

Create the BUZZ!

Your chapter can use these ideas to create the BUZZ to enhance the visibility of DKG in your community:

1. Publish at least 5 newsletters with 2 or more pages of pertinent chapter news.
2. Submit 3 or more press releases to local media to publicize chapter and member achievements.
3. Place Society publications, such as *The Bulletin*, in public places.
4. Prepare an elevator speech (a short statement that describes the Society) for use when others inquire about our organization.
5. Create a chapter brochure or poster to display in public places, such as the teacher's lounge.
6. Assign a chapter "webwatcher" to report on information in the TSO and International websites, as well as other useful sites.
7. Write for publication in the *Lone Star News* or *The Bulletin*.
8. Nominate a chapter member for the Member in Print award or a local newspaper for the Key award. Interactive applications are on the TSO website under Communications.
9. Use the monthly Buzz Tips of the Month from the International Communications Committee.
10. Use current State and International themes and logos in chapter publications.

