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## Editorial Guidelines for VFW In Action

### WHAT WE ARE LOOKING FOR

VFW in Action is devoted to examples of the VFW, mostly on the Post level, performing community service. It is intended to convey to the public that veterans contribute constructively to fulfilling the needs of all citizens—not just veterans.

While the May (Memorial Day/memorials), June/July (patriotism, Flag Day, Loyalty Day) and November (Veterans Day) issues are reserved for veterans-specific topics, the remaining seven issues are designed to cover community contributions.

These include assistance to the elderly, donations to hospitals, sponsorship of youth sports, financial contributions to schools and medical research, presentation of history books to libraries and anything else that clearly demonstrates VFW playing an active role in the community at-large.

Submissions seeking strictly personal publicity, personality profiles and news releases are not examples of serving the community. The objective is to show that VFW—as an organization—cares about its neighbors.

Human interest appeal is a must for successfully portraying the VFW in this light. People helping people is always a successful theme.

While the functions Post honor guards perform are important, VFW In Action focuses on events that benefit the community as a whole. Due to limited space, we can't accept honor guard submissions.

In order to preserve the integrity of VFW in Action, strict criteria are adhered to in selecting subjects and photos. Please help us in ensuring that this page is one we can all be proud of by contributing items that fit the above outlined guidelines.

Digital images need to be at least 5" x 7" @ 300 dpi. Submit in .jpg format. Color transparencies (35mm slides or 2 1/4") or color prints (5x7 or 8x10) are acceptable.

### HOW TO GO ABOUT MAKING SUBMISSIONS

Send in a summary of your Post/District/Department community contribution, complete with names, dates, places, and a contact name and phone number. Quotes from people or representatives of institutions helped are always important. Supporting newspaper clippings are extremely valuable.

If your event or activity takes place on a special holiday, keep in mind that it cannot be used in VFW in Action until the following anniversary year. Magazine issues are actually printed more than a full month in advance of any given holiday. For instance, the November issue will be sent to the presses in early October.

### WHERE TO SEND MATERIALS

Please send your fully-captioned, color photos and written materials to:

**Kelly Von Lunen, Senior Writer**  
**VFW Magazine**  
**406 W. 34th St., Suite 523**  
**Kansas City, MO 64111**  
**(816) 756-3390** [kvonlunen@vfw.org](mailto:kvonlunen@vfw.org)