

Communications and Publicity Info Blast Presentation 2018

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How important are newsletters?

- “The words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”- Sydney J. Harris
- Chapter newsletters are the tie that binds our chapter members in terms of communicating the news and deeds of the chapter. THANK YOU for creating an outstanding and useful newsletter!

Changes in 2018

- The Seal of Merit is gone for now; the 5 Star Newsletter stays in effect.
- Newsletter rubrics for Seal of Merit and 5 Star Newsletter have merged, but required elements remain the same.



Communications and Publicity Committee

The Communications Committee facilitates communication among all levels of the Society. They prepare and present workshops and appropriate handouts given at The Alpha State Convention and at the Fall Area Workshops. Annually at the State Convention, the Communications Committee recognizes chapter newsletters which have achieved Honor Status. They also present Members in Print Awards and Newspaper Recognition Awards.

[Chapter Newsletter Rubric](#)

[Five Star Newsletter](#)

[Chapter Newsletter Template](#)

[Chapter Brochure Template](#)

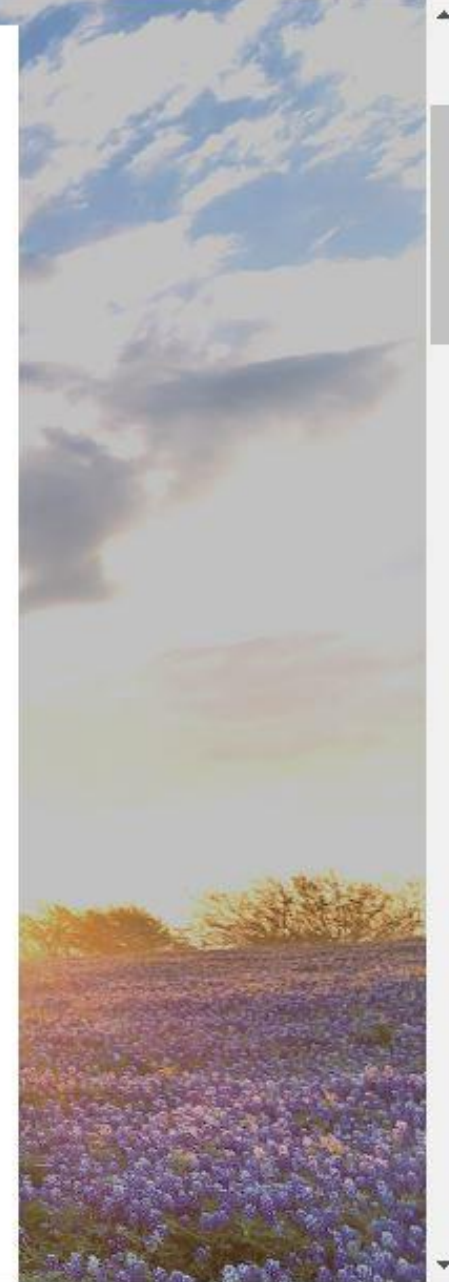
[Five Star Newsletter Award](#)

[Seal of Merit Award](#)

[Member in Print Awards and Media Awards](#)

[Member in Print Award Form \(2018\)](#)

[Media Recognition Form \(2018\)](#)



These elements are required, regardless of trying for 5 Star status!
Make sure you check each issue before sending

- **Newsletter Title**
- **Society Branding ***
- **State Branding ***
- **Chapter Name**
- **Chapter Number**
- **Area ***
- **Geographic Location**
- **Date**
- **Volume and Issue ***
- **Mission Statement**
- **Editors' Name/Email ***
- **2 or more pages in length**





Branding Defined



- Technically, our state organization is TSO, or Texas State Organization
- However, if you are branding your newsletter in reference to the International status, we are Alpha State.
- Branding can be one or both:

AND/OR

Chapter Name
Texas State Organization

Chapter Name
Alpha State, Texas

Branding may include logos, such as the two above, but are not required.

Required elements

- All the required elements DO NOT have to be in the newsletter header!

HOWEVER.... These elements are very helpful for organizational purposes to include in the top header:

-Chapter name

-Area

-Geographic location

-Volume and issue (make sure this is correct!)

-Date

5 Star Rubric

- To be considered a 5 Star Newsletter, the required elements must be included in addition to the following:
 - Must be at least 2 pages in length
 - At least 5 newsletters must be postmarked by May 1
 - Essential details about the next meeting

Important Information

- Make sure you are sending **HARD COPIES** to the following people:

Dr. Jo Murphy, TSO President

Carol McMillan, *Lone Star News* Editor

Mandy Story, TSO Communications and Publicity Chairman

- **ELECTRONIC COPIES OR HARD COPIES** need to be sent to your AC and the TSO Communications and Publicity area representative for your area.

Common Errors and how to correct them

- Wrong logo- make sure you use this logo for this biennium's newsletters.



- The Heart of the Society is Its Members was the previous biennium and not in use.

Common Errors and how to fix them

- Correct volume and issue number
- If using a template or previous issue to start a new newsletter, make sure you have changed the volume and issue to the correct one. This will alleviate many headaches for archiving later on.
- The preferred method of citing volume and issue is Vol. _ Issue _ and starting the numbering over for the next year. Ex. Vol. Issue 1, ..., then Vol. Issue 1 for the next year.

Common mistakes and how to fix them

- Area number- preferred to use regular numbers but Roman numerals are fine as well.
- Editor email- **VERY IMPORTANT** to include this. Many chapters are not doing so, which prevents us from contacting you to let you know of any issues or problems.
- Send in newsletters in a timely manner. It is better to send issues in throughout the year instead of mailing all issues in one bulk at the end.

Help or Questions?

- Make sure you are receiving *The Communique* from your area rep. I publish and send those out every other month. Didn't receive any this year? Check the Publications section of the TSO website.
- Email me at mandydkg@gmail.com if you have questions or concerns. Your area rep is also willing and able to help you, and you might get a quick response time.
- Check our committee section on the TSO website for templates, rubrics, and ideas.

Over 1000 newsletters were submitted this year!

Thank you for your hard work in creating wonderful newsletters to read!



This presentation will be available to download after convention on the TSO website.