

— PHOTOGRAPHY —

Pictures are always worthwhile. But just any old picture is not newsworthy. It is suggested a professional photographer be employed, if necessary, to be sure to get a good photo. Do not rely on amateur “shutterbugs” simply because they’re Members of the Lodge. They have their place, too. So use them in the capacity of their abilities. Competitors prefer different photo poses.

REMEMBER — — PHOTOS WITH DRINKS IN HAND OR IN HUMOROUS, IMPROPER OR UNFLATTERING POSES ARE NOT TO BE TAKEN!

There Are FOUR Kinds of Photos

Newspapers (*stills*) and television (*movies*) are best when neither are crowded with too many people. Remember, head sizes count in printing and viewing reproductions. The larger group reduces the head sizes. The fewer persons in the picture, lends to more detail and recognizable faces. And, the identifying “cutlines” are very important. Who is in the picture (*titles, too*) make the picture usable. Get the names when the pictures are taken, not tomorrow.

You must be selective in “setting up” pictures. A two-column (*newspaper*) photo is best with two persons, not more than three. A three-column picture is best with three or four and never more than six.

Posed photos are necessary, but give it some action. “Mug” shots directly into the camera are not the best, but sometimes necessary. Handshaking is “old hat,” but if nothing else can be used, it’s better than “flat” faces to the camera. This takes care of personalities in photos.

For the Lodge’s photo gallery, candid shots of the guest with some Officers or others can be handled by your “shutterbug” amateur. Make arrangements for extra prints for your honored guest and others who wish them. Sometimes these candid shots are usable for publicity, too, depending on the quality of the amateur’s efforts.

Elks Homes, buildings, new rooms, swimming pools, and other facilities, as well as projects often make newsworthy pictures for publicity. But put someone in them — at least two people — to give action against a “dead” room. The entrance, unusual window setting, fountain, statuary, interesting corners are best.

THE ELKS MAGAZINE wants interesting pictures, too. Likewise, they prefer photos that are not jammed with people. Photos should be “human interest” in nature, depicting the event, not merely posed groups. Submit glossy photos, along with a complete left-to-right identification of the persons in each photo and all pertinent information regarding the event.

All photographs submitted to *THE ELKS MAGAZINE* will be returned, if requested. For a free copy of the Magazine's Checklist and Guidelines for Fraternal News submissions, write to: *The Elks Magazine*, Editorial Department, 425 W. Diversey Parkway, Chicago, IL 60614-6196. Fraternal News Guidelines can also be found at The Elks Magazine's homepage: <http://www.elksmag.com>