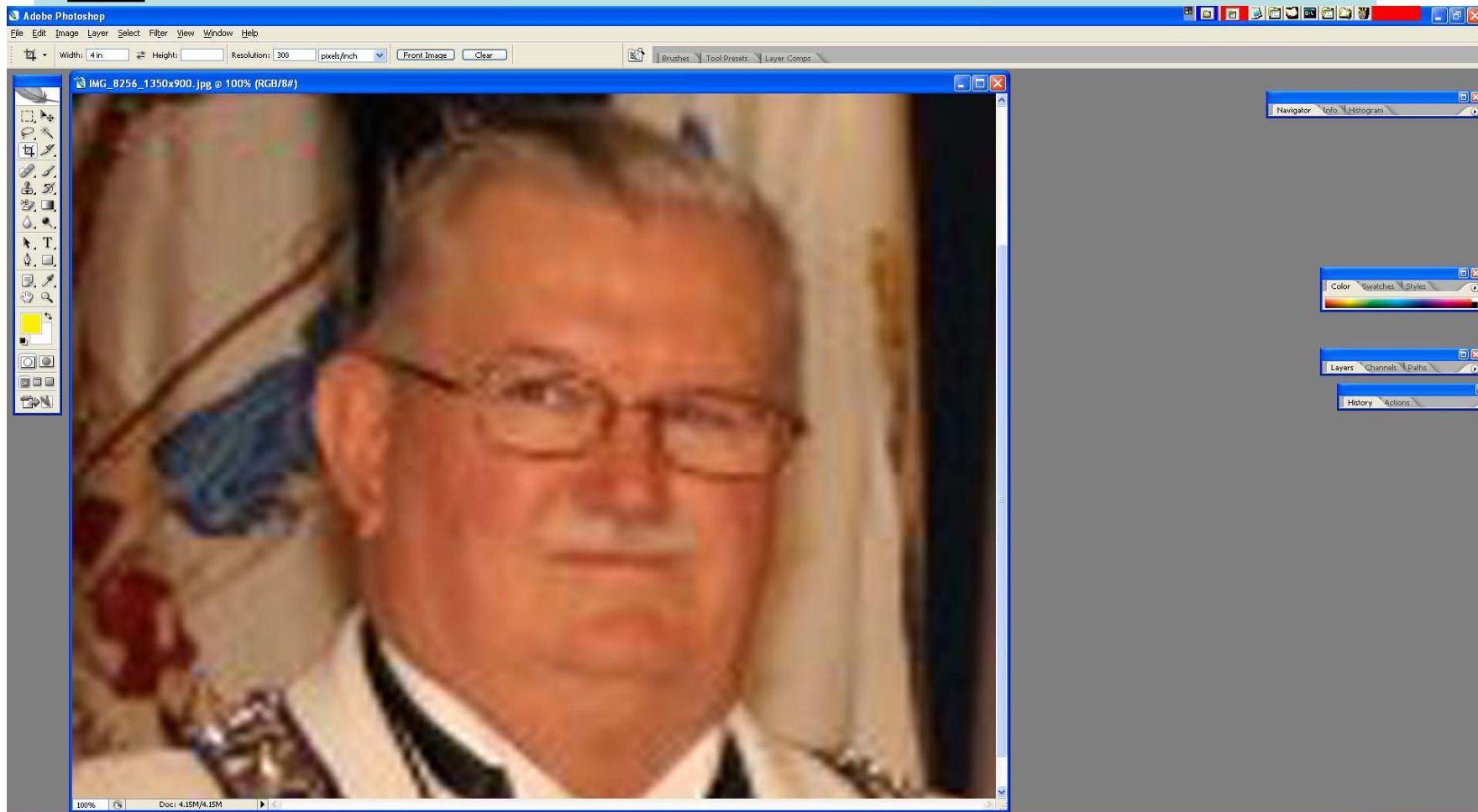


Kansas Elks Sunflower



2

Cropped to a 4 inch photo to insert to web or Sunflower
202K or 1,215,000 pixel resolution



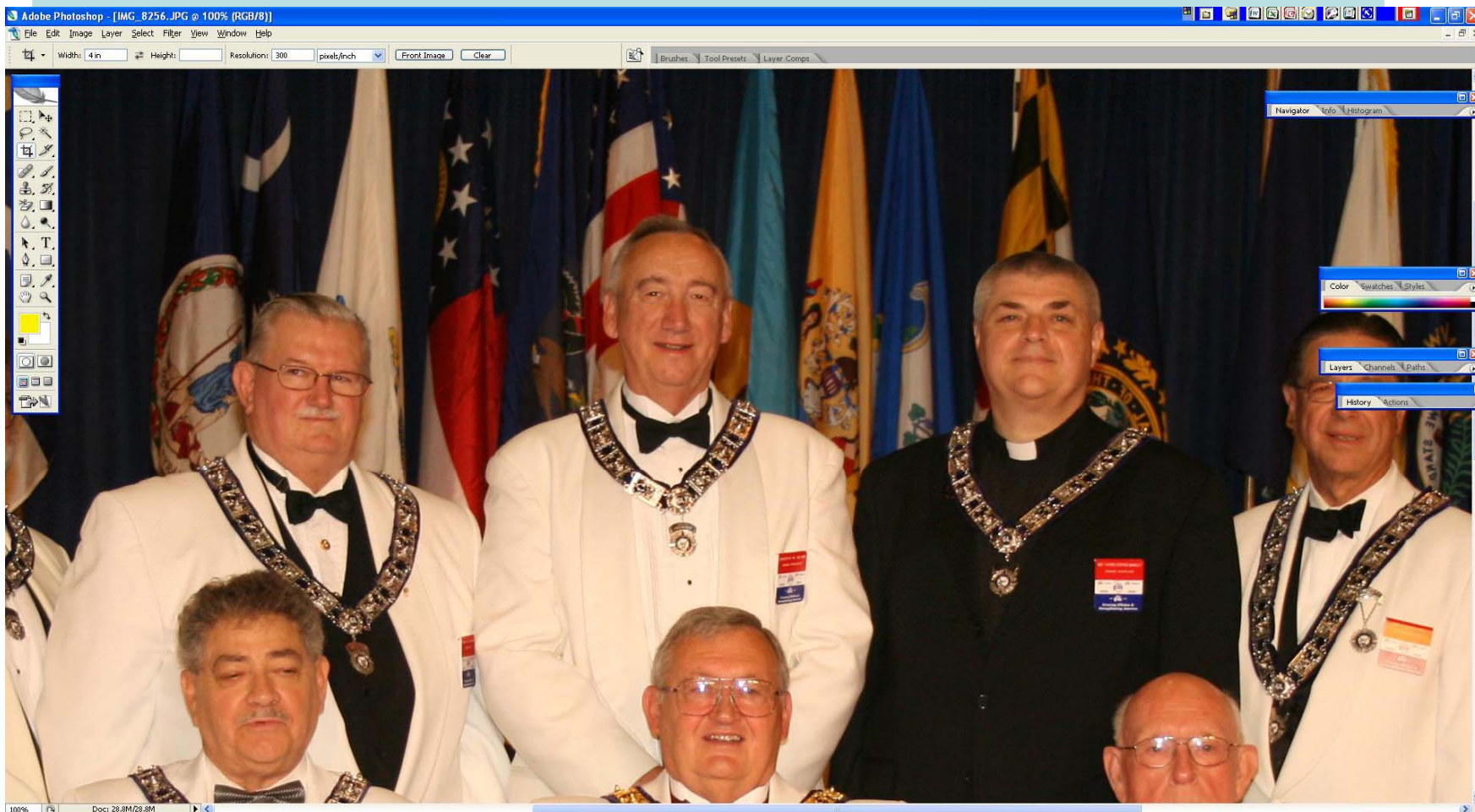
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1

Original Photo
3.56M or 10,077,696 pixel resolution

Best Quality
Cable or DSL
Required

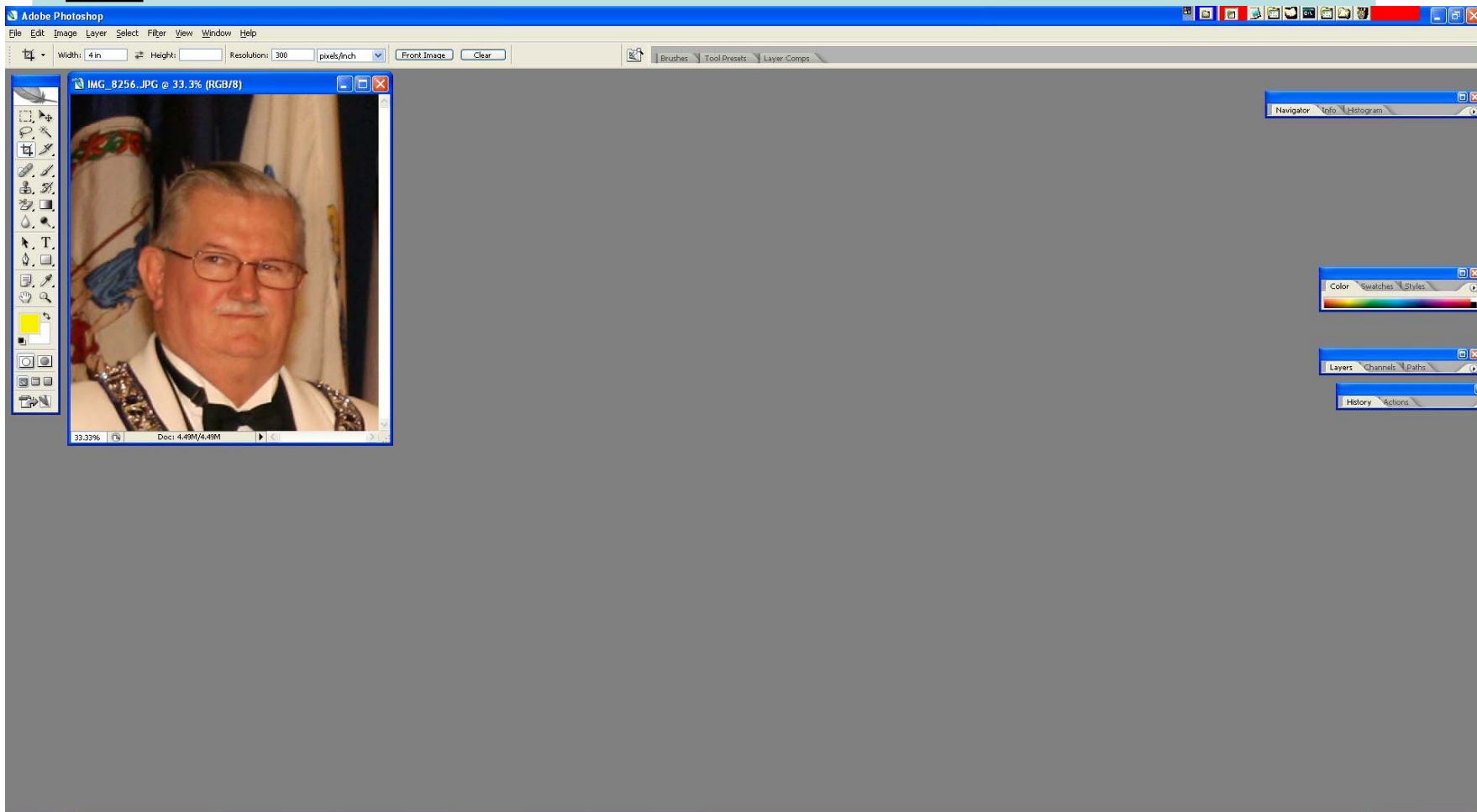


Kansas Elks Sunflower



2

Cropped to a 4 inch photo to insert to web or Sunflower
3.56M or 10,077,696 pixel resolution



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KAN *SAS*
ELK *Sunflower*

Submit your articles and photos to:

Carl Lindsey

P.O. Box 12264

Overland Park, KS 66282-2264

- OR -

celjr@everestkc.net