

CHAPTER XVII MAGAZINE

A. EDITORIAL POLICY

1. The primary purpose of official editions of the LION Magazine shall be to provide useful information regarding the association's policies and activities to individual Lions, motivate members to higher levels of service and showcase association programs to non-members. In addition to mandated editorial procedures, official editions are also encouraged to reflect aspects of the association's brand within their respective editions as and when possible.
2. The Editor-in-Chief, who shall be the association's executive director, shall be responsible for the general supervision of the LION Magazine.
3. The official Lions emblem and the words "We Serve" shall be printed on the masthead or contents page of each issue.
4. Editors of official editions are required to print the following materials as soon as received from or at the time specified by the International News Exchange.
 - a. International president's message and photograph, which must be on page preceding messages or articles by any present or past association officer, or the editor. All nine messages sent, and the president's inaugural address, must be published regardless of the number of issues published by the edition.
 - b. Lions Clubs International Foundation (LCIF) Annual Report.
 - c. LCIF In Action.
 - d. Articles on the association's major international service initiative (SightFirst Update).
 - e. Summary of resolutions passed by the International Board of Directors, and actual language of resolutions to be voted upon at the international convention.
 - f. Short biographies and photographs of candidates for second vice president, provided they arrive in time for printing prior to the international convention. Materials provided cannot include information regarding affiliation with other organizations.

- g. Convention call, and international convention registration form except in those multiple or single districts when registration forms are distributed in a different but acceptable way.
 - ~~h. Report of actual revenue and expenditures for the preceding fiscal year, including charts.~~
 - ~~i.h.~~ Such other material as may be directed by the International News Exchange or editor-in-chief.
5. Executive officers and international directors shall be listed on the masthead of each issue, along with the following statement: the LION Magazine, official publication of Lions Clubs International, is published by authority of the board of directors in 20 languages - English, Spanish, Japanese, French, Swedish, Italian, German, Finnish, Flemish-French, Korean, Portuguese, Dutch, Danish, Chinese, Icelandic, Greek, Norwegian, Turkish, Thai and Hindi.
 6. The official photograph of the international president and his or her spouse shall be printed on the cover of all official editions no sooner than July nor later than September of the president's term.
 7. Official editions of the magazine may not be used for political purposes. No one may serve as editor or on the magazine committee of any edition who has announced his or her candidacy for any of the following offices: district governor, vice district governor, council chairperson, international director, or international executive officer; has been certified to run for these offices; or is serving in one of them, either by election or appointment. Further, no member of the immediate family (mother, father, spouse, siblings, children and in-laws) of an announced or certified candidate may serve as an editor or member of a magazine committee. A candidate is considered announced when endorsed by his or her club or district (single, sub or multiple, whatever the case may be). Disputes arising out of this policy shall be referred to the Executive Committee of the International Board of Directors for decision.
 8. Editors of official editions may not use the magazine to espouse policies contrary to those of the International Board of Directors, multiple district council of governors, or the district cabinet. Opinions of members may be published as letters or articles, provided it is made clear that their opinions do not necessarily reflect the official positions of the association.
 9. Obituaries as written by the International News Exchange shall be published with photo by all editions upon the death of a past international president or current member of the International Board of Directors. An appropriate obituary shall also be published upon the death of past international directors.

10. If received, membership applications for the Lions International Trading Pin and Stamp Clubs shall be printed once a year in the Headquarters editions of the magazine and sent as optional material to all other editions.
11. Official editions shall be encouraged to provide space to promote area forums in their readership area. At their discretion, they may charge for printing registration forms.
12. Editors of official editions shall be encouraged from time to time to provide especially interesting or significant articles from their areas to the International New Exchange for distribution to other editions.
13. The logotype "THE LION" as it appears on the cover of the Headquarters edition shall appear in English on the cover of all official editions in a size approximately 2-1/4 by 1-3/4 inches. A geographical or language designation may appear beneath the logotype, such as "En Espanol" or "South Pacific."
14. Official editions are required to publish at least six times per year.
15. The association's emblem shall appear on the front cover of all official editions.
16. Updated numbers of Melvin Jones Fellows shall be published in a conspicuous manner three times per year.

B. ADMINISTRATIVE AND FINANCIAL PROCEDURES – OFFICIAL EDITIONS

1. The following are recognized as official editions: Australia and Papua New Guinea, Austria, Bangladesh, Belgium, Britain-Ireland, Brazil, Canada (Multiple District A), Canada (Multiple District U), MD 300 Taiwan, Denmark, Finland, France, Germany, Greece, Headquarters (English and Spanish), Hong Kong, Iceland, India, Indonesia, Italy, Japan, Korea, Netherlands, New Zealand, Norway, Pakistan, Poland, Portugal, Romania, Sweden, Switzerland, Thailand and Turkey.
2. Provided they comply with all relevant policies, official editions shall be paid US\$6.00 per member, per year. Payment shall be made on a bi-monthly basis, unless other arrangements are made with the association's treasurer. Payments will be computed based upon the average membership for the two months, to be determined by adding the membership at the beginning of the first month to the membership at the end of the second month, then dividing by two. The rate of exchange to be used for bi-monthly payment will be computed by adding the

established Lions' rate for the two months, then dividing by two. The following financial reports must be received in order to receive payment:

- a. A semi-annual accounting showing income and expense for the period July 1 – December 31, is due no later than March 31, and for the period January 1 – June 30, is due not later than September 30, utilizing the form displayed as Exhibit A. of this chapter.
 - b. A form shall be sent once each year to the magazine committee, on which they will list the name, title, and full address of the person to whom payments should be sent.
 - c. Editions that do not comply with the editorial and administrative policies will receive a letter of reprimand outlining areas of deficiencies. Failure to make required changes to fall within compliance will result in suspension. Financial allowance will be withheld for each issue that is not in compliance.
3. A translation allowance not to exceed US\$350.00 per published issue will be paid to non-English magazines to help defray the expense of translating official materials, provided that the requests are supported by copies of bills or invoices paid for such services.
 4. Dues revenue that supports official editions of the magazine may not be used for any other purpose. Surpluses must be used either to improve the magazine, or be held in reserve to apply against future deficits.
 5. Aside from materials sent routinely by the International News Exchange, official editions must pay for any special materials or services requested from International Headquarters, including, but not limited to, mailing labels, color separations or art work. Such charges may be waived at the discretion of the manager of the Public Relations and Communications Division.
 6. Mailing lists used to circulate the magazine may not be used for purposes other than to mail official publications without the express permission of the editor-in-chief.
 7. Official editions may levy additional dues to support magazine operations, provided that such dues are approved by the Lions in the magazine's circulation area at recognized conventions.
 8. Application may be made for official edition status if there are 5,000 Lions reading the same language in the area, with the understanding that the International Board of Directors has full discretion in granting official edition status.

9. The Headquarters editions (English and Spanish) shall be supervised by the executive director and the manager of the Public Relations and Communications Division.
10. Other official editions of Lion Magazine shall be supervised by a magazine committee constituted as follows, unless a committee structure already exists that has been approved by the Lions in the circulation area and the manager of the Public Relations and Communications Division:
 - a. If serving a single district only, the committee shall consist of three members appointed by the district governor. Any international director then serving from the district shall be an ex officio member of the committee.
 - b. If serving a multiple district, the committee shall consist of three members appointed by the council chairperson. No two members may come from any one sub-district, except when the multiple district consists of only two sub-districts. In such a case, the two sub-districts will alternate in having two members. If the multiple district has more than three sub-districts, representation on the committee must rotate among the sub-districts so that all are represented on an equal basis. Any international director then serving from the multiple district shall be an ex-officio member of the committee.
 - c. If serving more than one multiple district, each multiple district council chairperson shall appoint one member to the magazine committee. If the magazine serves only two multiple districts, then the multiple districts shall alternate in appointing two members of the committee, so that the committee shall consist of three members. Any international director then serving from the multiple districts shall be an ex-officio member of the committee.
 - d. Current district governors may not serve on magazine committees.
 - e. Members of magazine committees may be reappointed, subject to limitations on representation as described in paragraphs a, b & c, above.
 - f. Magazine committees shall elect one member as chairperson.
 - g. Vacancies on magazine committees shall be filled subject to the same conditions and restrictions as apply to original appointments.
11. Except for editors for the headquarters English and Spanish editions, editors of official editions shall be appointed by the respective magazine committee or council of governors, or elected. Editors terms must be for a minimum of one year, and a maximum of three years. Editors may be reappointed.

12. Magazine committees are responsible for insuring that the policies of the International Board of Directors, as set forth in this chapter of the Board Policy Manual; and directives of the editor-in-chief and International News Exchange, are fully complied with.
13. The editor-in-chief shall be responsible for monitoring the performance of all editions as to content and administration. A review shall be made of all editions on or about January 1 and July 1 for compliance with board policy. If the editor-in-chief is not satisfied that all deficiencies have been corrected within 90 days from the date of notification, he/she shall report to the International Board of Directors through the Public Relations Committee. Unless a compelling reason exists for not doing so, that committee shall recommend withdrawal of official language status.
14. Editors of official editions shall be required to produce each edition to a standard and quality at least sufficient to present a high quality image of the association to its members, and to the public. The required standard and quality for each official edition shall be specified by the editor-in-chief from time to time. In deciding such standard and quality, the editor-in-chief shall use the headquarters edition as a benchmark, but in doing so, he/she shall have regard to the local costs and conditions applying, and to the number of members served by each such edition.
15. Editors of official editions shall be provided with a badge similar to that provided to International Headquarters staff, printed with the name of the editor, the title, "Editor," and the designation of the respective edition.
16. Magazine committees shall from time to time, but in no case longer than once every three years, seek competitive bids from at least three qualified publishers, printers, mailing services or any major provider of services not provided to the edition by a Lion or Lions on a completely volunteer basis.
17. Editors of official editions of Lion Magazine who provide printing or other services to the edition they edit must fully disclose their financial or immediate family member's interest in such companies or entities and must otherwise fully comply with established bidding procedures.

C. ADVERTISING

1. Those authorized to use the Lions Clubs Fund Raising Activity Seal may use the seal in their advertising.

2. Advertisers may use the word “Lions” in their advertisements provided such use does not imply endorsement.
3. Revenues and expenses related to advertising sales must be shown clearly on all financial reports, and revenues must be used to lower costs and/or improve the quality of the magazine.

D. SUBSCRIPTIONS AND CIRCULATION

1. Each member is entitled to receive one edition of the LION Magazine in return for payment of magazine dues. Lions who wish to receive other editions must apply directly to those editions and pay the subscription fee that applies.
2. Additional subscriptions to the Headquarters editions of the LION Magazine are available for US\$6.00 if mailed within the United States, and US\$12.00 if mailed elsewhere. Cost of a single issue is US\$1.00.
3. Only entire clubs, by member vote, can change the editions of the magazine they receive. All members must receive the same edition. To change, the club must write the editors of both editions (the one currently received, and the one the club wishes to receive), with a copy to the circulation manager at International Headquarters clearly indicating the effective date of the change. Ninety days advance notice is required for any change.
4. Districts (single and sub) and multiple districts may also change the edition they receive, but only after a favorable vote at the respective district (single or sub) or multiple district convention. A copy of the resolution shall be sent to both the editor of the edition currently received and the editor of the edition the delegates have voted to receive. A copy of the resolution and both letters shall be sent to the circulation manager at International Headquarters, clearly indicating the effective date of the change. Ninety days advance notice is required for any change.
5. Upon proper notification as specified in paragraphs 3 and 4 above, the circulation manager will confirm the effective date of the change in writing to all parties concerned.
6. A complimentary subscription to the magazine will be provided to surviving spouses of past international presidents and past international directors.
7. A first class or airmail copy of the Headquarters editions of the magazine shall be sent to all district governors or council chairpersons who would normally receive those editions.

8. Official representatives of the association to the United Nations shall receive five copies of the Headquarters English edition for distribution at UN Headquarters.
9. All official editions of the magazine shall provide a complimentary subscription to the international president during his or her term of office.
10. Official editions must send two copies of each issue by airmail as soon as printed to the manager of the Public Relations and Communications Division at International Headquarters.

Income and Expenditure Accounting for the Six Months Ending

Number of issues in period _____ Total number of pages in period (all issues) _____

Has all official material been printed? " Yes " No (If "No," please explain in a cover letter)

	<u>Local Currency</u>	<u>US Dollars</u>
Income		
Contribution due from LCI for the quarter ending _____	_____	_____
Contribution due from LCI for the quarter ending _____	_____	_____
Translation reimbursement _____	_____	_____
Other income (describe) _____	_____	_____
Total income from Lions Clubs International	_____	_____
Contributions due from local members (describe) _____	_____	_____
Advertising income due for period _____	_____	_____
Interest receivable for period _____	_____	_____
Other income (describe) _____	_____	_____
_____	_____	_____
_____	_____	_____
Total income from local sources	_____	_____
A - Total Income	=====	=====

Expenditures

Design _____	_____	_____
Production _____	_____	_____
Photographs, etc. _____	_____	_____
Printing _____	_____	_____
Packaging _____	_____	_____
Postage and distribution costs _____	_____	_____
Editorial fees and expenses _____	_____	_____
Wages and salaries _____	_____	_____
Staff pensions, etc. _____	_____	_____
Staff expenses _____	_____	_____
Office costs _____	_____	_____
Management committee expenses _____	_____	_____
Advertising commissions, etc. _____	_____	_____
Translation costs _____	_____	_____
Insurance _____	_____	_____
Other expenditures (describe) _____	_____	_____
_____	_____	_____
_____	_____	_____
B - Total Expenditures	=====	=====
Surplus/(Deficit) for period A - B	=====	=====

I certify that, to the best of my knowledge and belief, the above Income and Expenditure account correctly shows the financial results of the edition of LION Magazine stated above, for the period stated above.

Signed _____, Editor Date _____

Please mail to: Public Relations Department, Lions Clubs International, 300 W. 22ND Street, Oak Brook, Illinois, USA 60523-8842 or fax to: 630-571-1685