

<Click> Slide 1

the
ELKS
magazine

<Click> Slide 2

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***Mandatory Programs will not be published.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***

<Click> Slide 3

Keep in Mind

- Submissions must be timely—mail your submission within two weeks of the date of your lodge's event.
- Information should be clear and complete. 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 a contact person and a daytime phone number in case we need more information.

<Click> Slide 4

Subject matter

- Photos should always include people; they should depict 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, veterans activities, anti-drug program activities, etc., and must always include the individuals being served, e.g., charitable recipients, veterans, students/youths.
- 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.

<Click> Slide 5

Reproduction quality

- Photos must be of good quality to be accepted. Make 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.

<Click> Slide 6

Digital photographs

- Digital images e-mailed to the magazine (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 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 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 itself via e-mail or on a disk.

<Click> Slide 7

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

<Click> Slide 8

Be persistent!

If you don't have success getting your photo's published, keep on trying.

<Click> Slide 9

Where to send you material?

Submit Appropriate Material To:

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

- OR -

magnews@elks.org

<Click> Slide 10

EVERYTHING YOU SUBMIT to *The Elks Magazine* should also be suitable for your lodge bulletin, perhaps your state publication, and definitely your local media—newspapers, radio, and television.

Your state sponsor would like to know what your lodge is doing also.

In addition, there are many activities at your lodge that, while not appropriate for *The Elks Magazine*, 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.

Here's a list of news items that the magazine cannot include, but that can be submitted to your own community media to strengthen the presence of the Order:

- **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 Profit or Fund-Raising Activities**
- **Social and Other Non-charitable Events**
- **Non-Elks Activities**

<Click> Slide 11

- **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” and Soccer Shoot**

<Click> Slide 12



Let's take a look at the Sunflower.

<Click> Slide 13

Kansas Elks Sunflower

Publication Due Dates

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

I will notify you of any changes.

<Click> Slide 14

Photos

- *Requirements Same as The Elks Magazine*

Articles

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

<Click> Slide 15

Some people have asked how the Sunflower is created.

It starts with the Master page as shown here.

<Click> Slide 16

The information is then placed on the page.

<Click> Slide 17

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

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

<Click> Slide 18

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)**

<Click> Slide 19

This is a photo take with a camera on a cell phone. This would be the size of the original photo. Cell phone companies do not want big photos passing through their networks slowing it down. The disk size is 23.4 K or 68,160 pixel resolution. It is a great resolution for viewing on a 2 inch screen.

<Click> Slide 20

The next photo is what happens when you try to resize or take or crop a particular part of the photo. This was a 4 inch crop to extract a picture of the Grand Tiler. Notice what is called pixilation. Basically this part of the photo is unusable. If we were to use this particular photo the original size must be retained with no crop or enlargement. It would not be considered for the magazine. It would be very small in the Sunflower.

<Click> Slide 21

This photo is taken with a low resolution setting or small Megapixel camera. This would be the size of the original photo. This photo could be sent through a dial up network or cable/DSL internet provider. The disk size is 93.4 K or 442,200 pixel resolution. This is easily sent by e-mail.

<Click> Slide 22

If we resized with a 4 inch crop to extract a picture of the Grand Tiler again, notice the pixilation again. Basically this part of the photo is still unusable. I could use this particular photo in the original size. The crop or enlargement of Chuck would have to be smaller or not used at all. Not suitable for the magazine.

<Click> Slide 23

This photo is at the minimum requirements set forth by Grand Lodge Magazine. The pixel setting is 1500x900 pixels. This would be the size of the original photo. This photo could be sent through a dial up network but a cable/DSL internet provider would be better. The disk size is 202K or 1,215,000 pixel resolution. This is easily sent by e-mail through high speed network. The original photo meets the magazine minimum requirements but the crop would not.

<Click> Slide 24

The 4 inch crop to extract a picture of the Grand Tiler again is better and could be touched up for use. Some pixilation is still noted. Basically this part of the photo could be used if need be by the Sunflower. We can definitely use this photo in the original size and could if needed use the crop.

<Click> Slide 25

This photo is taken with a high resolution setting on the camera. This would be the size of the original photo. This photo would need to be sent through a high speed internet connection, such as cable/DSL. The disk size is 3.56M or 10,077,696 pixel resolution.

<Click> Slide 26

The 4 inch crop to extract a picture of the Grand Tiler again is useable, if this part of the photo is what you want to use. We can definitely use the original photo and now the crop. This is what the magazine is looking for. They crop and resize photos for magazine use.

Bottom line if you are submitting photos to the Elks Magazine or even the Sunflower, does it resemble a 35mm photo. Does the 4"x6" digital or 35mm photo look good? Ask yourself if you start out with a small photo and increase the size to 4"x6" is it still clear without pixilation. Then you have a good quality photo to submit.

<Click> Slide 27

Kansas Elks Sunflower

Submit your articles to:

Carl Lindsey

P.O. Box 12264

Overland Park, KS 66282-2264

- OR -

celjr@everestkc.net