

INTRODUCTION

The major responsibility of the Publicity Director is to create a positive image and an awareness of the lodge and Sons of Norway through media coverage and other forms of communication. This position publicizes lodge events and activities, as well promotes Sons of Norway, to members and the community.

RESPONSIBILITIES

The publicity director is responsible for developing internal and external messaging to promote lodge events, activities and programs, as well as Sons of Norway, to lodge members and the public. The position works to create awareness and excitement about the lodge and Sons of Norway through the use of the appropriate media to reach the target audience. Specifically, the Publicity Director should:

- A. Consult regularly with lodge Cultural, Social, Youth, and Sports Directors, along with the Adopt A School/Volunteer Coordinator to learn how to best publicize their programs, events and activities in order to reach the appropriate audience.
- B. Coordinate with the Newsletter Editor and Webmaster to craft messages to inform members and the public about lodge news and happenings, as well as provide information about Sons of Norway.
- C. Coordinate with the Vice President and the Membership Committee to develop messaging and publicity approaches for membership drives/activities.
- D. Coordinate the collection and referral of pictures to the District Publicity Director for Viking magazine's District pages.
- E. Develop and maintain strong relationships with the community leaders and media representatives to help ensure prime placement of information.

COMMUNICATIONS TOOL KIT

The Communications Tool Kit is available in the members area of the Sons of Norway website. It can be found by clicking on Member Resources, Lodge Leadership Resources and then Administrative Resources. Some of the features especially helpful for Publicity Directors are:

- Sons of Norway Brand Guidelines – Provides rules about Sons of Norway logo usage, along with tips for design choices centering around Sons of Norway's brand identity.

- Branded Materials for Download – Assets for download, including logo and letterhead.
- Social Media Tips – Outlines Sons of Norway Social Media Policy and provides ideas and resources to use social media to publicize the lodge.
- District Happenings Photo Guides – Guidelines about submitting the perfect photos to your District Publicity Director for inclusion in the Viking’s District Pages.
- Media Training – A set of Power Point guides to help gather pertinent information and create effective messaging for the lodge.

CONCLUSION

By the crafting and placing messages in the media, the Publicity Director makes a significant contribution to both retention and recruitment. Informing members about happenings and news helps keep them excited about belonging, eager to participate and engaged with the lodge which increases the likelihood that they will continue their membership. Making the community aware of happenings and the excitement of membership helps create a positive image of the lodge, which, in turn, aids in recruiting.