

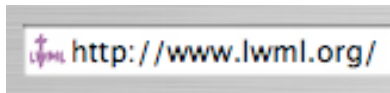


Lost in the Crowd

Everyone has experienced the frustration of trying to find someone in the midst of a crowd. When I was a little girl, I would look for two things: first, a dark head sticking out above the crowd (my dad is six foot, four inches tall, and usually stood above those around him), and second, beautiful blonde hair (my mom's head always seemed to shine, because of her blonde tresses). It was easy for me to spot the person I was looking for when I saw one of these two visual cues.

Our last issue of *Cyber Scoop* gave some ideas for distinguishing your Web site through search engine optimization (see the *Cyber Scoop* archive online at www.lwml.org; just go to Resources, then Webmasters). Another method for uniquely identifying your Web site is by using a **favicon**. Favicon (pronounced fav-eye-con) is short for 'Favorites Icon.' A favicon is a multi-resolution image that is displayed on the Address line and in the Favorites menu within Internet Explorer. When viewers add your Web site to their Favorites list, the favicon will display next to the name of your Web site, making it easy for a viewer to scan the list of Favorites for your favicon, and select your site to visit. LWML's Web site has a favicon! If you have not already done so, add www.lwml.org to your Favorites list (select Favorites, then Add to Favorites in Internet Explorer), and you should see the favicon appear. You can also find it by simply browsing to the home page and looking in the Address bar at the top of your browser.

Most often, the favicon is a logo, like LWML's. The favicon is a simple 16 by 16 pixel bitmap image. For Internet Explorer to display the icon, it must be saved as an ICO file, a special icon file format. It is not difficult to create an



ICO file. If you visit www.favicon.com and select the 'What if I wish to make my favicon on my own?' link, you will be directed to online programs that will convert your bitmap image to the ICO format. When you are creating your favicon, you will want to use an image that is reflective of your site, and is a unique image. You should avoid using other site's images, so that you do not violate a copyright (for more on copyrights, see "Copyright Provisions for Information Obtained on the Internet" in this edition of *Cyber Scoop*).

Uploading your favicon is as simple as posting the file to your root directory as `favicon.ico`. The LWML root directory is www.lwml.org, and our favicon is located at www.lwml.org/favicon.ico (put this address into your browser, and you will be able to see LWML's favicon). When a viewer adds your site to the Favorites menu, the browser will look for this file to display the image next to the site name (if you or your viewers cannot see the favicon when the site is added to the Favorites menu, follow the troubleshooting technique described in the "Ask the Webmaster" article in this edition of *Cyber Scoop*).

Uploading a favicon to identify your Web site is a small change, but it provides a visual cue that makes a big difference to viewers who want to identify your site among their sea of Favorites.

Information for this article derived from: www.howstuffworks.com and www.favicon.com

Change is in the Air

Cooler temperatures and colored leaves are the harbingers of fall. It is difficult to believe that the holiday season is just around the corner! Now is the perfect time to give your Web site a fresh look or to feature Shop LWML as a bountiful resource for holiday gifts. You may want to include updates on your District's Fall Zone Rallies or other upcoming events, or give your visitors a sneak peek at the events coming in the New Year. Inserting a link to Shop LWML (<http://lwml.org/top/lutheran-women-in-mission-lwml-store.htm>) will lead your visitors to Bible studies, society resources, LWML and Teen LWML apparel, and other gifts available online.

Cyber Scoop Archive

All past issues of *Cyber Scoop* are available on the LWML Web site. Go to Resources, then Webmasters. The general content of each issue is also listed for easy reference.

File Names

Messy file names are like a messy closet; you can never find what you need when you need it! Pesky '%20' signs in the middle of a URL, such as <http://wy.lcms.org/Pres/LWML/District%20Newsletter.htm> appear because a file is named incorrectly. To make your URLs easier to read and remember, avoid using spaces and capital letters in file names; instead, use underscores and lowercase letters (ie `district_newsletter`).

Ask the Webmaster

The LWML Web site Task Force would like to provide you with the opportunity to seek answers to your Web site design questions. Each issue of *Cyber Scoop* will feature an article devoted to your queries. Please e-mail webmaster@lwml.org with your questions.

Our first question comes from the Web Site Task Force Chairman, Nancy Bogenhagen. When Nancy added the ICO favicon file to one of the Web sites that she maintains, the favicon wasn't showing up in My Favorites for several days and she didn't know

what was causing the delay. Another webmaster was able to provide the answer! "It has to do with cookies, history and temporary files. If you want to see your favicons right away, click on 'tools' and then on 'internet options' and then on 'delete browsing history' and then refresh the page and you'll see your favicon!" It is a blessing for the Task Force to have such a wealth of knowledge in our fellow webmasters!

Our second question comes from Elaine Perry, Mission and Grants Committee Chairman. Elaine was hav-

ing problems receiving e-News in her e-mail inbox. If you are having trouble receiving e-mails from known contacts, do the following:

1. Check the Spam, Junk, or Deleted folders for missing e-mails
2. Determine if your messages are auto archived (in Microsoft Outlook, you can determine if AutoArchive is on by going to Tools, Options, Other, AutoArchive, and uncheck your settings)
3. Add the known contact to your Contacts list or safe mailing list (in MSN Hotmail, choose Options on the far top right of your screen, More Options, then Safe and blocked senders under Junk e-mail)
4. Make sure your contact is not on a black list or in an unknown contacts folder

Copyright Provisions for Information Obtained on the Internet

The Internet presents a number of challenges for webmasters; one of the most confusing deals with copyright law. A copyright grants exclusive rights to print, distribute, or copy intellectual property to the owner of such property. In order to re-use or replicate copyrighted material, you must have the permission of the owner/creator. Intellectual property is copyrighted as soon as it is created, whether the "©" symbol is present or not. The 1976 Copyright Act delineates copyright law in the U.S., including World Wide Web content, such as Web page textual content, graphics, design elements, and postings on discussion groups.

In order to prevent copyright infringement of Web content:

1. Have the content of external links appear in their own window. For example, if you have a link in your District LWML Web site to the National LWML Web site, then when a visitor clicks on this link, they should have a new window appear on their screen. The introduction of a new window helps the viewer understand that the content they are seeing is not part of the District Web site, but is an entirely unique Web site.

2. Look for copyright symbols, or language that indicates the Web content is copyrighted, such as: "© 1999-2008 Lutheran Women's Missionary

League. All rights reserved." But, remember, even if it is not explicit that the site is copyrighted, the law views any intellectual property as copyrighted as soon as it is created.

3. Obtain permission from the site author to use content, or look for information on the site regarding appropriate usage of content. Some authors will place a statement in their site that provides direction about how to use their material; they may require that you include a link to their site or put copyright language with the content. For example, at http://www.lwml.org/about_us/index.htm, you will find this statement next to the LWML logo: "Reproduction of this logo is acceptable if color and design is unaltered, and the use supports the mission of LWML."

4. If a site author provides explicit permission to use all or a portion of the content in their site, or that the content of the site is public domain, then you are free to use the content without concern for copyright infringement.

5. It is better to be safe than sorry. If you have any question about whether content is copyrighted, do not use it.

The LWML Web site is copyrighted; this is noted by the text at the bottom of each page in the site. And, although the LWML District's are affiliated with the National LWML organization, they are separate entities, and copyrighted

material from any of the District sites or the LWML site should not be used by the other party without permission. This would apply to banner designs, text, icons, or logos.

This does not mean that the LWML Web site does not have information that can be used on a District Web site. For example, on the About Us page (http://lwml.org/about_us/index.htm), permission has been granted, and links to download appropriate files have been given, for use of the LWML logo. Additionally, any images or text provided to District Executive Committees by a National LWML Committee may be used on a District site. This might include material related to the 2009 LWML Convention in Portland. If you are not sure whether material on the LWML site or material provided to you by a LWML Committee is permissible to use on a District Web site, do not hesitate to contact the Web Site Task Force (webmaster@lwml.org), or the Vice President of Communications (depcom@lwml.org). In addition, content from the LWML Web site or your District's Web site being used without permission by a third party should be addressed by requesting removal of the copyrighted content from the third party's site.

Information for this article derived from <http://searchsecurity.techtarget.com/>