

Wisconsin Lion

STORY SUBMISSION GUIDELINES

How To Get In The Wisconsin Lion

The Wisconsin Lion is dedicated to promoting the "We Serve" philosophy that Wisconsin Lions demonstrate every day. We rely on you to keep us informed of your club's service activities, the following guidelines are intended to help you prepare materials for submission.

What Do We Want?

Articles, preferably accompanied by photos, which explain in detail the successful completion of a service project or fundraising activity. We don't publish accounts of a club's social activities such as anniversary or charter celebrations. Our editorial staff will be happy to write the article, if you send us complete information.

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
- **When** and **where** it took place
- **How** it happened
- **How** much money was raised

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. If the editor of the newspaper 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 good, candid photographs. Make sure someone takes 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. Focus on what's happening and get close to the action. A picture of a row of people staring at the camera is dull-- even when they're holding an oversized check. If your club has donated funds, try to photograph how that money will be used, not the check presentation. We'd much rather see someone using the new equipment your club helped purchase than people shaking hands.

How Do We Want It?

If at all possible, type your story and proofread it for errors. Include the mailing address, daytime phone number &/or e-mail address of the person submitting the story.

Make sure all photos you submit are sharp, clear, glossy color prints. On a separate sheet of paper, clearly describe the action taking place and name the people pictured, indicating left to right. PLEASE DO NOT STAPLE OR WRITE ON PHOTOGRAPHS. Preferably, the caption information should be taped on the back of the photo. Mail all prints flat, protected by cardboard.

The Wisconsin 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.

Where Do I Send a Story?

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Madison, WI 53713
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editor@wisconsinlions.org

Final Note

Please Do:

- Submit detailed descriptions of your club's completed service projects & fundraising activities.
- Tell us how much money was raised at your fundraiser & for what purpose it is intended.
- Include candid, clear photographs of Lions in action.
- Include your name, mailing address, daytime phone number &/or e-mail address.
- Be patient. It might take several mos. for items to appear in print.

Please Don't:

- Submit news of club anniversaries, charter nights, birthdays of long-time members, weddings, births 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 ID people in photos.
- Print out digital photographs and submit them for publication--e-mail the file instead.
- Rely on your monthly/yearly Activities Report to publicize your club's activities. Make sure your club news gets the attention it deserves by sending a separate notice/photos directly to The Wisconsin Lion