

Guidelines

For Chapter Communications and Publicity Committee Chairs



P.O. Box 1589
AUSTIN, TX 78767-1589

Revised 2016

Mission Statement

The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education.

Vision Statement

*Leading Women Educators
Impacting Education Worldwide*

International Projects

UNICEF's Schools for Africa
www.unicefusa.org/dkg
Support for Early-Career Educators

Purposes

1. To unite women educators of the world in a genuine spiritual fellowship
2. To honor women who have given or who evidence a potential for distinctive service in any field of education
3. To advance the professional interest and position of women in education
4. To initiate, endorse and support desirable legislation or other suitable endeavors in the interests of education and of women educators
5. To endow scholarships to aid outstanding women educators in pursuing graduate study and to grant fellowships to non-member women educators
6. To stimulate the personal and professional growth of members and to encourage their participation in appropriate programs of action
7. To inform the members of current economic, social, political and educational issues so that they may participate effectively in a world society

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Preface

Guidelines for Chapter Communications and Publicity Committee Chairs suggests ways in which effective communication informs members and others about The Delta Kappa Gamma Society International. The International Communications and Publicity Committee believes the following goals are important at the chapter level:

To stress the international scope of the Society

- To inform members of opportunities to attend international conventions, regional conferences, state organization meetings and conventions, or district or chapter meetings and conventions other than their own
- To use the Society's electronic capabilities to provide a platform for international educational interactions and idea exchange
- To promote official Society websites and social network avenues

To encourage professional content in Society publications at all levels

- To emphasize and describe members' professional works, classroom innovations, research, and creative pursuits
- To include factual information and results of statistical research that might be of interest and/or have impact on members and education
- To encourage quality in the use of language in all forms of communication and at all levels of the Society

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Communications

Foundation for a strong Society

Building The Delta Kappa Gamma Society International is comparable to building any structure. An architect plans and builds a strong foundation to weather time.

The architects of our Society were the Founders, who provided the vision, plans, and purposes of the structure. Today’s leaders are responsible for implementing their vision and the Purposes. To get the message across, successful leaders must be able to communicate ideas, dreams, and goals.

For The Delta Kappa Gamma Society International to build a strong Society, open lines of communication provide essential connections at all levels of the organization. The local chapter is the foundation of DKG. A major responsibility of each chapter is to maintain the foundational strength. How? Some ideas follow:

What must we communicate?	What will it accomplish?
Knowledge of the history, traditions and achievements of the Society	Being proud of membership in DKG; respect for the Society and its members in the community; recognition of the organization among prospective members
Awareness of DKG as an international organization and activities of member nations	Fulfillment of Purpose 1
Awareness of the programs and projects of the Society at each level	Greater involvement of more members, resulting in a higher degree of success
Information about special events and opportunities	More participation in the events and personal advancement through the opportunities awarded
Timely knowledge of legislative matters	Fulfillment of Purposes 4 and 7
Acquaintance with advancements, innovations and successful programs in education	Fulfillment of Purposes 3, 6 and 7
Information of all activities and programs of the chapter and its members	Unity and a true feeling of “genuine spiritual fellowship”
Recognition of honors and achievements by members	A sense of fulfillment to the individual and an inspiration to others

Suggestions for strengthening chapter communications

- Develop communication channels within the chapter membership and with members of other chapters.
- Encourage members to write articles and submit for the *Bulletin* journal and magazine.

- ✦ Provide guidelines for members who have responsibilities for writing for Society publications, encouraging high standards in the use of language and format.
- ✦ Provide the opportunities for members to maintain expertise and advance skills and knowledge of the latest innovations in communications technology.
- ✦ Provide pertinent and timely information about innovations in communication technology for the profession and the classroom.
- ✦ Share research and educational experiences with all levels of the Society.
- ✦ Use the international marketing brochure and website to distribute information to prospective members, schools, and corporation officials.

Resources

Graphics Disks/CDs—available from
Society Headquarters and on the Society website
Note: Be sure to replace outdated graphics

Society publications:

Constitution and International Standing Rules
Go-To Guide for Chapter Members (Society Handbook)
The Delta Kappa Gamma website: www.dkg.org
The Delta Kappa Gamma Bulletin
- *International Journal for Professional Educators*
- *Collegial Exchange*
DKG NEWS

Ways to communicate

Members communicate with other members by various means. How do members communicate within your chapter?

Print communication

Newsletter
Yearbook

Verbal communication

Informal conversation
Mentoring members
Telephone calls
Welcoming new members

Digital communication

Emails
Texts
Chapter or State Organization websites
Blogs
Social Media (Facebook, Twitter, Instagram, etc.)
Society website
MyDKG Communities
Cloud computing– Google Drive, Dropbox, Box, iCloud, OneDrive



Communications and Publicity Committees

To maintain strong lines of communication within DKG, successful communications and publicity committees involve other members, work cooperatively with other state organization or chapter committees and encourage members' commitment to the Society. These partnerships develop communication channels at each level and among levels.

Duties of chapter communications and publicity chairs

The chapter communications and publicity chair plays an increasingly important role in the activities and success of the chapter. Her duties may include these activities:

- Keep the membership informed of all events, functions, projects and activities of international, state organization and chapter;
- Acquaint members with the opportunities within the Society for personal and professional growth;
- Promote unity and cohesiveness among the three levels of the Society;
- Maintain a relationship with community resources to promote positive public relations;
- Utilize technology as an optimum communication tool;
- Create quality professional publications;
- Assume responsibility, directly or indirectly, for providing the chapter with a website or Facebook page or both;
- Maintain close, working relationship with the chapter president, editor and webmaster;
- Disseminate copies of chapter publications (i.e., chapter newsletter) to the state organization president, editor and communications chair; and
- Assist the chapter president with questions regarding communications and publicity on the chapter president's report in even-numbered years.

Duties of chapter communications and publicity committees

Chapter rules should include information about the duties of chapter communications and publicity committees. The duties of this committee may include the following:

- Support the efforts of chapter members and groups to communicate effectively with one another;
- Seek opportunities to publicize information about the Society, its Purposes, projects, and the noteworthy achievements of its members;
- Prepare advance stories about events and activities. Help to arrange media coverage for special events;
- Help to incorporate international and state organization news of the Society into chapter programs;
- Be the chapter "web watcher" to send new information and helpful resources to members who do not have internet or computers;
- Keep a file of state organization and international publications for reference;
- Send news of chapter programs, projects, and activities to the state organization editor and webmaster; and
- Serve as a resource person for the *Bulletin* editor by sending names and backgrounds of capable writers for the *Bulletin* and well-written, interesting and unpublished manuscripts of members for consideration.

Newsletters: Looking Good in Print

One of the important ways a chapter can maintain effective communications within its group is through a regularly published newsletter. Although such an effort takes time and money, the reward of those expenditures is often increased member involvement and commitment, as well as potential recruitment of new members to DKG.

When members read a newsletter, they want information quickly. That means every word counts. A newsletter should be a quick read. Most readers want to scan for information, rather than look for details. If a newsletter is too long, it probably will not keep readers' attention.



Write it right

Get to the point. Use active verbs. Find a dynamic way to say the same thing.

Content of newsletter

A chapter newsletter may include some or all of the following:

- The Society official name—The Delta Kappa Gamma Society International

- The Mission Statement

- Chapter, state organization name and geographic name

- Date

- Volume and issue number

- Editor's name and email address

- Meeting information:

 - Location of meeting with directions

 - Date, day and hour

 - Program

 - Special events

 - Hostesses

- Other important features:

 - Chapter president's name

 - Honors and awards to members

 - Summary of last meeting

 - Birthdays

 - President's message

 - Legislative update

 - State organization happenings

 - Photos that tell a story

 - Important dates and deadlines

 - Membership changes

 - Articles about Society programs and projects, e.g. scholarships, conventions, initiatives

 - The chapter president receives a Society publication titled *Presidents' Page* that is full of news from Society Headquarters. Ask the president to share her copy with you so that you can update chapter members concerning new information.

Recommendation: Chapter newsletters should not include personal contact information other than an email address, particularly if the newsletter is to be posted on a chapter website where anyone might view and use the information.

Distribution of newsletter

Regular mail service
Email (Mail Chimp, Constant Contact, iConnect - possible tools for distribution)
School mail
Published on website

Who writes/edits the newsletter?

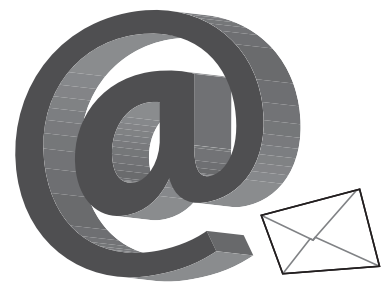
(Defined in the Chapter Rules)

Communications and Publicity Committee
Designated editor
Secretary
President

(Recommendation: The president should delegate the writing of the newsletter, not do it herself.)

Duties of chapter editors

Development of official chapter documents such as a newsletter may be assigned to a chapter editor. The duties of a chapter editor may include the following:



- Maintain close contact with chapter president, other officers, webmaster and committee chairs;
- Maintain permanent files of newsletters, including extra copies, billing data and photos;
- Adhere to established budget and provide input on budget;
- Develop and disseminate schedule of deadlines and publication dates;
- Encourage submission of articles by officers, committee chairs and members;
- Write and edit articles to fit newsletter space.
- Review article submissions for possible copyright infringement before including in newsletter
- Proofread and revise (as needed) all materials for publication;
- Select a committee of members to help proofread all materials for publication;
- Design and format pages, including graphics and photographs (with appropriate identification and release forms);
- Take or arrange for the taking of pictures at chapter events;
- For print newsletters:
 - ✓ Identify printer/company to publish and prepare bulk mailings for the designated number of issues per year;
 - ✓ Ensure appropriate mailing procedures;
 - ✓ Maintain current list of addresses of chapter members for appropriate mailing lists;
- For electronic newsletters:
 - ✓ Maintain current email addresses for members;
 - ✓ Send print editions to members without email;
 - ✓ Maintain an electronic archives of all issues;
- Send newsletter to webmaster to post on the website;

Suggestions for chapter editors

- Emphasize the need for help from members in contributing material suitable for the newsletter.
- Find volunteers willing to act as reporters, distributors and editorial assistants.

- ✦ Give volunteers specific assignments for particular newsletter issues in order to ensure variety in articles submitted, increase likelihood of publication of articles and maintain volunteers' enthusiasm.
- ✦ Involve members in newsletter production by notifying them of deadlines, keeping deadlines clear and firm and thanking members for contributions.
- ✦ Collect news about scheduling of and registration for conventions, workshops, etc., from the event organizer responsible.
- ✦ Assign reporting tasks, on a rotating basis, if appropriate, to chapter officers and committee chairs to allow them to share news of their activities.

Tips for writing copy

A good journalist needs to write copy that is simply stated, accurate, objective and easily understood.

News writing

News writing focuses on news. The general rule is to answer who, what, where, when, why and how in the lead paragraph of news stories.

Usually sentences contain no more than 10–15 words. Paragraphs are no longer than five to seven sentences in length. However, the narrower the column width, the fewer the sentences in a paragraph.

News journalists rely on strong verbs and nouns and use adjectives infrequently. Try to use active verbs rather than passive.

A good rule to follow is to tell readers what you want them to know in the lead paragraph and then tell them again in the final paragraph.

When writing a news story, do not use praise, personal opinion or editorial remarks within the news article. If you have opinions, put them in a side bar (an article related to the item in a separate box or graphic) or on the opinion page.

Feature writing

Feature writing differs from news writing in that a person or organization is the focal point, rather than a news event. The writing style is more informal and personal.

The initial sentence in a feature story can be a quote, description, or personal reflection on the subject of the feature article. There is less emphasis on chronological organization.

Feature writers often use description with adjectives and strong verbs. The purpose of a feature article is to approach the topic in an effective manner.

Opinion writing

Opinion writing involves a different writing style. The article is usually written as the consensus of the organization. Note this differs from Letters to the Editor that represent one person's viewpoint.

Opinion articles are used to praise someone, analyze a difficult situation, define a new concept, or educate readers.



Newsletter editors will find this type of writing helpful to readers when a general statement needs to be made, i.e., “a dues increase is imminent”, etc.

Opinion articles take on a special format. The lead sentence of the article states the general information to be addressed. The rationale as to why this topic is important is included next.

The second paragraph can state the historical perspective of the topic. The writer should include several important facts to give historical background.

The next paragraph(s) give(s) several perspectives on the solution to the problem or of praise for what a person has accomplished.

The final paragraph gives the organization’s solution to the problem or puts closure on the praise. Additional information may be included that adds credence to the focus of the editorial.

This type of writing is particularly effective when the organization wants to put forth a unified voice on a topic.

Newsletter style sheet

What is a style sheet?

A style sheet is a guide used by an editor that offers consistency in the use of capitalization, abbreviation, spelling, punctuation, numerals and usage.

Purpose

The purpose of developing a style sheet is to give your state organization or chapter newsletter uniformity for reading ease and to give credibility to your publication. Although no one style is preferable to another, whichever one you select should be followed consistently.

Where do I get a style sheet?

There are many style books available at bookstores. However, several are used by major publishers in the USA. *The Associated Press Stylebook and Libel Manual* and United Press International’s *UPI Stylebook—The Authoritative Handbook for Writers, Editors and News Directors* are two widely used style books.

The Delta Kappa Gamma Society International style guide

Style books offer general guidelines, but DKG offers suggestions on style usage within the Society.

The following should be used in Society communications.

Capitalization:

- Capitalize “Society” when referring to the international organization.
- Capitalize “Founders” when referring to the 12 women who organized the international Society.
- Capitalize specific events, regions or groups, i.e.,
 - Northwest Region
 - 2015 Southeast Regional Conference
 - 2016 International Convention
 - Sweden State Organization
 - International Executive Board

Lower case letters:

- Use lower case letters when using official titles, unless they are used before a person's name (e.g., "Jane Smith, chapter president" or "Eta Chapter President Jane Smith").

Style:

- Use the full name of the Society—The Delta Kappa Gamma Society International, capitalizing "The."
- Use of the letters DKG is permissible and encouraged when referring to the Society.
- Use "charter members" when referring to original members of a chapter.
- Use "state founders" when referring to state organizations.
- Use "state organization" rather than just "state"

Do not use the following:

- Our "sorority" or "club" when referring to the Society.
- The word "sisters" when referring to members.

Elements of good design

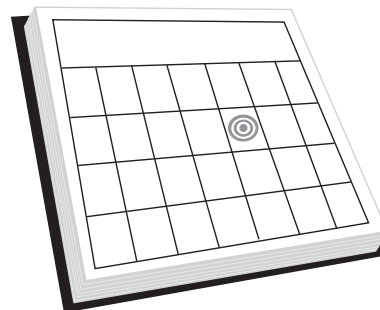
Every publication should have a consistent design that appeals to its readers. When producing a publication:

DO

- ✓ Use a banner that depicts who you are and your mission
- ✓ Use the entire Society name
- ✓ Include the date of the publication, number and volume
- ✓ Use the same number of columns on each page of the issue
- ✓ Use a font that is easily read (style and size) and portrays your essence
- ✓ Use graphics that are clear and cleanly reproduced
- ✓ Keep the same format for each issue
- ✓ Place the category of article on the same page for each issue (e.g., president's column on page 2 each issue)
- ✓ Use white paper
- ✓ Use rule lines, boxes, etc., sparingly
- ✓ Use color or spot color rather than rule lines for emphasis
- ✓ Use a table of contents on the front cover if the publication is longer than four pages
- ✓ Use bullets for lists of items

DON'T

- ✗ Use photographs where the heads are smaller than a dime
- ✗ Use poorly focused photographs
- ✗ Use dark-colored paper
- ✗ Use a font smaller than 10 points
- ✗ Use an inconsistent number of columns within the same issue
- ✗ Use decorative fonts that are difficult to read
- ✗ Change your layout style for each issue
- ✗ Use rule lines to separate each article
- ✗ Use two headlines aligned next to each other; instead, use a graphic or color to separate
- ✗ Use copyrighted materials, including graphics and photos, without written permission



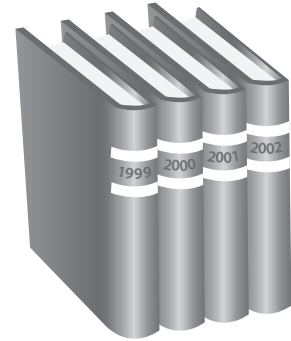
Chapter yearbook

Chapters may compile a yearbook for the use of members. Such a yearbook may be in print or digital format and is the historical record of the chapter work each year. It should contain information most often needed by members, should be readable, should be convenient in size and should be reasonable in cost.

Contents of the yearbook

May include the following:

- * The Society name—The Delta Kappa Gamma Society International
- * Chapter and state organization names
- * Current biennium or year date
- * Date of organization
- * List of officers
- * List of committees
- * List of members, addresses, telephone, email, type of membership
- * Meeting dates, time, place, map or directions, and program
- * Charter members
- * Past chapter presidents
- * Chapter projects
- * Birthdays of members
- * Mission and Vision Statements
- * The Purposes
- * Other information that would be helpful to members



Consider including state organization information:

- * List of state organization officers, committees and founders
- * Dates for state organization meetings

Consider including international information:

- * List of members of International Administrative Board
- * List of Founders
- * Date the Society was founded (May 11, 1929, in Austin, Texas)
- * All contact information for Society Headquarters
- * The Delta Kappa Gamma Song
- * Dates of next international convention and regional conference

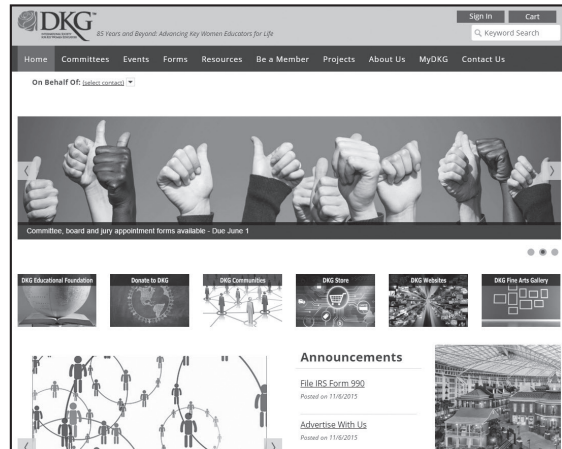
If a chapter puts its yearbook on the chapter website, the yearbook file should be password protected so only members can view.

Digital Communications

Digital communication is an effective, efficient means of sharing programs and projects with the world and connecting members throughout the Society.

Read the Society's *International Policy for Digital Communications* to ensure compliance with policy requirements. The policy is posted on the website under Library > Guidelines, Actions, Policies and Procedures (GAPP).

This policy will help members link with chapters, state organizations and international to communicate and collaborate.



Standards for Society Website Compliance

Content Requirements to include:

1. Society name, chapter name, and state organization geographic locale (Ex. Texas) at the top of each page (If using Weebly, this area of the website is called "Title.")
 2. One of three trademarked Society logos on the top of the home page but not necessarily in the banner/header.
-
3. Current compliance seal at the bottom of the home page. (This only applies when renewal of compliance is being submitted.) First time certifications will receive a seal when the process is complete.
 4. Society Purposes, Mission, and Vision statements, all of which should be identified by title.
 5. Links:
 - a. State organization websites - link to the Society website.
 - b. Chapter websites - link to the Society website and to state organization website.
 - c. Any link to a state organization/chapter must be to a currently compliant website.NOTE: Only compliant chapter websites should have links on a state website.
 6. Link to webmaster email on the bottom of the homepage. (Ex. MaryJones@gmail.com)
 7. Title on every page.
 8. Only Society graphics that are currently available on the DKG website are used.

Style Requirements

9. Black or dark gray font color for body text on all pages. Titles and headliners may be a different font color.
10. Pale or white body background.

11. Clearly labeled, active links that allow readers to navigate easily between pages.
12. Publish only finished pages (i.e., with content).
13. Latest revision date of any part of the website listed in the bottom section of the revised and/or the home page formatted using month and year.

Legal Requirements: Goals are Awareness and Compliance!

State or chapter organizations are responsible for the following legal requirements. Chapter and state organizations agree to indemnify and hold harmless and defend The Delta Kappa Gamma Society International. See Hold Harmless Policy for details.

1. Specific written consent files at state organization or chapter level for
 - a. Addresses (postal or electronic) and telephone/FAX numbers of any individual Society member.
 - b. News and/or photos of an individual or group
 - c. Copyrighted materials, used only with written permission of the owner of said materials. All works found on the Internet are copyrighted. Do not use without permission. Permissions provide the exact manner for displaying credit on a website.

Recognition that items such as passages, images, and any other original work are copyrighted is critical. ALL passages, images, audio and/or video recordings are copyrighted with or without a copyright symbol being shown. Citing the source does not give the right to use the work. Written permission from the copyright holder stating that permission is given to republish their work on a website or in a newsletter should be sought, received, and saved before the item is used. Failure to do so may result in financial and legal repercussions.

If requested by the Society, proof of written permission for use must be provided.

Chapter organizations are also responsible for complying with the tenets of the Society.

2. No statement of religious or political affiliations.
3. No direct advertising except for International non-dues revenue partnerships for fundraising by members that benefit the state or chapter organization. A one-sentence acknowledgement of donation of an electronic site is acceptable (International non-dues revenue partnerships include Society jeweler, insurance partners and approved international affiliates. Fundraising by members does not include third-party business agreements.)

Suggested Content: Goals are Usefulness and Relevance!

1. The following state organization or chapter information:
 - a. Project and/or program activities
 - b. Officers of state or chapter
 - c. Schedule of meetings
 - d. Photos that illustrate the activities of the chapter or state organization
 - e. Appropriate governing documents –
 - i. State Organization: State Bylaws
 - ii. Chapter: Chapter Rules
 - f. Newsletters –
 - i. State: required
 - ii. Chapter: if applicable
2. Information that is current and updated regularly.

Suggested Style Elements—Goals are Readability and Professional Look!

3. Sans serif fonts are recommended. Sans serif fonts are easier to read in an online environment. These fonts are very readable on a website: Arial, Calibri, Tahoma, and Verdana.
4. Body text of a medium size (similar in size to 12 point in print).
5. Titles and headlines with a larger font size than the body text.
6. Generally speaking, text should be left aligned. Titles may be centered.
7. Only text used as links should be underlined. Readers will assume an underline is a link.
8. Use bold sparingly.
9. Use several short pages that can be accessed from the navigation bar rather than one long page.

Chapter websites

Chapter websites serve as a communications resource for members throughout the Society as well as a way to contact members in other state organizations and chapters.

Members may create websites using website editing software of choice. Many websites serve as resources for advice on creating effective websites. Search for tutorials that will guide you through the web page creation process. Directions for creating a Weebly.com website are available on the DKG website > Communications & Publicity page. A series of videos explaining the various steps in working with a Weebly website is also included on this page.

Images: PNG, GIF and JPEG are the three graphic image formats used in website designs. The png format is used for line art, logos and screen captures. The gif format is also used for animations as well as line art, logos and screen captures. The jpg format is used for photographs.

For further information on creating Society websites, visit the Delta Kappa Gamma website at www.dkg.org or contact Society Headquarters.

Duties of chapter webmaster

As digital communication becomes more important throughout the organization, chapters may wish to appoint a chapter webmaster. The duties of the webmaster may include:

- ✦ Designing the website for the chapter;
- ✦ Setting up the chapter website in accordance with the Society's *International Policy for Digital Communications*;
- ✦ Contacting the chapter president and chapter committee chairs in order to have current information, and updating information regularly and proactively;
- ✦ Maintaining the website: checking it regularly; deleting old files; connecting with the appropriate Society Headquarters staff when necessary;
- ✦ Keeping a secure backup;
- ✦ Maintaining list of permission forms signed by members for publication of details and photos on the website; and
- ✦ Being mindful of copyright issues and assuring copyright holders written permission is received before posting copyright materials.

How to rent space on the international server

Chapters can rent space for a website on the Delta Kappa Gamma server. The Web Space Rental Request Form-74 must be completed and submitted to the international website assistant. The form describes the fees for set up and rental of space. Website rental forms may be found under forms, then website forms on the DKG website.

Your site will be named according to your state organization and chapter:

- For example: www.deltakappagamma.org/PA-alphaomicron/

After submitting the rental form, the designated webmaster will be notified by email when the site has been established and will be provided comprehensive instructions for FTPing files to the chapter server space. Renting space on the Delta Kappa Gamma server does not guarantee a link from the international site.

How to acquire linkage to the international website

Beginning July 2016, linkage to the international website will require that, at the beginning of each biennium, chapter webmasters assure compliance with the Society's International Policy for Digital Communications and the Standards for Society Website Compliance (Form 72A). [For prior certification processes, see *2014 Guidelines for State Organization and Chapter Communication and Publicity Chairs*.] Steps to documenting compliance for your website are as follows:

1. Create your website. If you need to rent web space from international, fill out Form 74 – Website Rental Request located on the international website. Please note that if you are using a service like Weebly that hosts websites, you do not need to fill out this form.
2. Review your website to ensure you have met all of the standards required by international. The standards and a checklist can be found on the international website.
3. When you have verified that you have met the standards, fill out Form 72 – Society Website Compliance Assurance Form and email it to
 - a. Society Headquarters and
 - b. The International Communications and Publicity Chair.
4. Websites applying for linkage for the first time also need to pay a one-time setup fee and complete Form 79 – Website Account Setup Request Form. Information on how to submit the form is included on the form.
5. After you submit your Form 72, if you are applying for linkage for the first time, a member of the International Communications & Publicity Committee will do a courtesy review your website, provide feedback, and answer any questions you may have.
6. After your submitted Form 72 is received, Society Headquarters will then link your website to the international website and send you a seal of compliance within 7 to 10 days.
7. Please make sure to post the seal at the bottom of your website when you receive it from Society Headquarters.
8. Remember that you will need to reassert compliance at the beginning of each international biennium in order to remain linked to the international website!

Marketing and Public Relations

Basic ideas

Marketing involves offering information that will attract and satisfy your customers. In DKG, marketing promotes the opportunities, return on investment, and value of membership in DKG. Public Relations is a free communication for the organization to the public. Public relations is one of the communication tools to use for creating a climate that will help DKG receive recognition for community actions, projects and programs.

Here are goals and benefits that good public relations can help DKG foster:

- ✦ Familiarity with and good reputation of the DKG name;
- ✦ Awareness of programs and activities;
- ✦ Good will among and with members;
- ✦ Good will in the community;
- ✦ Good will with various external audiences;
- ✦ Good will with public policy makers;
- ✦ Good will with news media; and
- ✦ Help attract and retain new members.

Roles of communications and publicity committees in public relations

Communications and publicity committees may find the following suggestions helpful in their public relations work:

- ✦ Participate in appropriate community events, education advocacy coalitions, outreach projects involving libraries, hospitals and other community institutions.
- ✦ Establish a personal contact with media representatives (newspapers, radio or television stations, educational magazines and journals) and acquaint them with DKG.
- ✦ Advise media contacts on areas of expertise within Society membership.
- ✦ Invite media representatives to attend Society events, especially those dealing with topical or controversial issues and/or involving high profile educational experts.
- ✦ Request space or time in appropriate media outlets to promote Society events and projects and to contribute articles or speakers.
- ✦ Establish liaisons with other organizations to combine publicity efforts.
- ✦ Make news releases clear, concise and relevant.
- ✦ Maintain a profile of Society information at chapter, state organization, regional and international levels available to share with media contacts.
- ✦ Send announcements, brochures and fliers about Society events, activities and members' achievements to appropriate school, college and university boards and administrators and to the International Communications and Publicity Committee regional representative.

Community relations

Community relations programs can position your chapter within your target audiences in your community. This will help build awareness, good will and greater understanding of the value of your chapter and the professional education community represented by DKG members.



Being involved in your community pays off in all sorts of dividends:

- Increasing awareness of the DKG name;
- Helping attract potential new members and retain existing members; and
- Giving you and your members a sense of satisfaction for making a difference in your community.

Working with news media

Like all good business relationships, your relationship with the news media must be on a personal level between you and a reporter. This means that you should designate one individual to be the spokesperson for your chapter. All news media contact should be with that one person.

The time to have your first encounter with media personnel is before you need them.

Newspapers—Note the bylines on articles relating to education and anyone who may write a story on educational topics. If you are in doubt, call the city editor, news editor or webmaster and ask who is covering education.



Television—Note the names of reporters (as opposed to anchors) who typically cover education. If you are in doubt, call the station's assignments or news editor and ask who is the appropriate reporter.

Radio—Call the station's assignments or news editor if you have a story idea or want to meet with a reporter. Many radio stations have talk shows or public affairs programs and will gladly consider interviewing you if they think you have something interesting to say to their audience.

Community publications—These publications include special-interest magazines, newspapers and newsletters such as those produced by chambers of commerce, senior citizen groups, disability organizations; community publications with a limited geographical coverage and those that are directed at ethnic, religious and/or professional groups. Most likely, the person you want is the editor.

Writing a news release

A news release is a basic communications tool. It must be written in the journalism style reporters prefer, and it must be interesting to their readers or viewers.

Effective writing

Write your release in "inverted pyramid" form, putting the most important information at the top and the least important information at the bottom.

Write in journalistic style. Keep your words simple.

Purchase a copy of a media stylebook (for example, the *Associated Press Stylebook*) and use it. The media use different rules for some punctuation and capitalization than the public. They will expect you to follow their rules.



Anatomy of a news release

Include your organization's name, contact name, address and business and home telephone numbers. Today, it's expected you will also include your fax number and email address.

Mark “For Immediate Release” or put the date the news is to be released in the upper right or left corner.

Type a catchy headline that summarizes the news release in all capital and boldface letters.

If more than one page, type MORE at the bottom of each page and page numbers at the top of subsequent pages.

End your release with –30– or ###. (This denotes the end of the press release).

Double-space; type only on one side of page.

Do everything you can to make a news release easy to read and easy to understand.

Press kit

Every organization needs to have this basic tool available for the media. It doesn’t need to be elaborate or expensive. It should give a reporter all the facts about your chapter/state organization as well as information about the international membership and scope. Think of it as a sales packet for potential members, except that the recipients are the media.

Suggested Digital or Print Contents:

- DKG fact sheet (make sure to use current information)
- Biography/ies of key officers (president, treasurer, vice presidents)
- Copies of recent press releases
- Photo(s) of key officers (color preferred)
- Reprints of articles that may be helpful to the reporter
- Professional membership and marketing brochure (*A Journey for Life*) from Society Headquarters
- www.dkg.org

The press kit should not be sent each time a news release is sent. News releases should stand alone. A press kit is used when a reporter needs background information on The Delta Kappa Gamma Society International.

The press kit should be updated every six months.

Publication Tips

Mail news releases at least seven days before each publication’s or station’s deadline. Fax them three days before deadlines.

With the print media, contact the education reporter, the news editor, the business editor, or the feature editor. With the broadcast media, contact the assignments desk for news/features; for talk shows, contact the program producer.

Phone print reporters or editors between 10 a.m. and 4 p.m.

Do not phone broadcast stations within 30 minutes of a news program.

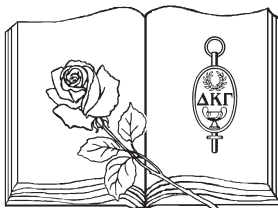
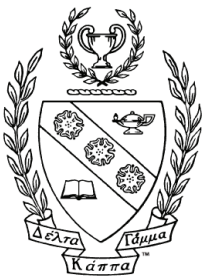
If you don't know the answer to a reporter's question, say so. If you promise to provide more information, do so promptly.

Never go "off the record" with a reporter. Expect that anything you say can be used.

Never make light of a serious issue.

Give short, succinct answers, especially to the broadcast media. This improves the chances of your comments being used and your audience understanding what you've said.

Society graphics



DKG logos and other images are copyrighted. The Official Logos are branded trademarks of *The Delta Kappa Gamma Society International* and cannot be altered. Altering an official trademark on state organization or chapter websites constitutes grounds for unlinking sites prior to expiration of a certified seal.

DKG logos

DKG has four versions of its logo with color and black and white variations. The logos are

Long logo



Short logo



Rose



DKG

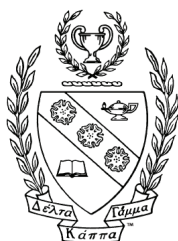


Other images available on the Society website are symbols, graphics, emblems and jewelry images, such as

Key pin



Coat of Arms



(See *Constitution* Article I, Section C. *Guidelines for Sale of Items and International Standing Rules* 1.01-1.05)

Guidelines for using DKG logos

DKG has a number of graphic items representative of the organization. *Guidelines for Using DKG Logos* will explain how logos may be used and how logos *may not* be used.

Logos may not be modified or altered or used in a misleading way, including suggesting sponsorship or endorsement by DKG, or in a way that confuses DKG with another organization.

Do not change the logo colors.

The correct red is 193, green is 349, using Pantone colors.

Red

Pantone-193

R-198, G-9, B-59

C-15.67, M-100, Y-77.03, K-4.8

Web safe-c5093b

Green

Pantone-349

R-2, G-105, B-55

C-90, M-33.27, Y-99.65, K-25.56

Web safe-016836

Black and white is also available.

Logos are not to be any larger than the measurements found in both pixels and inches below

Example

Web logo: 136x144 pixels

Print logo: 1.667x1.767 inches

Do not rotate logos.

Example



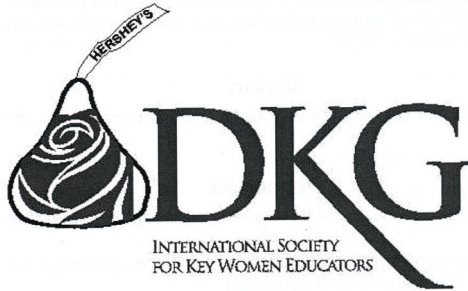
Do not augment the shape of the logo.

Example



Do not insert the rose into another shape or image

Example



Do not alter the text on the long or short logos.

Example



Do not duplicate logo to create a new logo.

Example

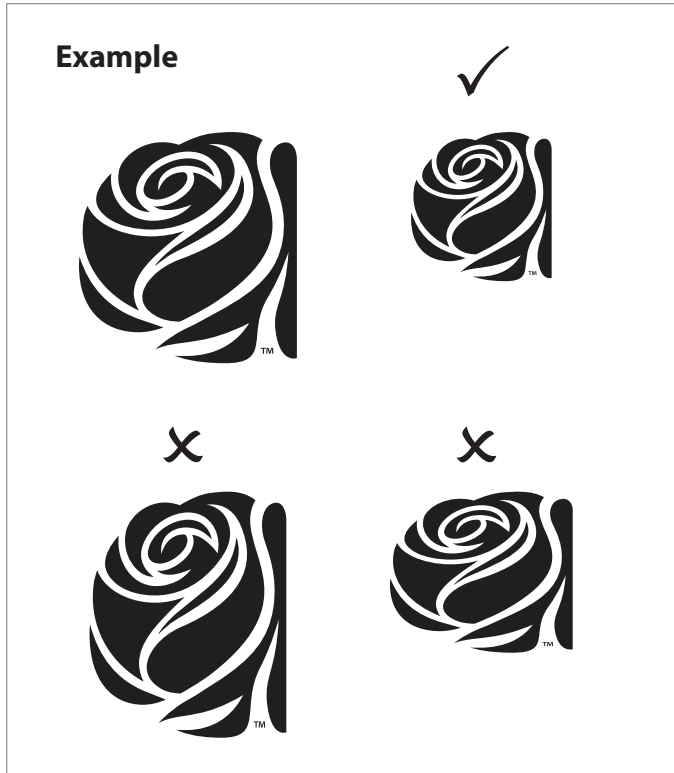


Do not animate a logo.

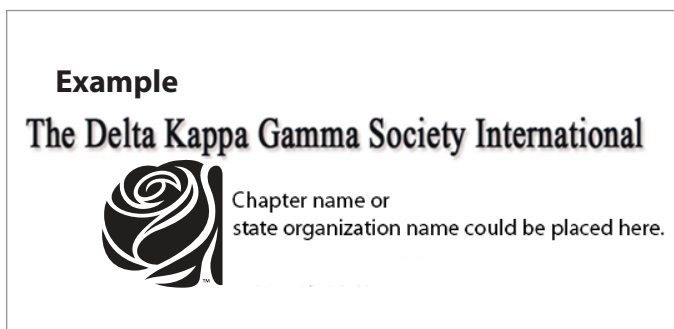
Do not use DKG logos as your personal profile picture. DKG logos are reserved for official accounts.

Remember to capitalize the letters “D” “K” and “G” whenever typing or printing.

Always resize the logo proportionally.



It is acceptable to utilize some of the logos to create your own look and feel for your site. Please find an example below:



Displayed above is a sample header for a chapter website utilizing the rose logo in combination with text and adequate spacing. Be as creative as possible without stepping outside the appropriate use guidelines.

The letter logo below allows for additional creativity as long as the letters (font), spacing and formatting are not altered in any way.

DKG™

Do use the logos on websites and in print.

Use combinations of logos to build what a chapter or state organization needs.

Here are some examples of things you can do:



If you have any questions about custom logos, please call (512-478-5748). The information services department will be glad to help.

Caution! Use of images from the DKG website!

Members sometimes want to use images from the DKG website (www.dkg.org) for their newsletters or websites. Be aware that the ONLY images available for use from the DKG website are those in the Logo Library.

Other images that appear on the DKG international website are copyrighted and used by permission or purchase. That permission or purchase does NOT extend to state organizations or chapters. If you want to use images other than those in the Logo Library and avoid copyright infringement, you must make your own arrangements with the copyright holder of the images.

Copyright and Libel Laws

It is the editor's responsibility to become familiar with the laws governing copyright issues. "I didn't know that was against the law" is never a defense. A good motto to follow is, "If in doubt, leave it out." An editor must be very careful to ensure that all information published in print and photo will not violate any libel laws. Always be careful to publish speakers' quotes correctly. Always check on the authenticity of facts before finalizing your copy.

Fair Use

Materials on websites are copyrighted. Material printed in any form is copyrighted. Most authors of original work require credit and permission to use their work. Under the fair use doctrine, it is permissible to use limited portions of a work, including quotes, for purposes such as commentary, criticism, news reporting, and scholarly reports. There are no legal rules permitting the use of a specific number of words, a certain number of musical notes, or percentage of a work. Whether a particular use qualifies as fair use depends on all the circumstances (from www.copyright.gov).

In general, fair use sets out four factors to be considered:

1. The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes;
2. The nature of the copyrighted work;
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
4. The effect of the use upon the potential market for, or value of, the copyrighted work.

(from <http://www.copyright.gov/fls/fl102.html>)

Creative commons provides a method for copyright holders to allow others to use their works under certain conditions without needing to ask permission. There is no cost. Choose a license type and follow the provided directions. The license requiring just attribution is the most flexible. See <http://creativecommons.org/>

Some other sources of creative common images can be found at the following links:

Compflight – search for images; make sure that you click the filter to search for Creative Commons works

Creative Commons CC Search – find content you can share, use and remix through the Creative Commons website.

EveryStockPhoto – is a search engine for creative commons photos.

Flickr Creative Commons – please note that only those pictures on Flickr under the Commons are copyright free.

Foter.com – hosts over 190 million free Creative Commons images from many online sources.

FreeDigitalPhotos.net - ALL the images on their website are available free of charge, for business, personal, charitable or educational use. These free images are small sized, but perfect for websites or draft printed work. If you need a larger sized version, they are all available to buy.

Image *After – a large online free photo collection. You can download and use any image or texture from this site and use it in your own work, either personal or commercial.

MorgueFile – contains free, high-resolution digital stock photographs and reference images for either corporate or public use. The purpose of this site is to provide free image reference material for illustrators, comic book artist, designers, teachers, and all creative pursuits.

Pixabay – is a repository for stunning public domain pictures. You can freely use any image from this website in digital and printed format, for personal and commercial use, without attribution requirement to the original author. There are currently 157,752 images available: 113,769 photos and 43,983 pieces of clipart.

Photos for Class – this site was created for students to use but might be useful. It not only returns Creative Commons photos but also generates automatic citations for those pictures.

Veezle – is a search engine that will find free stock photos.

Wikimedia Commons – a database of 20,145,366 freely usable media files.

There is a misperception that any image found on Google is copyright free, which is not true. To narrow your search to only images that are permissible to use in your newsletter or website use the search tools in Google.

Read the directions carefully for these sites and follow their directions on how you may use the items found on their site. Some of these sites have photos for sale at the top of the page to pay for the website. Avoid those unless you are willing to pay the license fee to use them.

About DKG

The chapter president and members should be knowledgeable about the Society and able to answer questions about the history of the organization as well as its goals for the future. Each chapter should have in its possession Volumes I, II and III of *Our Heritage*, a history of the Society. For current events, the international publication, *DKG NEWS*, as well as the state organization newsletter or website, are good sources of information. A thorough review of the *Constitution* and *International Standing Rules* will help in understanding the Society and its programs. Downloading the governing documents to your computer so you can do word searches will help you find information on dues, reimbursements, conventions, officers and numerous other items.

History

The Delta Kappa Gamma Society International was founded May 11, 1929, at the Faculty Women's Club at the University of Texas, Austin, Texas. Alpha Chapter of Alpha State Organization placed a plaque where the Women's Club once stood on campus. Dr. Annie Webb Blanton, member of the faculty of the University of Texas and a former state superintendent of public instruction in Texas, conceived the idea of an organization for women educators. Eleven women educators from Texas, representing various professional positions in education, were initiated by Dr. Blanton. Alpha Chapter was installed on June 3, 1929.

These 12 Founders were Dr. Annie Webb Blanton, Austin, Texas; Miss Mamie Sue Bastian, Houston, Texas; Miss Ruby Cole, San Antonio, Texas; Miss Mabel Grizzard, Waxahachie, Texas; Dr. Anna Hiss, Austin, Texas; Miss Ray King, Fort Worth, Texas; Miss Sue King, Fort Worth, Texas; Dr. Helen Koch, Austin, Texas; Mrs. Ruby Terrill Lomax, Austin, Texas; Dr. Cora M. Martin, Austin, Texas; Mrs. Lalla M. Odom, Austin, Texas; and Miss Lela Lee Williams, Dallas, Texas. (All are deceased.)

The Founders believed that there was need for an organization in which women educators—rural and urban teachers; preschool, elementary, high school, college, and university teachers; librarians; school administrators; supervisors—might be united for efforts toward better professional preparation, recognition of women's work in the teaching profession, and scholarships for those needing aid in improving their professional preparation.



Faculty Women's Club at the University of Texas in Austin

Name

The name is a combination of the initial letters of three Greek words: Διδασκαοι—Didaskotikai meaning teachers; Κλειδουχοι—Kleidouchai meaning key; and Γυναικεζ— Gynaikes meaning women. Today we use DKG. “Society” designates the international organization. Society Headquarters is located at 416 West 12th Street, Austin, Texas 78701. The mailing address is P.O. Box 1589, Austin, Texas 78767-1589.



Organizational structure

The Society is structured in three levels—local, state organization and international—all closely integrated. The local unit is called a chapter. The term “state organization” designates states, territories, provinces and comparable political divisions in countries where Delta Kappa Gamma is organized. The terms “international” and/or “Society” refer to the overall organization with the total membership. The business of the Society is conducted by the organizations on these three levels and through the relationships among them.

State organizations are grouped by regions as designated by the International Executive Board. The five regions include the following:

Europe—Estonia, Finland, Germany, Great Britain, Iceland, The Netherlands, Norway, Sweden

Northeast—Connecticut, Delaware, District of Columbia, Illinois, Indiana, Maine, Maryland, Massachusetts, Michigan, New Brunswick, New Hampshire, New Jersey, New York, Ohio, Ontario, Pennsylvania, Puerto Rico, Quebec, Rhode Island, Vermont, West Virginia

Northwest—Alaska, Alberta, British Columbia, Idaho, Iowa, Manitoba, Minnesota, Montana, Nebraska, North Dakota, Oregon, Saskatchewan, South Dakota, Washington, Wisconsin, Wyoming

Southeast—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia

Southwest—Arizona, Baja California, California, Colorado, Costa Rica, El Salvador, Guatemala, Hawaii, Jalisco, Japan, Kansas, Mexico D. F., Missouri, Nevada, New Mexico, Nuevo Leon, Oklahoma, Panama, Puebla, San Luis Potosi, Texas, Utah.

Meetings

International meetings are held each year. Members meet in convention in even-numbered years and a regional conference in odd-numbered years in each region. Most state organizations hold conventions annually and offer workshops for members and officers.

Governing documents

The basic governing document of The Delta Kappa Gamma Society International is the *Constitution*. The international organization is governed by the *Constitution* and by the *International Standing Rules*, which provide details for carrying out the mandates of the *Constitution*. State organizations and chapters are governed by the *Constitution* and the *International Standing Rules*. State organization bylaws and standing rules, which must be consistent with the *Constitution*, provide additional guidance within each state organization. Each chapter is governed by the *Constitution* and the *International Standing Rules*, state organization bylaws and standing rules, and chapter rules.

Boards

The Delta Kappa Gamma Society International members govern themselves through the international *Constitution* and *International Standing Rules*, state organization bylaws and standing rules and chapter rules. These documents are adopted by members in attendance at international conventions, state organization conventions and chapter meetings. Elected, employed and appointed officials meet as boards to act for and represent the membership and to see that the adopted rules are followed.

Publications

The international organization publishes the *DKG NEWS* six times a year. At the 2014 International Convention in Indianapolis, the Delta Kappa Gamma magazine was created. Later named the *Bulletin: Collegial Exchange*, the magazine is published twice a year and includes classroom practices and initiatives, articles on DKG chapter practices and initiatives and viewpoints on current issues. All members are encouraged to contribute articles. The *Bulletin: Journal* remains a research based publication and issues are published electronically three times per year. For more information about both formats of the *Bulletin*, see the Editorial Board page of the Society website.

In addition, the Society also publishes other documents that are vital to the organization, including the *Presidents' Page*, which is sent to chapter and state organization presidents six times a year.

The *Go-To Guide for Chapter Members* (Society Handbook) was published/updated in 2015.

State organizations may publish websites, papers, newsletters, bulletins, and studies for the purpose of informing their members about the activities of the state organization and membership.

Chapters may publish and circulate bulletins and studies of local interest. Chapter newsletters may improve chapter communications and attendance at meetings. Sending copies of chapter publications to state organization officers, to the state organization editor, webmaster and executive secretary, as well as to chapters in the same area and/or coordinating council, may improve communications within a state organization.

Digital communication

DKG maintains a presence on the World Wide Web with a website, a social network and other forms of digital communications. The Administrative Board annually reviews the *Policy for Digital Communications* and submits proposals for changes to the International Executive Board for approval. State organizations and chapters are encouraged to follow the *Policy for Digital Communications*.



Individual chapters may maintain their own websites. Space on a server is also available for rent from the international organization, as explained on the Society website. Forms for obtaining this space can be found on the website (www.dkg.org).

Official Society Social Media accounts

Facebook: www.facebook.com/dkgorg

Twitter: @DKG_SI

Instagram: @DKGSI

LinkedIn: www.linkedin.com/company/delta-kappa-gamma-society-international

Pinterest: www.pinterest.com/DKGSI/

YouTube: www.youtube.com/user/DKGAustin



Calendar

A Digital Calendar for Chapter Leaders can be found on the Society website under Resources.