



How To Get In THE LION

THE LION Magazine is dedicated to promoting the "We Serve" philosophy that Lions around the world demonstrate every day. We want to publicize your humanitarian acts, but we need your cooperation. Because we rely on your club to keep us informed of your service activities, the following guidelines are intended to help you prepare materials for submission to the magazine.



First, we ask you to understand that we cannot publish all the articles and photos we receive. We receive hundreds of submissions each month from clubs all over the world—we simply don't have space to print everything. However, the more thoroughly prepared and thoughtfully illustrated your article is, the better the chance it will be selected for publication.

What Do We Want?

We're looking for articles, preferably accompanied by photos, which explain in detail the successful completion of a service project or fundraising activity. Because a story must be of interest to the majority of the magazine's readers, we do not publish accounts of a club's social activities such as anniversary celebrations.

Your story doesn't have to be a polished product. Our editorial staff will be happy to write the article if you send us complete information. For instance, if your club conducted a fundraiser, be sure to tell us how much money was raised.

The length of your story isn't important as long as you cover all the basic facts:

- **What** the project was all about
- **Who** was involved and who benefited
- **When** and **where** it took place
- **How** it happened

By describing how your club has helped people, you will aid THE LION in meeting its primary goal—to help stimulate other clubs to perform humanitarian services.

Copies of local newspaper articles about your club's service activities are excellent means of providing information. However, we accept clippings only if they accompany your



account of the project and enhance or expand on the basic information you have provided. Sometimes, newspapers are willing to loan us their photographs. If the editor of the paper gives permission to let us reprint a photo depicting a club activity, we would be pleased to consider it.

What Makes a Good Photograph?

Generally, a story becomes much more interesting when it's accompanied by candid, action photographs. Assign a club member who is handy with a camera to take a few candid shots of Lions in action—conducting an eye screening, helping a disabled child, distributing food baskets or participating in other community service activities.

Simplicity is the key to good photos. Too many people and too much background clutter the scene. Focus on what's happening and get close to the action. We do not print photos of check presentations or people shaking hands, instead **we'd much rather see someone using the new equipment your club helped purchase.** If you're unsure if it's a photo we'll publish, compare it to the photos in the current issue of THE LION Magazine, which is also available online at www.lionsclubs.org.

How Do We Want It?

Whether news of your club is in the form of a press release, an outline of facts or a feature story, it won't get the attention it deserves if it isn't legible. Please type your story and proofread it for errors.

Include the mailing address, daytime phone number and, if available, the e-mail address of the person submitting the story. THE LION needs a contact person to obtain further information. Also, make sure only one person in your club or district is responsible for forwarding your club's story; duplicate submissions are confusing. Please note that due to the number of submissions, we are unable to respond to all e-mails and postal mail.

Make sure all photos you submit are sharp, clear, glossy color prints. We are unable to use photos that are within a word document or .pdf file. Preferably, the



caption information should be taped on the back of the photo. Clearly describe the action taking place and identify the people in the picture. **DO NOT STAPLE OR WRITE ON PHOTOGRAPHS.**

THE LION also accepts digital photographs sent via e-mail. Because of the high quality necessary for publication, the image must be at least 300 dpi and be saved as a .jpg or .tif file. Many times we are unable to use photos printed from a home computer on low-quality print paper because they are too blurry or too pixilated. We'd prefer that the photo be e-mailed to us rather than printed at home.

Where Do I Send a Story?

Send all contributions directly to:

THE LION Magazine
300 W. 22nd Street
Oak Brook, IL 60523-8842

Or, send the materials by e-mail to thelionmagazine@lionsclubs.org.

Final Note

Please keep in mind that the magazine has a three-month lead time. In March, for example, we're already working on the June issue. And, because of the quantity of items we receive, it often takes several months for articles we intend to publish to make it into print. So please be patient.

Your club deserves recognition for the good work it performs in your community. Tell THE LION, and THE LION can tell the world.

A GUIDE OF DO'S AND DON'TS

Please Do:

- Submit detailed descriptions of your club's completed service projects and fundraising activities.
- Tell us how much money was raised at your fundraiser and for what purpose it is intended.
- Include candid, clear photographs of Lions participating in the project.
- Include the name, mailing address, daytime phone number and/or e-mail address of someone we can contact about the material submitted.

- Be patient. It often takes several months for accepted items to appear in print.

Please Don't:

- Submit news of club anniversaries, birthdays of long-time members or other social events.
- Send posed photos of people staring at the camera.
- Staple or write on photos, or use an ink pen or marker to write on the back—it smears, often ruining the pictures.
- Forget to identify people in photos.
- Print out digital photographs and submit them for publication. E-mail the file instead.
- Rely on your yearly Activities Report only to publicize your club's activities. Make sure your club news gets the attention it deserves by sending a separate notice and photos directly to THE LION Magazine.

Any Questions?

Both the magazine and this guide are available on our Web site at www.lionsclubs.org. If you have any questions concerning submitting stories and photographs for publication in THE LION Magazine, please contact our editorial staff:

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