

THE PRIDE of PENNSYLVANIA

MD-14 STATE LIONS PUBLICATION

PURPOSE:

The purpose of the State Lions Publication, known as The PRIDE of Pennsylvania (herein referred to as “The PRIDE”), is to be a vehicle of “Lions Information” for the Lions, Lionesses, and Leos of Pennsylvania. The PRIDE Editor shall be responsible for the production of the publication and shall work in conjunction with the State Administrator and State Information Technology / Social Media Coordinator to use whatever means the Council of Governors deems necessary to assure full dissemination of Lions information to the Lions of MD-14.

GENERAL:

1. An Editor and Publisher shall be responsible for publishing The PRIDE.
2. Qualifications to serve as Editor are as follows:
 - a. Be familiar with writing and editing news articles.
 - b. Be familiar with Lionism, operations of the Districts within Multiple District 14 and the operation of the State Council of Lions Clubs and Lions Clubs International.
 - c. Be familiar with graphic arts, layout, and online publishing.
 - d. Be computer literate (knowledge of software programs).
 - e. Have good communication skills to confer with the Council of Governors, District officers and the Lions clubs of Pennsylvania.
 - f. Be familiar with photography.
 - g. Be able to promote The PRIDE for the purpose of collecting PRIDE Boosters and Advertising.
3. The Editor of The PRIDE may not use the publication to espouse policies contrary to those of Lions Clubs International, the Council of Governors or District Cabinets. Opinions of members may be published as letters or articles, provided it is stated clearly that their opinions do not necessarily reflect the official positions of the Council of Governors.
4. The PRIDE will be published online at least four times annually. The quarterly issues of The PRIDE shall be distributed on or about July 1, October 1, January 1 and April 1 of each Lions fiscal year. Attempts should be made to deliver relevant, timely and historical information for the quarter.
5. Each publication should contain at minimum 16 pages and include as many pages necessary to cover the content as determined by articles submitted by the contributors who are required to submit articles and other valuable material submitted by the Lions, Lionesses, and Leo Clubs of Pennsylvania.
6. The contents of this publication shall be articles for the good of Lionism in general and the betterment of Lionism in Pennsylvania in particular. As complete coverage of all Pennsylvania Lionism, the Editor should strive for only articles positive in nature. The publication should

- not contain any articles that are detrimental to any Lion, Lions Club or any other individual or group. Sensitive subjects such as politics and religion are not to be published.
7. All articles submitted by a Lions, Lioness or Leo club must be identified by signature of the Lions, Lioness or Leo Club or the Lion submitting the article. Articles not signed will not be published. This signature may be in electronic form with articles submitted via email.
 8. Content of the publication shall include articles submitted by Committee and Project Chairpersons, and Coordinators as outlined below:
 - a. PA Lions, Lioness and Leo Clubs (with pictures) (all four editions).
 - b. PA Lions State projects
 - i. PA Lions Sight Conservation and Eye Research (January edition)
 - ii. Lions of PA. Foundation (October edition).
 - iii. PA. Lions Hearing Research Foundation (April edition).
 - iv. PA. Lions Beacon Lodge Camp (April edition).
 - v. Leader Dogs for the Blind (July edition).
 - c. State Committees
 - i. USA/Canada Lion Leadership Forum (July edition).
 - ii. Lioness Clubs (April edition).
 - iii. Leo Clubs Coordinator (October edition).
 - iv. PA Lions All State Band (April edition).
 - v. LCIF Coordinator (all four editions).
 - vi. International Convention Committee (April edition).
 - vii. Global Action Team (all four editions).
 - viii. Lioness Clubs (April edition).
 - ix. PA. Lions All State Band (April edition).
 - x. LCIF Coordinator (all four editions).
 - xi. International Convention Committee (April edition).
 - xii. Youth Exchange (October and April editions).
 - xiii. Leo Clubs (October and April editions).
 - d. International Officer/Immediate Past International Officer (all four editions).
 - e. State Council Chairperson (All four editions).
 - f. Council of Governors (all four editions).
 - g. State Convention information (April edition).
 - h. New Melvin Jones Fellows (Listed only once a year).
 - i. Pride Editor Article (One annually).
 - j. Pride Boosters and Patrons (July edition).
 - k. PDG Obituaries (all four editions).

NOTE: Any Committee Chairperson/Coordinator may submit an article for any edition.

9. Annual Funds shall be dues, patrons or boosters, and advertising.
 - a. Booster or Patrons \$ _____
 - b. Advertising rates will be negotiated on a case-by-case basis by the State Administrator and approved by the Council of Governors on an as-needed basis.
10. Advertising:

- a. Only Lions Clubs authorized to use the Lions Club Fund Raising Activity Seal may use the seal in their advertising.
 - b. Advertisers may use the word “Lions” in their advertisements, provided such use does not imply endorsement.
 - c. Revenues and expenses related to advertising sales must be shown clearly on all financial reports, and revenues must be used to lower cost and/or improve the quality of the digital publication.
11. Editor reimbursement: The Editor shall not receive a salary but is eligible for reimbursement for expenses incurred in the performance of his/her duties.

The Editor may report annually at the fourth State Council Meeting. He/she may report to the Council of Governors at other State Council meetings if approved by the State Council Chairperson or if requested to appear by the Council of Governors.

- a. The Editor shall be reimbursed for the three State Council meetings for two night’s lodging, meals and mileage and State Convention expenses for three nights’ lodging, meals, and mileage. The expenses are paid according to the PA Lions General Reimbursement Policy, Policy 204. The expenses shall be reimbursed from the Lions Publications Budget.
 - b. The Editor may be reimbursed for expenses for office and computer supplies. The above supplies shall be a line item in the annual budget. The original receipts must be presented to the State Administrator for reimbursement.
 - c. The Editor may have an assistant when approved by the Council of Governors at the fourth State Council meeting to assist in promoting the Pride (soliciting boosters) at the State Council Meetings and the State Convention. The assistant shall only be reimbursed when the Editor is unable to attend the State Council meeting or the state convention. The assistant shall be entitled to expenses for one night’s lodging, meals and mileage for State Council meetings and two nights’ lodging, meals and mileage for State Conventions The expenses are paid according to the PA Lions General Reimbursement Policy, Policy 204. The expenses shall be reimbursed from the Lions Publications Budget.
12. The PRIDE Editor may appoint an official photographer who shall take photos at all official Multiple District functions (State Council Meetings, State Convention, etc.), which may be published in The Pride. The photographer shall be entitled to expenses for one night’s lodging, meals and mileage for State Council meeting and for the State Convention two nights’, lodging, meals and mileage. The expenses are paid according to the PA Lions General Reimbursement Policy, Policy 204. The expenses shall be reimbursed from the Lions Publications Budget.
- The photographer may submit expenses to the State Office for consumable photographic supplies if pre-approved by the State Administrator.
- The photographer may have a substitute photographer available if he/she is unable to attend the State Council meeting or the State Convention or any other pre-approved function.

13. It is the responsibility of The PRIDE Editor to confirm his/her seating arrangements for all State Conventions and State Council functions with the local host chairperson for each function in order that he/she be in close proximity to the head table.
14. The Editor shall submit an annual budget to the Finance Committee prior to November 30th for the next Lions year. The budget shall include all revenues (patrons or boosters, and advertising). The expenses shall include Editor reimbursements, and any other items required by the Council of Governors and the Finance Committee. Reimbursement for expenses subject to Policy 204, General Reimbursement Policy.