

Friendly Fifth Friday News

July 22, 2016

In an attempt to help our lodge leaders become more familiar with resources, changes, deadlines and other information, I will compile a weekly "Friendly Fifth Friday News" email to our leadership. Some of the information you might already have, but hopefully it will be a good reminder for all of us (me included) of all the great resources that Sons of Norway has to offer. **Please feel free to cut and paste any of this information for your lodge's use!**

Darlene Arneson, District 5 Secretary

District Publicity Director's Message

I would like to introduce myself and give you my contact information for when you need to reach me. As you may have already heard I am your newly appointed Sons of Norway District 5 Publicity Director.

My husband Richard (your new webmaster) and I are members of Valhall Lodge 5-168 in Rockford, IL.

I have attached a few helpful documents for submitting photos and articles of interest with information on posting in the Viking Magazine. Below you will find a brief overview of what I need from you.

What to send me, when and how:

What I need from your lodge are duplicate photos of hard copies or digital jpeg photos that are 330 dpi [resolution.to](#) be considered for submission to the Viking magazine.

Send articles and photos that are unusual, the significant, the humorous and the inspiring on lodge and district events.

Please ensure that digital photos are 300 dpi or greater and at least 3x5.

(dpi or resolution can be checked on a PC computer, click on the start menu, then pictures, view the picture you wish to send in, click on file, then properties (the image area will tell you the dpi and pixels resolution) the easiest and best way to know if your photo has high enough resolution for printing is if it looks sharp and detailed at any size. If the photo is blurry or grainy, it probably will not have high enough quality for printing. I also have attached a photo submissions guide below that goes into further detail about print resolution and image sizes.)

The photos may be sent to me, either as an emailed .jpg attachments or via mail. Captions are typically included in a word document but can also be sent in the body of an email.

Good photos are action shots that tell what the lodge is doing. They show a few people (preferably no more than 5) doing something. Feature photos of the lodge or lodge member doing something unusual, significant, or inspiring.

Please make sure to include detailed captions with the photos. Tell the story behind the picture and the names of the person(s) in the photo. This greatly assists in clarifying any content questions. *(I have attached a pdf called District Publicity Director Form.Doc that can be used for submissions below. Otherwise, you may also submit captions in the body of an email as well.)*

Please return the completed form with the photos by the 15th of each month.

Please DO NOT staple or write on the back of the photos, because it can alter or smear on the picture. . You may use a paperclip to attach the form with the photo or email your photo and caption

in a word document or in the body of your email.

The same photos and stories that you would submit for the Viking will also be considered for use in our District 5 newsletter and District 5 website. i would like to collect member profiles and district lodge events. The profile will be brief, but it offers another great way to showcase our members. We put event listings on the District 5 website and in the district 5 newsletter. *(I have attached a pdf called Event and Member District Page Form below with further detail to help with collecting and submitting these items. The form also gives an example of what the event and profile section looks like.)*

What I CANNOT USE:

Negatives, slides or pictures clipped from newspaper or magazine articles.

Please DO NOT staple or write on the back of the photos

I am also looking for suggestions on what you might like to see in a District 5 newsletter..

Please feel free to contact me if you have any questions or concerns. If I do not know the answer I will refer you to someone who most likely will have the answer.

I look forward to being your District 5 Publicity Director.

Fraternally

Christina Fairchild

Sons of Norway District 5 Publicity Director

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Follow Masse Moro online the next two weeks- July 17-31! www.massemoro.org

Facebook:

The best place for photos and videos is our Facebook page!

Please visit us on Facebook and join the group at:

https://www.facebook.com/groups/159567087439207/794794960583080/?notif_t=group_activity



Calendar of events

July 2016

- July 17-30 - **Masse Moro Norwegian Heritage Camp** - Beaver Creek Reserve - Eau Claire, WI

August 2016

- August 7- Zone 3 picnic at John & Darlene Arneson's- 12:30 potluck. All are welcome!
- August 22-27- International Lodge Meeting and Convention- Tacoma, Washington

September 2016

- September 23-24 District 5 Board Meeting in LaCrosse

The District website- You can add content by emailing it to: inputd5@sonsofnorway5.com