

# THE COMMUNIQUE

THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL

## *Don't Be Content With Content!*

Over the past year and half as communications and publicity chair, I've had the privilege of reading over a thousand newsletters by many of our Texas State Chapters. While the format of the headers and required chapter information is dictated by our newsletter rubric, the "content" that follows is far from spelled out in detail. In fact, the newsletter is a "free form" document that allows each chapter's editor to put their own spin and creativity into the published finished product. Don't be shy! Take each publication as a blank canvas that over a few pages can be painted into the work of art that each chapter truly is. Change the format. Add calendars. If you've always started each publication with the "president's note" move it to the back. Don't rely on past publications to be the cookie cutter format for all future editions. Many sources indicate that publications that change formats routinely are 3 times as likely to be read in its entirety. Bottom line, don't be content with the content of your newsletters. As we start a new year, make it a resolution to make those newsletters POP like firecrackers!

### Articles in Newsletter for the Seal of Merit

Please refer to Newsletter Rubric on the website for details

1. Must have received the 5-star newsletter **BOTH** times during the biennium.
2. Chapter members **must** be **original** author of the article in newsletter.
3. Outside resources **must** be cited (give the author credit)
4. Articles must consist of 200- 250 words or more.
5. Must have 6 articles in newsletters from the biennium. (see article topics in rubric found on the website).
6. Do NOT copy and paste outside articles into your newsletters. You may refer to outside resources but you MUST cite and give the author credit. In some cases, you must ask for the authors permission.

\*When in doubt please ask myself or your Area Communication and Publicity committee member.

Kim Birkelbach – Communication and Publicity Chair

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Continue to send hard copies to the following people:

**Marilyn Gregory (TSO President)**

**Carol McMillian (Lone Star News Editor)**

**Kim Birkelbach (Communication and Publicity Chair)**

**Area Coordinator**

**Communication and Publicity Committee Member for your area**

**Talented Members? Members in Print Award  
and Media Award**

If you have a member that has published a writing then nominate them for the **Member in Print Award!**

If your chapter has been recognized, written about, or published an article for a newspaper ....nominate the newspaper for printing the writing for the **Media Award!**

All nominations should be sent to Kim Birkelbach by **April 1, 2017!**  
Check out the TSO website for applications.



Spotlight A TSO Chapter **Epsilon Upsilon Chapter**  
**Area 5**

The Epsilon Upsilon Chapter is connecting with the world: E-pals DKG Texas.... This chapter is encouraging its members to get connected with a DKG sister in another country. It's really simple to do by clicking the E-pals link on the Global Awareness Committee page at [dkgtexas.org](http://dkgtexas.org). It's a great way to make a new friend and communicate with each other about your chapter's interest, programs and community involvement. The Epsilon Upsilon Chapter expresses that DKG E-pals is an enjoyable modern pen pal experience.

**“The Heart of the Society is its Members.”**  
**Marilyn Gregory**

Kim Birkelbach

Communication and Publicity Committee Chair

[kjbirkelbach@sbcglobal.net](mailto:kjbirkelbach@sbcglobal.net)



Be sure to check out the Texas State Organization web site: [dkgtxas.org](http://dkgtxas.org)