

Guidelines for Submitting Website Items

Moelks.org is first and foremost interested in publishing information on the site about your lodge's charitable and civic activities. We would especially like to hear about your lodge's benevolent projects, specifically news about the following subjects:

- Youth Programs • Institution of New Lodges • Veterans Service Activities • Dedication of New Lodge Homes • Benevolent Trust Projects • Mortgage-Burning Ceremonies • Drug Awareness Programs • Assistance to People in Distress • Visits of the GER or PGER • Army of Hope Activities • Elks National Foundation Activities • State President Visits • Obituaries of Grand Lodge Officers • Lodge Centennial Celebrations • News items that may be expanded to a district or state level are also appropriate -- for example, Hoop Shoot, Soccer Shoot or Ritual Contest.

Items that are limited to the local lodge level are generally inappropriate. For example, Purple Ball, Installation of Officers or upcoming events that are not tied to a charity or that do not carry on to a district or state level.

Keep in Mind

- Submissions should be timely—send your submission within two weeks of the date of your lodge's event.
- Information should be clear and complete. Answer the "five Ws" (who, what, where, when, and why). Make sure to mention who benefited from the lodge activities—children, veterans, students, etc.
- Include a contact person with an email address or a daytime phone number in case we need more information.

News items and upcoming events information may be edited for grammar, spelling, punctuation and length. Submitted photos may be edited for size in addition to correcting for brightness, contrast, etc. It is assumed that persons appearing in submitted photos have consented to their online publication.

Photos

MOelks.org welcomes photo submissions from lodges. Both 35mm prints and digital images are acceptable, but in order for any photo to be published, it must meet the following guidelines.

- Photos should always include people; they should depict more than one person, but no more than ten. All individuals in photos must be identified from left to right (with full names and titles). Do not mark on the photographs themselves—use a separate sheet of paper.
- Photos must depict charitable events, veterans activities, antidrug program activities, etc., and must always include the individuals being served, e.g., charitable recipients, veterans, students/youths.
- Photos should not depict the presentation of bank checks, gift certificates, or savings bonds.
- Photos should never indicate the presence of alcohol or cigarettes.
- The backdrop or background of a photo is also important, and the photographer should "frame" each shot carefully.
- Photos must be of good quality to be accepted. Make sure that the subjects are the focal point and that the photo is well composed; the lighting is adequate; and there is good contrast and sharp focus.
- People should be well positioned in the photos; candid shots/action shots are welcome as long as faces are in view and individuals can be identified. Relatively close-up shots are generally better than large group scenes.
- Newspaper photos, photocopies of photos, photos printed on computer printers and negatives are not acceptable.
- Photos should never be bound with paper clips, stapled, or have writing on the back.
- Protect photos sent by US mail with cardboard or special packaging.

Digital photographs

Digital images e-mailed to the webmaster are preferred.

Photo captions must be no more than 240 characters including spaces. This is to ensure that photos and captions will show comfortably on most computers regardless of screen resolution. Photo captions may be edited for grammar, spelling, punctuation and length.

Questions, comments or submissions? Email the Webmaster at webmaster@moelks.org