

# THE COMMUNIQUE



## The TSO Communications and Publicity Committee Newsletter

### Branding basics

One of the most common sources of confusion this year has been the issue of Society Branding. In the newsletter rubric being used by our committee to evaluate newsletters, it states:

#### Required Heading Elements:

- 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

So what exactly is society and state branding and what needs to be included in your required information?

In discussing the issue with International, it is true that we are Alpha State, and that is OK to use but Texas State Organization is the preferred and official name. Every country in DKG has an Alpha State, but we are the only Texas State Organization!

Looking over the newsletters, I would estimate that about 30-40% refer to Alpha State in your headings and the rest include either/and TSO.

So, the bottom line is this— your chapter will not be counted off for referring to our state organization as Alpha State, but if you want to be a “purist”, use Texas State Organization or TSO since that’s our unique “brand”.

Also, please know that the required heading elements do not have to all be at the top of the newsletter! You can incorporate your required information throughout the newsletters if you so choose., but just don’t forget to add all required information somewhere!

We still have a few chapters that are not including an email for their newsletter editor. Please make sure that is in the newsletter as we are creating a database of editor emails so that we can communicate to you directly and won’t have to go through several channels.

On behalf of the TSO Communications and Publicity Committee, we hope you have a wonderful and blessed Christmas season and an incredible start to 2018!



### TSO Communications and Publicity Committee Members

Please send a copy of your newsletter to **your area’s representative** on the TSO Communications and Publicity Committee. This can be done via email.

Area 10– Linda Tindall  
linda.tindall@att.net

Area 11– Janice Harsch  
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Area 1– Kristen Cotton,  
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Area 12– RoseMary Cardenas  
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Area 13– Patricia Garner  
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Area 3– Kim Birkebach  
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Area 14– Bobbie Duncan  
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Area 15– Marilyn Anderson  
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Area 5– Laura Sheneman  
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Area 16– Mandy Story  
mandydkg@gmail.com

Area 6– Candy Carroll  
candycarroll@yahoo.com

Area 17– Jan Riley  
janriley@aol.com

Area 7– Chris Morrison  
srachris48@aol.com

Area 18– Brenda Pearson  
brenda122446@gmail.com

Area 8– spot open\*

Area 9– Hilda Guerra  
hvguerra@yahoo.com





## MEDIA AWARDS APPLICATION AVAILABLE

One of the most valuable friendships our chapters can make is with the local media. The media is a crucial tool in getting the word out in our communities as to the mission, purpose, vision, and contributions DKG makes daily.

Although the use of print newspapers is down in recent years, most media organizations have

a social media presence and digital issues of their publications. Journalists, like most of us, typically hear more complaints than appreciation, so a great way to correct that AND get positive publicity for your chapter is to apply on behalf of your local media for the TSO Media Awards.

These awards are presented at

the annual state convention and provide an opportunity to recognize those media outlets who excel in coverage of educational issues and/or graciously include our chapter activities.

To apply, complete the Media Awards application at the link below by April 1.

[TSO Media Award Application](#)

Everyone likes to be appreciated, and this a great way to acknowledge your community's exceptional journalists who have a heart for educational issues and educating the public.

## TSO STRATEGIC PLAN OF ACTION AND YOU

One of the goals included in the new TSO Strategic Plan of Action deals directly with communication and publicity at the state and chapter levels.

### GOAL 3: Communications and Publicity

#### 3.A Printed Media

**3.A.1 International Media** such as: Our Heritage, Volumes 1, 2, &3, DKG News, The Bulletin, brochures, The Collegial Magazine, U.S. Forum newsletter, DKG at the UN newsletter

**3.A.2 TSO Media** such as: *Lone Star News*; TSO Brochure; Biographies of Past State, Presidents, Volumes I & II

**3.A.2.a** Encourage members in print awards for both member and newspapers .

**3.A.3 Chapter Media** such as: Chapter newsletters, chapter brochures

#### 3.B Social Media

**3.B.1** Utilize social media to promote the Society and inform

members

**3. B.1.a** Use social media outlets such as: Facebook, Twitter.

**3 B.1.b** Encourage chapters to facilitate and educated members on the use of social media, ex. DKG membership profile

#### 3.C Technology

**3.C.1** Utilize technology to promote the Society and inform members

**3.C.1.a** dkg.org., dkgtexas.org, and chapter websites

**3.C.1.b** International Membership portal

**3.C.1.c.** DKG app

**3.C.1.d.** U.S. Forum website

**3.C.1.e.** Media Presentations

#### 3.D Educational Impact

**3.D.1** TSO will make an educational impact throughout the state

**3.D.1.a** Establish contact with public officials and encourage local and state TSO entities to invite public officials to meetings

**3.D.1.b** Publish information in the Lone Star News concerning legislative and/ or educational issues.

**3.D.1.c** Create networks/alliances with groups of similar purpose. For example: Texas Retired Teachers Association, Girl Scouts, Chambers of Commerce, AAUW

**3.D.1.e** Publicize CPE opportunities for early career educators at area workshops, state conventions, chapter meetings, and special events

**3.D.1.f** Actively promote chapter programs and projects supporting early career educators in their communities.

*(taken from the DKG TSO website)*

## **RUBRIC FOR CHAPTER NEWSLETTERS**

For all newsletters:

### **Send hard copies to**

- Dr. Jo Murphy, TSO President
- Carol McMillan, Lone Star News Editor
- Mandy Story, Communications and Publicity chair

### **Electronic or hard copies must be sent to the following:**

- Area Coordinator (your area)
- Communication and Publicity Committee Member (your area)

### *Required Heading Elements:*

- Newsletter Title
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- State Branding
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- Chapter Number
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- Date
- Volume and Issue
- Mission Statement
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### For 5 Star Newsletter recognition:

- Required Heading Elements listed above PLUS:
- Must submit at least 5 newsletters by May 1
- Essential details about the next chapter meeting
- Consistently publishing 2 or more pages
- Format the newsletter in a professional manner
- Promote the following programs and initiatives:
  - o State theme, projects, conventions
  - o International theme, projects, conventions
  - ◇ Chapter and area activities
  - ◇ Use of photos

***Chapter information such as the following may be included, but are not required. Use what you need to fit your chapters' needs:***

Next Meeting Date, Meeting Details, Program Details

President's Message

Project Calendar

Secretary's Minutes/Summary of last meeting

Reminders

Various Committee Reports

Pictures (with captions)

Treasurer's Report (if not in the secretary's minutes)

Chapter Officers

Advice from AC

Birthdays, Sickness/Happiness

(Continued on next page)

### ***State/International Information***

*Use what you want from this category. What are your members interested in reading? What do you think they need to know?*

Vision Statement: Leading women educators, impacting education worldwide

International Theme: Leading women educators, impacting education worldwide

News from the International President: Carolyn Pittman, AR, President

State Theme: Bridging Yesterday and Tomorrow

News from the TSO President: Dr. Jo Murphy

Publication News and sources: *Lone Star News*, Strengthening the Buzz, The Communiqué, *DKG News DKG Bulletin*

International Projects: continuation of Schools for Africa and SEE

State Projects: changes each year

ASTEFL News

Web-Watcher

Techno-Tips

Misc. Information- Recipes Poetry Book Reviews Quotations/Inspirational Thoughts Clip Art DKG Graphics: (TSO website, Resources, Society Graphics)

### ***Style and Formatting Information***

- If at all possible, keep the same format for each newsletter.
- Use font that is easy to read
- Newsletters should be a quick read
- Consult the DKG Style Sheet located on the state website

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## PACE AWARD AND SEAL OF MERIT SUSPENDED FOR 2017-2018

The Executive Committee of the Texas State Organization (TSO) of the Delta Kappa Gamma Society International has chosen to suspend the President's Award for Chapter Excellence (PACE) application and award for the 2017-2018 year. An electronic survey will be distributed to chapter presidents no later than January, 15, 2018. The results of the survey will be announced at the Waco Convention. Contributions to TSO and ASTEF funds will continue to be recognized at Convention.

In addition, the Seal of Merit for outstanding newsletters has been suspended. The 5 Star recognition will still be honored, but it was felt by the TSO Executive Board that it was too much additional work for chapter editors to gather and present additional information.

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## PROMOTE! PROMOTE! PROMOTE!

In case you haven't heard, Texas has a couple of big events coming up in 2018! Both the TSO Convention in Waco and the DKG International Convention in Austin need our members' full support, but they have to be in the informational loop, so it falls to us to help promote both events within our chapters.

The simplest way to publicize both conventions is by highlighting a reminder in your newsletters and mentioning it at meetings. If your chapter has a website, it would be helpful to add information and updates on the conventions on that page as well.

In addition, both conventions will publish short newsettes periodically to get convention information out to members. The International convention steering committee has already sent out a newsletter to members in addition to a newsletter just for TSO members. You can access the [Information for TSO members](#) and [information for all members](#). Simply forward the newsettes to your chapter members or pull pieces from them for your chapter newsletters to get the word out. The TSO steering committee will be forwarding important information soon, and those can be accessed on the convention web page that will soon be updated. The more interest we generate for both conventions, the more successful and enriching the experience.