

# **LEGION** MAGAZINE

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## VOLUNTEERING IN THE COMMUNITY

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### **GUIDELINES FOR SUBMITTING BRANCH NEWS TO LEGION MAGAZINE**

Revised April 2016

# LEGION MAGAZINE

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## FOREWORD

Each year Legion Magazine publishes hundreds of photos and captions in its Snapshots section showing Legion branches across Canada, and in the United States, Mexico and Europe, involved in their community. These items are sent to Legion Magazine by Command Correspondents who are appointed by each provincial command to receive submissions from branches and ladies auxiliaries.

**This booklet should be kept on file at the branch** and used by public relations officers or others designated to get items published in the magazine. This convenient and handy pocket-sized publication will assist in making sure the photos you want to appear in Legion Magazine do appear.

## FOR THE RECORD

News and photos in Legion Magazine's Snapshots section serve to inform, recognize and record the activities and accomplishments of Royal Canadian Legion branches and posts. Since the magazine is also available on newsstands and by subscription, these reports also show the general public how the Legion serves our communities.

## FAIR TREATMENT

These editorial guidelines were established to ensure all branch news and photos submitted receive fair treatment—regardless of branch size, location or command. If the material is submitted through proper channels and meets the criteria listed in this booklet, it will be published. Material that does not arrive through proper channels or does not meet the criteria will be returned.

Magazine space is limited and we can only allow two photos of different events per branch and ladies auxiliary per issue. If more than two are received from one branch, magazine staff will choose the better photos and use the information from the other photos as news only. The unused photos will be returned to the Command Correspondent.

If there are no news or photo submissions from a particular command, then no space will be provided to that command.

## COMPLAINTS

Magazine staff are always ready to explain the news policy, and will act as quickly as possible to rectify mistakes or to provide an explanation regarding the rejection of a news item or photo.

Complaints should be made in writing and directed to the News Editor, with a copy of your letter to your Command Correspondent.

## THE NEWS CHAIN

### **BRANCH CORRESPONDENTS**

The branch correspondent is the first link in the chain that provides Legion Magazine with news and photos that meet the guidelines and procedures set out in this booklet. It is a very important job that affects how your branch is perceived by both its members and by other Legionnaires. The branch correspondent must send all branch news, including photos, to the next link in the chain—the Command Correspondent.

## **COMMAND CORRESPONDENTS**

These Legionnaires are appointed by each provincial command to assemble and forward to Legion Magazine qualifying news and photo submissions from branch correspondents. Their names and contact information are listed at the beginning of the Snapshots section in each issue of the magazine.

## **EDITORIAL STAFF**

The last link in the chain is the editorial staff. These people receive the branch news and photos from the Command Correspondents and prepare it for publication. Staff will return to branch correspondents any Snapshots item that does not first go to the Command Correspondent. When the need arises, the staff will return any submission that requires clarification or does not meet the editorial guidelines.

Due to our production schedule, material is prepared for the magazine as it comes in. Generally an issue will contain all the material received in Ottawa by the beginning of the month two months before publication. For example, the MARCH/APRIL issue will contain all the material received by the beginning of January.

## CONSIDER YOUR AUDIENCE

Before you begin compiling items for submission to Legion Magazine, consider what would be of interest to a national readership. In general, the magazine is interested in contributions to the community and branch accomplishments. To find examples of what qualifies, turn to the Snapshots section of the magazine and examine the branch news. If you are in doubt, but the news item you have in mind meets the general requirement of Legion involvement, submit it through the Command Correspondent for our consideration. Items that are rejected or in need of clarification are returned to the Command Correspondent with a written explanation. The correspondent is expected to pass this information on to the branch.

## A FEW BASICS

1. Check the spelling of all names and ensure each person is identified by a given first name or at least two initials, followed by the surname.
2. Be sure people in a photo are clearly identified from left to right and include their titles and/or positions in the Legion or organization they represent.
3. Check sources to see that an organization's proper name is used and spelled correctly.



4. Attempt to answer the five Ws and one H of news gathering: Who, What, When, Why, Where and How.
5. Keep a copy of all printed material submitted, including the date it was sent and a record of the person it was sent to.

## EXAMPLES OF PHOTOS WE PUBLISH

1. Contributions to community organizations and campaigns, e.g. Red Cross, hospitals, the cancer society.
2. Support for youth programs, e.g. minor hockey, cadets, guides, scouts.
3. Youth education programs, e.g. bursaries, scholarships, public speaking, Legion literary and poster contests.
4. Housing projects.
5. Seniors programs.
6. Erection or refurbishing of cenotaphs and memorials.
7. Branch expansions, renovations, mortgage burnings or hall openings.
8. Support projects, e.g. purchase of special equipment for an individual.
9. Recognition of branch or ladies auxiliary achievements by the community, e.g. organization of the year awards.

10. Expansion of membership, through group photos of two or more only.
11. Special functions, e.g. parades, Canada Day celebrations.
12. Members receiving the Minister of Veterans Affairs Commendation for their work with veterans through the Legion.
13. Events marking a branch's 25th, 40th, 50th, 60th, 70th, 75th or 80th anniversary.
14. Presentation of the 50 Years Long Service Medal.
15. Winners of provincial command member-participation sports competitions.

## EXAMPLES OF ITEMS PUBLISHED AS NEWS WITHOUT PHOTOS

1. News of the presentation of wartime memorabilia to a branch.
2. Contributions—monetary or otherwise—of the ladies auxiliary to the branch.
3. Names of members receiving the Certificate of Merit.
4. Names of recipients of the Cadet Medal of Excellence.
5. Presentations of the Friendship Award.

## EXAMPLES OF WHAT WE DON'T PUBLISH

1. Any non-Legion function—even if it is held in a branch hall.
2. Fiction or poetry.
3. Advance notice of branch or ladies auxiliary activities, with the exception of those that qualify for the magazine's Special Events column.
4. Regimental or unit reunions. Space for advance notice of unit reunions is provided in the magazine's Unit Reunions column.
5. Internal branch or ladies auxiliary business, such as meetings, elections, retirements, resolutions or installations of officers.
6. Images that openly display alcoholic beverages, as we do not want to perpetuate an undesirable image.
7. Remembrance Day or poppy campaign events. The magazine covers the national Remembrance Day ceremony in Ottawa as well as one other ceremony held in Canada.
8. Dated photos of an event submitted so late it could only be published a year after it occurred.
9. Presentation of certificates, awards or gifts of appreciation.

10. Medals awarded by the government of Canada or other governments to individuals, even if presented at a Legion branch.
11. Internal branch, zone or district sports competitions.
12. Long lists of specific branch donations; annual totals with examples of some important donations are preferred.
13. Members' anniversaries or birthdays, unless 100 years or older.
14. Claims of uniqueness or of a record-setting nature that are often questionable and/or difficult to verify.
15. Group photos of honours and awards presentations. Head-and-shoulders photos of Meritorious Service Medal, Meritorious Service Award, Palm Leaf and long-service award recipients will be published on the Honours and Awards page. The names of Life Membership recipients will appear in the same section.
16. Items that are not included in Examples Of Photos We Publish and Examples Of Items Published As News Without Photos.

## BEYOND THE BRANCH LEVEL

Some news submissions come from districts and zones, through Command Correspondents, or from provincial command offices.

### **ZONES AND DISTRICTS**

Zones and districts are subject to the same rules as branches and L.A.s. Rallies, elections and/or installation of officers and the internal business of these levels do not qualify as Snapshots. However, we welcome news and photos of the presentation of bursaries, scholarships and donations to community causes. There is a limit of two photos per issue.

### **PROVINCIAL COMMANDS**

Photos and news from such events as the launching of any new command charitable or service project are eligible. While command election results are included in Legion Magazine's coverage of provincial conventions, post-convention changes to the executive council or the retirement of a long-serving secretary may be submitted as news. Photos of new provincial command ladies auxiliary executives are also accepted for publication.

## HOW TO SUBMIT IMAGES

The Snapshots section accepts electronic photos submitted by e-mail to the Command Correspondent. The Command Correspondent will then use an Uploader tool to send the electronic photos to the magazine.

Legion Magazine will only accept electronic photos in JPEG format, which is an image with the file extension of .jpg or .jpeg.

### **WHY JPEG?**

The JPEG file format is universal. JPEG files can be opened and viewed in almost all image viewing applications. The JPEG format is also compatible with all printers, allowing users to print JPEG files directly from the viewing application without having to change its format and is compatible with practically every photo-editing software. Often JPEG is set as the default file format for digital cameras.

JPEG files are compressed, meaning that they will be smaller than pictures taken in another format. This makes the file easier to store, e-mail and transfer to Legion Magazine. It is also an easier format to use on the Internet where Snapshots images are also posted.

## **SIZE MATTERS**

Legion Magazine requires that either the length or width of a photo submission have a minimum pixel length of 1,350 pixels. This ensures there is enough resolution for reproduction in the magazine. A photo that is 1,350 pixels x 1,350 pixels in dimension will be able to reproduce in the magazine at a size of 4.5 inches x 4.5 inches.

There are many ways to determine the size of a photo. Photo-editing software (such as Photoshop, Paint, Camera Software) will state the size. A photo can be opened on a web browser to view the properties of the photos. Size can also be set on the camera.

Do not use software that increases the size of a photo. If a photo is smaller than 1,350 pixels, you cannot increase the resolution. Doing so will cause the photo to pixelate and become blurry.

## **GLOSSY PHOTOS STILL ACCEPTED**

Please note that regular, glossy prints that come from film cameras will continue to be accepted by Command Correspondents through the mail. In fact, a branch can submit some photos electronically and others in glossy format.

The magazine can only accept photos from a photofinishing lab. Images that have already been printed contain a dot pattern, which cannot be scanned by the magazine staff. Do not send colour or black and white photocopies, Polaroid photos, photos screened for another publication, laser prints or photos from a home scanner or printer.

## CHOOSING A PHOTO

The most effective photos contain fewer than six people positioned, where possible, against a light-coloured blank wall. Please note that with colour photos, a light background is particularly important: red will reproduce as black if the photo is published in black and white. The people in the photo should be engaged in some activity related to the event. If Legion dress is worn, attention should be paid to how it is worn. Are medals in the right place? Is the Legion beret worn correctly?



## WHAT TO AVOID

Undesirable background is rarely so blatant, but plants, flagpoles, murals and other objects can produce bizarre effects. Be on the lookout for background interference, whether obvious or subtle, that becomes all too apparent when your photo is published. When it comes to photographing parades or colour parties, check to make sure flags are being flown correctly, e.g., when flying the Union Jack the wide white stripe must be next to the pike or flagpole and at the top.



The choice of background is usually dictated by overall tone. Look for good contrast between subject and background, and remember that a red background will reproduce as black in black and white reproduction. Eliminate nasty shadows by angling the camera's flash unit toward a white ceiling or wall. This is called "bouncing" the flash. Shadows can also be eliminated by moving your subject away from the wall.



The out-of-focus model contrasts with writing on a sign in the background that is sharp and clear. Focus critically on your subject. An f/16 small aperture will give more depth of field than a wide f/2. If you're using a camera with

automatic focusing, be sure your subject is in the middle of the viewfinder when the camera sets the focus, and stand within the shooting distance recommended by the manufacturer.

## RETURN OF PHOTOS

Legion Magazine does not, as a rule, return branch photos that appear in the magazine because we can't afford the time needed to process them. An exception is made if a branch requests in writing the return of a specific photo and provides a legible return address. Allow two to three months for returns.

## ITEMS SENT DIRECTLY TO OTTAWA

The only materials that can bypass the Command Correspondent and go directly to the magazine are items for Honours and Awards, Last Post, Lost Trails, Requests, Special Events, Unit Reunions Special Events, Websites Of Interest, Letters to the Editor and unsolicited manuscripts and memoirs.

Do not send these items to your branch or Command Correspondent because this creates unnecessary handling and slows down the system.

## LAST POST

Last Post is published as a free service in recognition of those who served their country and to allow readers to learn of the passing of comrades with whom they have served. The database, found at [www.legionmagazine.com](http://www.legionmagazine.com), is reserved for these groups: 1) Canadian citizens and Commonwealth subjects who were ordinary members of The Royal Canadian Legion at the time of death; 2) life members who were previously ordinary members; 3) Canadian war veterans of WW II, Korean War, Gulf War and Afghanistan War who were not Legion members at the time of death.

The database has historical value and can be searched by name, date of death, unit or period of service.

Forms for filling in the information are available at Legion branches. Those submitting notices are urged to be thorough and accurate. Type or print to ensure legibility. Submit notices promptly to ensure timely publication.

As long as the date of death is within the time period of entries on the website (1985 to present), the notice will be added to the database and appear in the printed edition. Notices within a

year of the date of death can be submitted by family members, but entries more than one year old must come from a Royal Canadian Legion branch.

## **HONOURS AND AWARDS**

The Honours and Awards section features head-and-shoulder photos of recipients of the Legion's Meritorious Service Medal or Meritorious Service Award and the Palm Leaf. Also included are recipients of the 60 years service pin and higher in increments of five, e.g. 65, 70, 75 and 80. Names, not pictures, of life members will be published as well.

Only those awards described in the Legion's Honours and Awards Manual are accepted.

## **PUBLIC SERVICE COLUMNS**

The Lost Trails, Requests, Unit Reunions, Special Events and Websites Of Interest columns are a free public service. Entries for these columns are published only once on a space-available basis. Unit Reunions will also be posted on our website.

We do not accept entries over the phone. Items must be received by mail, facsimile or e-mail. To ensure accuracy, you should type the info, or at least print it clearly using upper- and lower-case letters to distinguish proper names and acronyms. Avoid handwriting because legibility problems can lead to errors.

The particulars of the columns are:

**Lost Trails**—Helps to locate veterans, military personnel, RCMP and their families. It is essential to have enough service and personal information to clearly identify the individual or individuals sought. We don't have the space to publish long lists and set a limit of six names per notice. We also don't publish photos.

**Requests**—Helps promote the preservation or presentation of various aspects of military history.

**Unit Reunions**—Supports efforts to maintain bonds of service. Encompasses army, navy, air force, RCMP and cadets. Advance notice is imperative. We strongly recommend you mail us the information six months before the event so we can run the notice in time for individuals to make plans.

**Special Events**—Announces major Legion branch, L.A. and command anniversaries: 25th, 40th, 50th, 60th, 70th, 75th and 80th.

**Websites Of Interest**—Is for organizations with a military connection to submit their websites for consideration.

These items should be sent directly to Doris Williams, Legion Magazine, 86 Aird Place, Kanata, ON K2L 0A1 or [magazine@legion.ca](mailto:magazine@legion.ca).

## LETTERS TO THE EDITOR

Legion Magazine welcomes readers' views but our space is limited and we exercise the right to select and edit letters for length, clarity, accuracy and taste. When writing to us, please supply your first name or two initials and your last name. Letters should also include your address and daytime telephone number. They may be mailed to 86 Aird Place, Kanata, ON K2L 0A1 or sent by facsimile to 613-591-0146 or e-mailed to [magazine@legion.ca](mailto:magazine@legion.ca). Because of volume, the staff does not answer all Letters to the Editor it receives.

Readers should be aware that any letters sent to us as candidates for the regular Letters page will also be candidates for the letters page on the magazine's website. In other words, when you send us a letter to the editor, you are giving Legion Magazine permission to print the letter in the magazine and to post it on our website.

## OBITUARIES

Apart from Last Post death notices, Legion Magazine reports the deaths of certain people in the News section. Those who qualify for an obituary belong to one of the following categories.

1. **LEGION MEMBERS:** Current or former a) dominion president; b) dominion secretary; c) member of Dominion Executive Council (DEC); d) honorary grand president; e) senior Dominion Command and magazine staff with long tenure (a minimum of 10 years service); f) provincial command president; g) long-serving provincial command secretary.
2. **VETERANS AFFAIRS CANADA:** Current or former a) minister; b) a long-serving deputy minister; c) heads of portfolio agencies, including the Veterans Review and Appeal Board and the Canadian Agency of the Commonwealth War Graves Commission.
3. **DEPARTMENT OF NATIONAL DEFENCE:** Current or former a) minister; b) chief of defence staff.
4. **NOTABLE CONTRIBUTORS TO VETERANS CAUSES:** A person who is nationally known and who through their involvement has influenced veterans causes on a national level. This, however, does not mean the magazine will publish an obituary for every president or former president of every national veterans organization.

**THIS BOOKLET IS PROPERTY OF**

Name \_\_\_\_\_

Branch \_\_\_\_\_

Command \_\_\_\_\_

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