

# THE COMMUNIQUE

DELTA KAPPA GAMMA SOCIETY INTERNATIONAL

## Chapter Newsletter Editors

*Author Jarod Kintz once said, "There are two typos of people in the world: Those who can edit and those who can't."*

An editor's work is the result of taking collections of articles, pictures, logos and developing a professional document that carries not just information, but a message. As editors, you play an integral role in developing your chapter's message, informing member of past, current and future events while providing a medium to truly exhibit the HEART of DKG and its mission towards educators. Thank you for taking on this important role!

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### **Using the Correct Heading on Your Newsletter?**

Please double check the heading of your newsletter. The heading must include:

- Name of the Society
- Name of the state
- Newsletter title
- Chapter name
- Chapter number
- Area number
- Geographic location
- Volume and Issue number
- Date of newsletter
- Newsletter editors name and email
- Society/State Branding

#### Newsletters: Hardcopy

Two hundred and sixty five chapters x five newsletters x at least two pages per newsletter = lots of paper, lots of ink, and a new printer. That is the reason you send hard copies of your chapter newsletters to TSO President Marilyn Gregory, The Lone Star News Editor Carol McMillan, the Chairman of the Communications and Publicity Committee Kim Birkelbach, your Area Coordinator and your Area Communications and Publicity Committee member.

### Copyright Laws

Copyright is a law that gives the writer sole rights to the publication, production, and sale of their written work. This law prevents people from copying and using the authors original work in another publication.

\*If you are not sure whether or not something is copyrighted or not, it is best not to publish, produce, or sell it.

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### The Use of Images

Images and photos may be used in your newsletters. However, there are rules and regulations that must be followed for them to be used correctly and legally. The TSO and International websites are great resources to refer to for the appropriate uses of images and photos.

\*Communications and Publicity link to the international website-What Every Discerning DKG Editor and Webmaster Needs to Know (8 pages of copyright and image guidelines)

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Be sure to check out the Texas State Organization web site: [dkgtexas.org](http://dkgtexas.org), for new documents posted to the Communications and Publicity page. If you don't find what you need, please let me know.

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## Publicity: Creating Awareness

There are educators who don't know what DKG is and what it represents. Introducing DKG to students, teachers and communities is a great way to showcase who we are and exhibit our commitment to supporting women educators and the challenges they face in the schools they serve. The following is an example of creating this awareness: Teachers and assistant principal from Lieder Elementary in Cypress Fairbanks ISD were invited to a Lambda Gamma chapter meeting. The Lambda Gamma chapter will be partnering with Lieder Elementary and the Lieder community during the 2015-16 school year by participating in several school events. The first event was held in November. Members donated their time and books to Lieders first annual "Bingo for Books and Literacy Night". Over 100 students and their parents attended.



First Picture: Lieder Elementary with Lambda Gamma members at "Bingo for Books Night".

Second Picture: Lambda Gamma Chapter meeting.

Other chapters playing bingo in our state:

Alpha Eta ,Theta Nu and Zeta Gamma: Joint chapter meeting and fundraiser  
\*Donation of at least two new or slightly used adult or children's books used as prizes. The proceeds of this program were divided among the chapters for International projects.

Kim Birkelbach: Chairman

2015-2017 Communications and Publicity

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