

MILITARY ORDER
OF THE
PURPLE HEART
OF THE U.S.A., INC.

*The only Congressionally Chartered
Veterans' organization
exclusively for
Combat wounded veterans*



NATIONAL PUBLICATIONS COMMITTEE

Editorial Policy 2012

Purple Heart Magazine

The Purple Heart Magazine

EDITORIAL POLICY

The following is a statement of editorial policies of the Purple Heart Magazine (hereafter called the Magazine) regarding all printed and photo submissions. The reader should understand that all material has been approved by the Publications Committee (NPRC). This Committee is composed of four elected and eight ex-officio members. The six ex-officio members are the National Commander, National Senior Vice Commander, National Junior Vice Commander, National Finance Officer, National Adjutant, and the Editor. The four elected members have terms that expire, one each year, and are elected for four-year terms. One appointed non-voting National Ladies Auxiliary member is a liaison to the Committee.

It is understood that these policies may be changed, as needed, by action of the Publications Committee. It is also to be understood that the Editor of the Magazine has full responsibility for the content of the Magazine, following the Editorial Policy as outlined.

Submission Policy

Materials submitted for publication in the Magazine will follow these guidelines: Do not use all caps, bolding, fancy typefaces, or color. These may not scan accurately. All materials submitted for publication must be typewritten, double-spaced, on white paper, or may be submitted via the internet. **Use of any other format than Microsoft Word or rich text will not be accepted.** Material will be submitted according to the following guidelines and policies as noted in the policy statement. Any material not received by the Editor on or before the deadline for that issue will not be printed. There will be absolutely no exceptions. Deadlines will be as follows: (“Deadline” refers to the date received by the Editor and not the date postmarked on the envelope containing the material.)

January/February issue	December 1
March/April issue	February 1
May/June issue	April 1
July/August issue	June 1
September/October issue	August 1
November/December issue	October 1

Content & Cover:

September/October National Commander’s photo on cover; Post-Convention Stories and Pictures
Other Special dates such as Pearl Harbor or D-Day commemoratives

Officers’ Columns

Columns for the following officers should appear in the Magazine with the listed limitations on lengths by number of words: A special event or holiday of the Order or a similar item is involved (e.g., Memorial Day, Veterans’ Day, Police Officer Awards Ceremony, George Washington’s Birthday Event, etc.) could extend the length of an Officer’s article. Good planning and coordination with the Editor will help the writer(s) prepare such materials.

MOPH Magazine Article Schedule

Author & Issue Feature article writers should plan for 1500 words

	Sep-Oct	Nov-Dec	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Number of Words
CMDR	Y	Y	Y	Y	Y	Y	500
SR Vice		Y		Y		Y	500
JR Vice	Y		Y		Y		500
Reg I	Y						300
Reg III		Y					300
Reg III			Y				300
Reg IV				Y			300
Reg V					Y		300
Reg VI						Y	300
Chaplain	Y	Y	Y	Y	Y	Y	300
Nat Svc Dir	Y	Y	Y	Y	Y		300
Membership				Y			300
Finance					Y		300
VAVS						Y	300
Inspector							300
1st Responder	Y						300

Date Article received by Editor: Dec 1st Feb 1st Apr 1st June 1st Aug 1st Oct 1st

Auxiliary Materials

The Ladies Auxiliary will have a specific section in the Magazine. We recognize the importance of the Auxiliary in our Organization and in the overall success of the Order. We will include the following items:

LAMOPH Magazine Article Schedule

Author & Issue of Magazine

	Sep-Oct	Nov-Dec	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Number of Words
L-President	Y	Y	Y	Y	Y	Y	500
L-Sr Vice		Y		Y		Y	500
L-Jr Vice	Y		Y		Y		500
L-Secretary	Y		Y				300
L-Reg I	Y						300
L-Reg III		Y					300
L-Reg III			Y				300
L-Reg IV				Y			300
L-Reg V					Y		300
L-Reg VI						Y	300
L-Chaplain	Y	Y	Y	Y	Y	Y	300
L-Membership				Y			300

Date Article received by Editor: Dec 1st Feb 1st Apr 1st June 1st Aug 1st Oct 1st

Permanent list of Officers—Photos w/captions—Special Events

Special Items

The list of special items, as noted here, may be increased by the Public Committee as the occasion and need occurs. Some of the items to be considered are noted. The Editor shall make the final decision regarding editing and/or publication of “special” materials as included in this section.

Articles of interest describing events and activities that illustrate organizational participation are necessary at all levels (Regions, Departments, Chapters, Units, and National Organization).

Letters to the Editor will be edited for clarity, length and grammar. Usually only one subject per letter will be used. The Editor has the right to refuse to print any article, if the content is over done, either out of date or inappropriate. The Editor will not print any controversial articles. “Controversial” is defined as **political, derogatory, libelous, racist, against the United States, or organizational policy, vulgar, or otherwise objectionable.**” If there is any doubt if a letter is controversial, it will be cleared with the Chairman of the Public Relations Committee prior to publication.

Special columns, classified as observations or opinions, will be published at the discretion of the Editor. If these special columns contain numbers, dollar amounts, names of people, controversial topics, or similar items, these figures (dates, names, “facts”, etc.) must be documented by fully listing the source of such items. Without valid references, the material will not be published.

Articles that have appeared elsewhere, such as in a Magazine or newspaper or organization bulletin, will not be included in the Magazine unless the Editor has written permission to use the material. Such permission must be given on appropriate letterhead stationery and signed by a responsible person such as the editor or publisher of that source of material.

Articles over **2,000 words** will not normally be considered. If one has the need or the desire to submit such material, he/she should consult the Editor before writing it. An example might be an important current topic or theme that would require more than the normal number of acceptable words as noted in this policy statement. Should that be the case the writer is encouraged to contact the Editor in advance so there will be no misunderstanding about publication. Writers should use 1,500 words as a guide for length.

Human Interest Stories

The Magazine is interested in obtaining personal military stories and experiences. The Order sincerely wants Members of the Order and Ladies of the Auxiliary to tell human interest or humorous stories about personal or family members’ military experiences. You may remember some of the events that took place while you, or a family member, were in service: on maneuvers, in basic training, at home on pass, on a ship going overseas, in a replacement depot, and so forth. If humor is involved, tell it without hurting anyone’s feelings. Whatever your story is, tell it briefly if possible. (Example: see The Reader’s Digest column called “Humor in Uniform.”)

Stories with a National Impact

For almost all of our Nation’s history we have had stories by government officials on both the state and national levels, by business and professional persons, and by others of national prominence that have a story to tell. We need more of these. The Order has been fortunate to have many Members of Congress (both the House of Representatives and the Senate) contribute to our Magazine, but we are always searching for new thoughts. The same thinking goes for business and professional persons who have something important to say to veterans.

The policy here is to tell the story briefly but completely. In such items as these, we can not set specific limits. It is possible that accepted articles could run 2,000 or more words in length and may include pictures. In such cases, the Editor will be the judge. The chair of the Publications Committee will assist the Editor.

Poetry

Poetry is allowed, but should not be lengthy. If the poem is too long, we reserve the right to excerpt. No more than one page of the Magazine will be devoted to poetry.

Images

Images are important to the Order, the Auxiliary and to our Magazine. With respect to this, and to get the best coverage possible, the following guidelines should be followed with regard to submitting pictures. The Editor is the final authority for the use of photos as he determines space availability, content, clarity, and similar matters. Either color or black and white pictures may be submitted. Both types will reproduce well in the Magazine. Colored photos give the Editor more flexibility. **Activity shots should have more inherent interest than just a group shot.**

In presentations, please show the reader what was done or purchased and not just the presentation of a check. Many Chapters and Units give money for the purchase of a specific item that is needed. Wait until the item is obtained and then have the photo taken. This shows the reader what was accomplished rather than having he/she guess as to how the donation was used.

Names are news. As a matter of practice, the Editor attempts to include the names and titles of persons appearing in each photo, as well as according credit to the photographer or contributor of an item. **Each individual in a photo must be identified by full name and title (rank, position, office held, etc.)** from LEFT to RIGHT, including group photos. (Individuals in backgrounds need not necessarily be identified.) If each person in a submitted photo is not fully identified the photo may not be used in the Magazine.

Do not write heavily on the backside of photos. If the writing from a ball point pen shows through, it may destroy the photo by showing up when scanned. Pertinent photo information should be typed or printed legibly on a Post-It Note. This information should then be securely affixed to the back of the fore mentioned photo.

You do not need to get the person's entire body in a picture. The best shots are often those showing the person from the waist to the top of the head with only a little space above the head showing. (Of course, this means that the image of the person(s) in a photo will be larger.) The Editor will crop photos at his discretion.

Images with description of images may be submitted by email and this is encouraged. It gives the Editor a quick and simple method to obtain clarification of a story or proposed caption if needed.

Political Implications

The Order cannot become politically involved in any manner whatsoever, whether it be on a local, state, or national level. In fact, our Congressional Charter (Section 10) contains such a prohibition. Therefore, anything in our Magazine should follow that restriction.

General

The Magazine will continue to print stories, articles, photos, and other items from persons within the Organization as well as from individuals who do not belong to either the Order or the Auxiliary. **No guarantee of publication of any article can be given.**

Articles and Pictures

Before submitting, any kinds of information or news consider one factor. **Would this photo be of interest to anyone other than the Patriots or Ladies in the picture?** For example, presenting a check to the VA etc. is only of interest to that chapter or department. What would be more likely to peak the interest of the Membership is how did your Chapter or Department raise the money? In that way, you will be providing valuable insight as to potential ways for other Chapters to be as successful as you have been. Feature article writers should plan for 1,500 words. Articles over 1,800 words will not be considered. All columns and articles should be edited for grammar and spelling prior to submission. We understand that there might be a little editing required by our editor but we will not do a complete rewrite. The preferred method of submission is via e-mail to RSmith@purpleheart.org .

Use of any other format than Microsoft Word or rich text will not be accepted. For typed submissions, they should be at least double spaced. Photocopies of newspaper or magazine articles will never be considered for publication by the Military Order of the Purple Heart. The same goes for stories sent in as internet links.

The preferred method to submit pictures is via e-mail. The minimum quality requirement to have a picture possibly considered is 300 dpi at 6"x 4". Cell phone pictures are only 180 dpi and will **never** be used. Be sure to check the digital pictures before submission for the number of dpi. Good quality paper pictures will be considered. All personnel in a picture need to be named and if they have a title that should also be submitted. Remember the "5W's" (Who, What, When, Where, and Why) for submitting a picture. In order to have a quality magazine put out to the public, we need quality input from the Patriots and Ladies. Following the Purple Heart Magazine Editorial Policy increases the likelihood that your submission will be used.

INFORMATION POLICY

The issue of printing the following types of information in the National Purple Heart Magazine will **not** be tolerated:

1. Offensive,
2. Inflammatory,
3. Information pertaining to a current MOPH grievance(s),
4. Discredit(s) to the Order,
5. Any mistruth,
6. Libelous or malicious comments about other patriot(s).

If the Editor receives any of the above stated information or feels the information he or she receives from **anyone** to place in the Magazine is questionable, they must use the following process:

1. The Editor will send the questionable information to the Chairman of the Publications Committee. He will review the information and consult with the other voting members of the Committee. If it is found that it does not meet the standards for publication, the Editor will be notified.
2. If the Publications Committee finds there are legal implications to the proposed publication of the information, the information will be forwarded to the National Judge Advocate. The National Judge Advocate will review the information and forward his or her recommendations to the Publications Committee for their review.
3. The Publications Committee Chairman, after consultation with the voting members of the Committee, will then notify the Editor if it is acceptable or not acceptable to place the information in the Magazine.