

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 only publish items on service projects undertaken or charitable contributions made in observance of anniversaries. We do not report on exemplifications or the 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 an autumn issue of *Columbia*.

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

■ **WEDDINGS AND OBITUARIES** With more than 1.75 million members throughout the Order, *Columbia* regrettably cannot publish obituaries or wedding notices.

■ **ONLINE ONLY PUBLICATIONS** Due to the high volume of reports that we receive and the

Reports online at www.kofc.org/knightsinaction

Each month, the reports we receive are placed on the Order's Web site, www.kofc.org/knightsinaction. At the bottom of each Knights in Action page on the Web site is a link labeled "Submit Knights in Action News." There, you will 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 be at least 5.5" wide with a resolution of 300 dpi or greater. Such files must be saved in RGB mode (not CMYK).

limited number of pages in the magazine, several reports are made available only on the Internet. The Knights of Columbus Web site has become an invaluable tool for councils throughout the world. Your reports help us keep a strong presence on the Web and reach a wider audience than 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 releases and news alerts. Local TV and radio news producers may wish to cover your program. Send a news alert with your unit's contact information several days in advance of the event. Also remember that the Catholic men you are seeking to recruit will read about your activities in the parish bulletin or community or diocesan newspaper. Make sure your events are covered by these outlets.

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

Knights of Columbus — *Columbia* Magazine
1 Columbus Plaza
New Haven, CT 06510-3326
203-752-4398 (V), 203-752-4109 (FAX)
columbia@kofc.org
www.kofc.org/columbia



YOUR STORY IN COLUMBIA

**GUIDELINES FOR SUBMITTING
REPORTS AND PHOTOGRAPHS
TO THE "KNIGHTS IN ACTION" SECTION
OF COLUMBIA MAGAZINE**



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 for 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 the ideals of Charity, Unity, Fraternity and Patriotism every day.

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, 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. Over the past 10 years, Knights have reported:

- Billions of dollars donated to charity
- Millions of hours of volunteer activity and visits to the sick and bereaved.
- More than 3 million blood drives.

Keep Your Camera Handy...

Compelling photos 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 are not very imaginative. When possible, take a photograph of the program or item that the funds helped purchase: 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 do 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 jpeg 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 5.5 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 what they're doing for a posed shot.

ADDRESS

Columbia
1 Columbus Plaza
New Haven, CT
06510-3326

PHONE

203-752-4398 (voice)
203-752-4109 (fax)

ON THE WEB

columbia@kofc.org
www.kofc.org/columbia

■ 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.

■ Wear your Knights of Columbus gear! If your members have T-shirts, aprons or other items printed with the emblem of the Order, encourage them to wear these items at your events.

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 "Columbianism by Degrees" section on the last page of each issue. Submit your photos for use here as you would for "Knights in Action."