

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.

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 fund raising activity. A story must be of interest to the majority of the magazine’s readers. 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, and using the Event Report form available on the website www.mdalions.org will help 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 pro-

vided. 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. Photos of check presentations or people shaking hands are simply not interesting, 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.mdalions.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 neatly print on the Event Report form or type your story (please, not all capitals) and proofread it for errors.

Include the mailing address, daytime phone number and the email address of the person sub-

mitting 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. Make sure all photos you submit are sharp, clear, photos. Send articles as a separate Word document, or pdf file. We cannot work with WordPerfect files. Caption information should be taped on the back of mailed photos. Clearly describe the action taking place and identify the people in the picture, DO NOT STAPLE OR WRITE ON PHOTOGRAPHS.

THE LION accepts digital photographs sent via email. 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 pixelated. We'd prefer that the photo be emailed to us rather than printed at home.

Where Do I send a story?

Contact your District Reporter or Send all contributions directly to:

MDA THE LION Magazine
39 Paddy Dunn's Circle
Barrie Ontario L4M 6M1

Or, send the materials by email to
mdathelion@rogers.com.

Final Note

Please keep in mind that the magazine has a two-month lead time. In March, for example, we're already working on the June issue. 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 fund raising activities.
- Tell us how much money was raised at your fund raiser 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 email address of someone we can contact about the material submitted.
- Be patient. It sometimes can take several months for accepted items to appear in print.

Please Don't:

- Submit news of club anniversaries, birthdays or deaths of long-time members.
- 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. Email 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 the MD"A" website at www.mdalions.org. If you have any questions concerning submitting stories and photographs for publication in The Lion magazine, please contact our editor, Lion Jim Tyler:

MDA The Lion
39 Paddy Dunn's Circle
Barrie, ON L4M 6M1
Phone 705-734-8134
Email: mdathelion@rogers.com



Event Report Form

Submitted By: _____ phone #: (____) _____ - _____ email address: _____

Club: _____ District _____

Type of event: _____

Where was it held: _____

Who was involved: _____

How many attended: _____

How successful was it: _____

Who should be thanked: _____

Other comments (use back of form if needed):

Photo Details

Name(s) in photos, listed left to right, front row to back row.

_____	_____	_____
_____	_____	_____
_____	_____	_____

Do not staple, glue or scotch tape photographs to this form. Simply include them in the envelope you mail in. Photos cut out of newspapers will not reproduce well!

Mail submissions to:

The Lion, 39 Paddy Dunn's Circle, Barrie Ontario L4M 6M1

705-734-8134 email: mdathelion@rogers.com