

Keep In Mind

■ **ACKNOWLEDGMENT** Every item sent to *Columbia* for publication is acknowledged. If additional information is needed, a member of the editorial staff will contact you.

■ **ADVANCES** Due to limited space, we cannot advertise council events or cover them before they take place.

■ **ANNIVERSARIES, EXEMPLIFICATIONS, OFFICERS** Because so many councils celebrate anniversaries each year, we publish items only on service projects undertaken or charitable contributions made in observance of anniversaries. We do not normally report on exemplifications or installation of officers.

■ **AWARDS** The Supreme Council annually recognizes councils for their outstanding contributions to Columbianism via the Columbian, Founders and Father McGivney awards. These winners are listed in summer issues of *Program Supplement*, published by the Department of Fraternal Services and distributed with *Knightline*. Star Council Award winners and their grand knights are listed in the September edition of *Columbia*.

■ **MEMORIALS TO UNBORN CHILDREN** Knights of Columbus units reported erecting more than 2,100 memorials to unborn children. In 2000, the Supreme Council published the book, *Tombs for the Unborn* (#9237-2000), which featured more than 1,600 photos. With the publication of this book, *Columbia* discontinued printing photos of such memorials in the magazine.

■ **ONLINE ONLY PUBLICATIONS** Due to the high volume of reports that we receive and the limited number of pages in the magazine, some reports are made available only on the Internet. The Knights of Columbus Web site has become an invaluable tool for councils throughout the world in the past several years.

Knights in Action at www.kofc.org

Each month, the reports we receive on service activities are placed on the Order's Web site, www.kofc.org. They can be accessed from the home page by clicking on News & Events under the Learn About Us column. From the News & Events page click on Knights in Action. At the bottom of each Knights in Action page on the Web site is a link labeled "Submit Knights in Action News." There you'll find an easy-to-use form and instructions for submitting "Knights in Action" reports and electronic images to Columbia via e-mail. Each digital image must have resolution of at least 300 dpi and be submitted as an individual .jpg file. Such files must be saved in RGB mode (not CMYK).

Your reports help us to keep a strong presence on the Web and reach a wider audience than does the magazine alone.

■ **PUBLICIZE LOCALLY** Your unit's programs will be of special interest to members of your own parish, diocese and community. Be sure to develop press contacts locally and keep them informed about your activities via press release and news alerts. Local TV and radio news producers may wish to cover your program. Several days in advance of your event, call them or send a faxed news alert with your unit's contact information. Also remember that the eligible Catholic man you are seeking to recruit will read about your activities in the parish bulletin, community newspaper or diocesan newspaper. Make sure your events are covered in these outlets.

■ **CALL US** The editorial staff of *Columbia* is available to answer your questions. Editorial staff contact information is on page 2 of each issue.

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YOUR STORY IN COLUMBIA

**GUIDELINES FOR SUBMITTING
YOUR COUNCIL, ASSEMBLY AND
COLUMBIAN SQUIRES REPORTS
AND PHOTOGRAPHS
TO COLUMBIA MAGAZINE'S
"KNIGHTS IN ACTION" SECTION**



Columbia magazine, the official publication of the Knights of Columbus, welcomes news of the volunteer, charitable, spiritual and fraternal activities of Knights of Columbus councils, Fourth Degree assemblies and Columbian Squires circles. We especially welcome well-composed, attractive photos of these activities for publication in the magazine, posting on the Order's official Web site (www.kofc.org) and use in other Supreme Council materials.

Chiefly, we're looking for material for the "Knights in Action" section of *Columbia* and the Order's Web site. "Knights in Action" is a showcase for the Order's grassroots involvement in the community and the Catholic Church. We want K of C units to share news of their volunteer programs with brother Knights who are interested in learning how Columbianism is being lived and practiced throughout the Order. One council's report may inspire another council to conduct a similar program in its parish or community. We also want prospective members and anyone else interested in the Knights of Columbus to see the imaginative and dynamic ways Knights live out each day the ideals of Charity, Unity, Fraternity and Patriotism.

Here's How

You may submit your news item by mail, e-mail or fax using the contacts listed in this flyer.

- Keep explanations of your project brief and to the point, but include all pertinent details: Who, What, Where, When, Why and How.
- Give the full name, number, city and state of your council, assembly or Squires circle.
- Provide first and last names of all people mentioned. Titles are helpful, too.
- Identify all places and organizations by their full and proper names and by their location.
- *Columbia's* editors fact check all reports before publication, but we appreciate your help in getting names and places correct.

BY THEIR WORKS

Tell the story behind the Order's impressive service numbers by sending us reports of today's Knights in Action. In the past 10 years, Knights reported:

- \$1.2 billion donated to charity.
- 574 million hours of volunteer activity.
- 3.7 million blood donors.
- 56.7 million visits to the sick and bereaved.
- new efforts in caring for veterans through the Order's Serving Those Who Served program.

Keep Your Camera Handy

Compelling photos of your activities are always the first to catch our eye.

- Action photos illustrate the activity. They are not posed. Photos of people lined up in rows staring back at the camera are not action photos and do not depict all of the ways the Knights are active in the parish and community. Similarly, photos of check presentations may be easy to arrange, but they are not very imaginative. When possible, take a photograph of the program or item the funds helped purchase actually being used: children with toys, students using new computers, Knights dishing out food, etc.
- We accept all types of color prints, except for Polaroid photos, which reproduce poorly. We will not reprint black and white photographs.

- We accept photos via e-mail or submitted through the Order's Web site. They should be sent as separate attached .jpg files and not as part of a Word document. We cannot reproduce photos that are sent as embedded files or through a third-party online photo service. Images should be at least 4.5 inches wide and have a resolution of 300 dpi or greater. The greater the resolution, the better the image will reproduce in print. Be sure to include caption information in the e-mail.

Helpful Tips

- Photograph people while they are involved in an activity. Don't stop them and line them up in a row.

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- Get close to the action. When you think you're too close, move a bit closer. People's faces are perhaps the most interesting part of a photo; they should be prominent.
- Limit the number of people in each shot and identify them by name and title.
- Charity is about people. Show *Columbia* readers how your unit is helping people through the funds you've worked so hard to raise; don't show them a signed check.
- Photos should be clear and in focus. Be mindful of the lighting. Use a flash indoors, keeping in mind the limited range of a flash.
- Show the Knights of Columbus emblem. If Knights have caps, T-shirts, aprons or other items with the emblem on them, encourage them to wear these items at the event.

More Opportunities to Shine

Since Knights are involved in so many ways in the life of the Church and in our communities,



Columbia's editors use photos from K of C units throughout the magazine, including the inside back cover (shown left) and the popular "Photo Finish" section on the last page of each issue. Submit your photos for use here as you would for the "Knights in Action" section.