

# The Arizona Sahuaro

Prepared for Exchange Meeting June 2011

Berneil Drake, Editor

## Publication Deadlines

Fall Issue August 15, 2011  
Winter Issue January 15, 2012  
Spring Issue May 15, 2012

## Writing News Copy

- \* Short (150 word max)
- \* Simply stated
- \* Accurate
- \* Objective
- \* Easily understood
- \* No personal opinion

## News Writing

- \* Who, what, where, when, why, how in opening paragraph
- \* Sentences no more than 10-15 words
- \* Paragraphs no longer than 5-7 sentences
- \* Strong active verbs and noun and use adjectives infrequently
- \* Do not use personal opinion within the news article

## Style

- \* Use "charter members" when referring to original members of a chapter
- \* Use "state founders" when referring to state organizations
- \* Use of the letter DKG is permissible

**Do NOT use "our sorority or club" when referring to the Society**

## Capitalization

- \* Capitalize "Society" when referring to the organization
- \* Capitalize "Founders" when referring to the 12 members who organized the Society
- \* Capitalize specific events, regions, or groups, i.e. Southwest Region Nominations Committee Utah State Organization

## Red Roses

- \* Honors
- \* Accomplishments
- \* Promotions
- \* Brag a bit

## White Roses

- \* Death of member
- \* Chapter
- \* Date
- \* City of residence

## Committee Chairman

- \* Tell the members what your committee is doing
- \* An article every issue is OK but not necessary
- \* What is the relationship between the state and chapter committee?

## Photos

- \* Identify those in pictures
- \* Watch the background
- \* News story to accompany the picture
- \* Hard copy is best

## Electronic Communication

- \* *The Sahuaro* is sent electronically to International officers, international committee chair, SW Regional VIPs, headquarters personnel
- \* Should we send it electronically to state members? This is possible.
- \* We need more e-mail addresses to do this.

## **"Guidelines for State Organizations and Chapter Communications Committee Chairs"**

Available [www.dkg.org](http://www.dkg.org) for \$2.00

## Send copy to:

Editor Berneil Drake  
3426 E. Elm Street  
Phoenix, AZ 85018  
[berneild@aol.com](mailto:berneild@aol.com)  
602-955-7935

## Communications Team

- \* Berneil Drake (Alpha Delta), Editor
- \* Gloria Day (Alpha), Communications Committee Chairman
- \* Merry Lewis (Mu), Photographer
- \* Beth Swanson (Rho), Proofreader

**Thank you for your contributions!!!**