

# Submit Your Photos for District Happenings

As publicity director, you are the lodge's link to the *Viking* magazine. You will be working with your district publicity director to get news and photos about your lodge into the District Happenings pages of *Viking*.

When submitting lodge activity photos to your district publicity director, please provide the following information by clearly printing the following:

- Lodge name, lodge number, city, state.
- Individuals in the photo from left to right.  
(correct spelling is important)
- Event/circumstance of photo.
- Contact person with phone number and email (if possible)
- The ideal photo is one that can stand all by itself, tell a story and needs only a brief caption to identify the action, individuals, idea and locale. A photo must convey action, conviction, drama and mood.
- There should be no more than five subjects per photo and no backs of heads.
- Always include a photo caption, identifying the people from left to right (check spellings of names).
- Never write on the photograph or staple it to a press release. It should be paper clipped to a photo caption and, when possible, included in an envelope with the news release.
- DO NOT send photos directly to Sons of Norway Headquarters. Photos are to be submitted to your district publicity director.

## Digital Photos for E-mail

It is our goal as an organization to utilize the latest technology in as many beneficial ways as possible. The use of digital photography can help expand our photo resources, obtain quality production and provide an easy and efficient method of recording memorable lodge events.

With the understanding that digital photography is still a very new alternative to film processing cameras many lodge members might be uneasy about submitting digital photos. Here are some helpful hints when utilizing this new technology.

## File sizes

Many digital cameras give you the option of photo size. Please note that larger photos are always better than smaller photos when submitting them to your district publicity director. Digital cameras take and save photos at a very large scale, with low pixel resolution. For example: 21" X 28" at 72 dpi (pixel resolution). These photos are acceptable for use in *Viking*. If you notice that your digital camera takes smaller scale photos with higher pixel resolution, please still submit these images. For example: 3" X 5" at 300 dpi (pixel resolution). Photos taken and saved at a small size with small resolution are not useable. For example 3" X 5" at 72 dpi (pixel resolution).

## Printing digital photos for submission

Printed digital photos are allowed for District Happening Page submission. But, these photos have to reflect the same quality as processed photos. **If you are submitting digital photos printed from a home printer, please make sure there are no visible printing lines, large pixilation or blurred images.**

## ONLY SEND DIGITAL PHOTOS IF YOUR DISTRICT PUBLICITY DIRECTOR ALLOWS IT

*Viking* magazine accepts digital photos for use in District Happenings Pages but only at the discretion of your district publicity director. Please contact your district publicity director for more information on e-mailing them your digital photos.

# Photo Tip Sheet

## **WHAT TO SEND:**

- Color photos that are at least 3" x 5". Smaller photos will not be accepted
- All photos will be kept at Sons of Norway Headquarters for a photo library

## **PHOTO CONTENT:**

- Photos of people, preferably no more than five people in one photo.
- A few people engaged in activity.
- Photographs of significant events or those that have a story behind them.
- The unusual and exciting.

## **AVOID:**

- Photos of objects (cakes, quilts)
- Posed line-ups of people
- "Passing the gavel"
- "Presenting the check"
- "The visiting district officer"
- Distracting foreground (heads, chairs, backs of people getting in the way of the subject)
- Poles, trees or other obscurities in the background "growing out of" people's heads.

## **PHOTO IDENTIFICATION:**

- Please use Photo Submission Form when submitting to your district publicity director

## **SENDING PHOTOS:**

- Send in envelope with lightweight piece of cardboard to protect photos.
- Send to district publicity director (listed on district page in *Viking*).

## **DO NOT SEND:**

- Negatives
- Color slides
- Scanned images

## **DO NOT:**

- Write lightly on back of photo (the pressure of the pen can damage photo, and the ink can smear onto other photos.)
- Use paper clips or staple photos together. Tape captions only to back sides of photos or send on separate sheet.
- Cut out background, use white out, fill in red eyes or use photo color enhancing pens

## **Problem Solving: How to communicate photo submission process to your lodges**

If you notice that lodges in your district are having issues or concerns about an aspect of the photo submission process try the following:

- start discussion at district board meetings
- speak with District Publicity Directors for their input
- have editors run articles about this topic in newsletters/website
- contact headquarters

Periodically, articles and blurbs are printed in Newsletter Service and Viking Resource that address photos submission/District Happenings issues. Here is an example:

### **District Happenings Pages Wants Your Submissions!**

#### ***Understanding Digital Photos***

Do you have digital photos that you would like to submit but don't know if your files are large enough? One good rule is to shoot your photos at a large size. Most digital cameras have a few different file sizes to choose from. Before taking photos of a special lodge event, familiarize yourself with this particular setting.

Most digital cameras save photos at 72 dpi (dots per inch). Cameras also have different size settings that are saved in pixel format. For instance, a file size of 2048 pixels by 1536 pixels at 72 dpi is a fairly large setting. This setting is perfect for photo submissions to your district publicity director.

We would love to see vibrant and active photos of lodge events, cultural skills and performances. Photos with small groups of people work better than large groups of people. If you notice that the quality of the photo is questionable because of blurred images or other concerns, ask another lodge member if they've taken any photos of the same event.

If you have further questions about digital photo submissions or digital camera settings, please contact your district publicity director or call Jessica Gleason at Sons of Norway Headquarters at 1-800-945-8851.

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