

CHAPTER XXI  
PUBLICATIONS

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**A. OFFICIAL PUBLICATIONS**

The board of directors shall have exclusive jurisdiction, control and supervision over all official publications of this association.

**B. “OFFICIAL PUBLICATION” DESIGNATION**

All publications material approved by the international board shall carry the designation “Official Publication of Lions Clubs International.”

**C. AUTHORITY TO CHANGE**

The executive director is authorized to modify, if necessary, various printed material used by the association provided that such modifications are not contrary to policies adopted by the board of directors.

**D. AUTHORITY TO PRINT**

Unless otherwise provided by the board, all new printed items – or major modifications to established printed items — shall be considered and approved, first, by the committee of the board responsible for them.

All divisions at International Headquarters are required to do a full review of all publications and forms under their control no later than February 1, each year, and report the number of publications discontinued, revised or consolidated since the last review to the Public Relations Committee at the March/April board meeting.

**E. PRINTED ITEMS IN LANGUAGES**

All printed items issued to individual Lions shall be in any one of the official languages, as requested by the respective country through its council of governors.

**F. INVENTORY OF PRINTED ITEMS**

A systematic inventory of all printed items shall be maintained at the headquarters office.

**G. PRINT ORDERS**

All requests for printing are to be by written order.

## **H. AUTHORIZED PAYMENTS**

1. Lions Clubs International shall pay only for the printing of official publications, or publications approved by the international president or executive director.
2. The executive director may authorize, but not to exceed US\$500 per language per fiscal year in total, the printing of official languages, provided that the request for reimbursement be accompanied by a sample or samples of the publication or publications printed.
3. A multiple district or a district which is not part of a multiple district may request the board's approval for one-time-only financial assistance, not to exceed US\$5,000, for translation, publication, and distribution of Lions information materials in an unofficial language by submitting a proposed plan and budget. If approved, reimbursement will be made upon submission of the translated and published materials within one year after the board's approval.

The board will approve proposals up to US\$25,000 per year. Precedence should be given to the constitutions and by-laws (club, district and international) and to newly formed provisional districts.

## **I. PHASE IN OF NEW MATERIALS**

Obsolete or superseded publications shall be destroyed or recycled.

## **J. TRANSLATIONS**

1. The official languages of Lionism for publications and communications with International Headquarters shall be: Chinese, English, Finnish, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Spanish and Swedish.
2. Proposals to become an official language of The International Association of Lions Clubs shall meet the following criteria before being presented to the International Board of Directors for consideration.
  - a. The language shall be a standard language, not a dialect.
  - b. There shall be more than 725 active clubs using the language as the primary means of communication.
  - c. There shall be more than 30,000 active members using the language as their native tongue.
  - d. A request shall be submitted by the multiple district council of governors.

Official languages existing as of June 1, 1981 shall not be affected by these requirements regardless of the number of clubs and the members using the language.

3. Failure to support the monetary policies of the association by the majority of members using an official language may result in removing it from official language status.
4. All main publications shall be checked for proper language translations by qualified people in the respective countries.

#### **K. USA TO BE USED WITH OVERSEAS PUBLICATIONS**

The designation "USA" together with the listing of each state in the USA, shall appear on all address listings (except with respect to mailings which are wholly within the USA), identification badges and convention standards.

#### **L. PU-101 FORMS**

Listing of club officers and other data for directory purposes is to be submitted on the special form provided. The forms are to be mailed directly to the secretary of each club, with ten copies to each district governor. Postmark deadline for mailing this form to the international office is April 30.

#### **M. DIRECTORY**

##### **1. Distribution Of Directory**

In view of the cost factor involved in the preparation and mailing of the directories, they shall be sent to executive officers and international directors, present and past, and others serving on the board, and two copies shall be sent to the current district governors at no charge. Multiple district council chairpersons and multiple district offices shall each receive one copy at no charge. If the council chairperson is a current district governor, that person will receive only two copies of the directory. Clubs may obtain copies of the directory upon request at cost plus shipping.

2. Directories shall be sent to past district governors, region chairpersons and zone chairpersons upon request only.

##### **3. Listing of Names and Addresses in Directory**

The Lions Clubs International Directory shall include the names, of all spouses of officers and directors, district governors, past presidents and past international

- directors, multiple district secretaries and international staff representatives; also, where possible, the name and address (and spouse's name) of the chairperson of the council of governors of each multiple district where names thereof have been received prior to the time the directory goes to press.
- a. A past international director who is no longer a Lion is to be dropped from listings in official publications, such as directory and vital information.
4. The names and addresses of the editors of the official LION Magazines shall be included in the International Directory.
  5. In the Official Directory, in addition to the countries, the state or province shall be shown for all clubs of countries reporting this information on the PU-101 form.
  6. One page of the International Directory may be devoted to the headquarters staff, such page to contain the names and pictures of administrative officers and the names of division managers.
  7. The telephone numbers of Lions clubs presidents shall be listed.
  8. The "Extension of Lionism" section of the International Directory shall indicate the club with the longest continuous history in each state or country. In those cases where the club listed is not the first club chartered, the name of the first club chartered shall be indicated in a footnote.

## **N. VITAL INFORMATION**

1. The Lions Clubs International Vital Information shall include the names of all spouses of officers and directors, board appointees, district governors, past presidents and past international directors, multiple district secretaries and international staff representatives; also, where possible, the name and address (and spouse's name) of the chairperson of the council of governors of each multiple district where names thereof have been received prior to the time the Vital goes to press.
2. Names and titles of administrative officers and division managers shall be included in the booklet Vital information.
3. Phone/fax/e-mail numbers for current officers, directors, and district governors shall be listed in Vital information.
4. The names, addresses and phone numbers of editors of official editions of Lion Magazine shall be included in Vital Information and the International Directory effective with the 1986-87 editions.

5. Past international presidents and past international directors shall receive all LCIF report mailings; and copies of Vital Information and the International Constitution and By-Laws yearly.

#### **O. LETTERHEADS/STATIONERY**

1. Listing of the names of administrative officers after names of the directors on letterheads is approved.
2. Special stationery, with gold emblem shall be provided for officers and past international presidents only.
3. Staff shall produce stationery for all members of the International Board of Directors, including appointees, in our own print shop or furnish negatives of a uniform design.

#### **P. NEWSLETTER**

A newsletter called the E-newsletter, to include stories of interest to Lion leaders at all levels, shall be published monthly on the association's web site.

#### **Q. PRESIDENT'S MANUAL**

1. A listing of available publications, of value to a Lions club and incoming president, is to be made a part of the President's Manual.
2. An index of available publications, updated annually, shall be included in the district governors' and presidents' manuals and other appropriate publications.
3. In those countries and/or areas where the section of the President's Book under the heading "tail twister" is objectionable, this section may be removed upon authorized request, approved by the international director and the council of governors of the geographical area involved.

#### **R. CONSTITUTIONS**

1. Listing of the names of administrative officers after the board in the constitution and by-laws is approved.
2. The Standard Form Constitution and By-Laws shall be printed by the international office in Oak Brook or other approved location in the official languages.

3. Official materials, including the constitution and by-laws, both standard form and international may be printed in Brazil, Japan and India; the international office shall prepare printers negatives in Oak Brook and the printer in those countries shall simply print from them without any alterations whatsoever.

#### **S. CERTIFICATES OF ELECTION**

Certificates of election shall be issued to international directors.

#### **T. TELEPHONE NUMBER OF CLUBS**

In all Lions publications, individual clubs shall be encouraged to list existing telephone numbers of the club office or meeting place in the local directory.

#### **U. MESSAGES, GREETINGS, ETC. FROM EMPLOYEES**

No messages, articles, greetings and the like shall be furnished by any employee of the association for use in magazines, bulletins, papers or publications of any type, except with the permission of the Executive Committee.

#### **V. MAILING OF INFORMATION AFFECTING THE OPERATION OF CLUBS, DISTRICTS AND FIELD OPERATIONS**

Mailing of information affecting the operation of clubs, districts and field operations to club presidents and district governors shall also be mailed to multiple district secretaries, multiple district council chairpersons, international officers, directors and past international presidents. Such mailing shall continue to past international directors for a period of five years following their term of office and also to the two most recent past international directors in every district eligible to represent Lions Clubs International at district and multiple district functions.

#### **W. FUNDRAISING BOOKLET**

Information on fundraising activities shall be collected, researched, and compiled for a new Lions Clubs International FundRaising Booklet. This booklet should contain ideas for fundraising activities from representative clubs and districts and should eventually be made available in all official languages of Lionism.

#### **X. INTERNATIONAL RELATIONS/YOUTH EXCHANGE DIRECTORY**

A copy of the IR/YE Directory shall be provided to every board member, in addition to the international relations and youth exchange chairpersons.

## **Y. STYLISTIC GUIDELINES FOR CULTURAL RELEVANCY**

The following guidelines shall be followed for official Lions Clubs International publications and program materials. All documents should:

- Be written from an international perspective and reflect the principles embodied in the Lions Objects, Mission and Code of Ethics
- Be suggestive rather than directive in tone
- Employ a professional yet friendly style
- Respect the reader and avoid patronizing or condescending language
- Use universally understood references to weights, measures and time
- Recognize differences in terminology to describe scholastic levels and geographic sub-divisions
- Use clear, standard, literal language; avoid jargon, slang, figures of speech, colloquialisms and idioms, which may be commonplace to some but unfamiliar to other speakers of a language
- Be balanced and representative in the use of citations and examples, using statistics, references and illustrations from different countries
- Consider cultural implications in the use of graphics and other types of pictorial designs
- Avoid terms such as “foreign,” “overseas” and “non-US” when the reference is to Lions in other countries.