

THE COMMUNIQUE



**The TSO Communications and Publicity
Committee Newsletter**

5 STARS TO YOU!

Dear Editors,

Wow! It's already February, and the number of 5 Star Newsletters is climbing daily! I have enjoyed reading every one that has been sent to me, which is now reaching a few hundred! We'll be sending certificates out to chapters at the end of the month to denote 5 Star status.

I'm VERY excited to see some chapters starting a newsletter for the first time. Is your chapter struggling to create an effective newsletter or wanting to try something different? A newsletter template is available on our committee page on the TSO website. In addition, the following websites are designed to help set up a newsletter without any special programs:

www.smore.com

www.lucidpress.com

www.canva.com/create/newsletters/

spark.adobe.com/make/newsletter-maker/

Have you made plans to attend the TSO convention? Check regularly on the 2018 Convention website for updates and exciting changes from previous years. They also have posted the official logo for the convention for your use in chapter newsletters. It is our job to get the word out about the exciting times at convention!

ANNIE 2018 REMINDER

Have you chosen a program for the Waco Annie Extravaganza? This year the Annie programs will be presented in a slideshow format. Each chapter is asked to select a program to showcase at the Waco Convention. The slideshow will be shown prior to meetings and events during the convention. To give each participant assistance if needed, we are requesting that Annie programs be submitted as soon as possible. Instructions can be found on the TSO website, on the Programs and Services Projects webpage, and under Deadlines and Forms, April 1. We hope that each chapter will be represented in this fun and enlightening showcase of programs.



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 1- Kristen Cotton,
kriskross_kc@hotmail.com

Area 2 -Cora Tullar
ctullar@gmail.com

Area 3- Kim Birkebach
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Area 4- Sharon Newsom
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Area 5- Laura Sheneman
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Area 6- Candy Carroll
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Area 7- Chris Morrison
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Area 8- Ann Mahan
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Area 9- Hilda Guerra
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Area 10- Linda Tindall
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Area 11- Janice Harsch
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Area 12- RoseMary Cardenas
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Area 13- Patricia Garner
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Area 14- Bobbie Duncan
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Area 15- Marilyn Anderson
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Area 16- Mandy Story
mandydkg@gmail.com

Area 17- Jan Riley
janriley@aol.com

Area 18- Brenda Pearson
brenda122446@gmail.com



We're on Facebook!

Look for the new official TSO Facebook page! This will be operated by the chairman of the Communications and Publicity committee from now on to maintain consistency. Check often for updates and deadline reminders. Search DKG Texas State Organization



MEMBER IN PRINT APPLICATION AVAILABLE

Do you have a member that published an article or book since last April? If so, we want to celebrate that wonderful accomplishment through the Member in Print Award.

The deadline for this award is April 1, 2018. We will have a special recognition for those members during the Opening Session of the TSO Convention.

To access the editable application, visit the TSO website at www.dkgtxas.org and select the Committees section. Choose Communication and Publicity. The form can be downloaded and completed electronically.

Also, don't forget to nominate a local media outlet or person who has done an outstanding job promoting DKG and/or education in the community. That application is also on the Communications and Publicity page of the TSO website.



Image from www.pixabay.com

COPYRIGHT AND YOU: WHAT EDITORS NEED TO KNOW

I'm a high school and elementary librarian, and February is spent teaching the younger ones how to begin the research process and guiding the older students through their final papers of their high school career. An issue that constantly pops up is the issue of copyright and plagiarism. Here are some very important facts concerning these issues and how they affect our newsletters. The full tip sheet is available at <https://www.dkgtxas.org/uploads/4/2/8/3/42835841/communications.copyright.information.pdf>

Copyright protects "original works of authorship" that are fixed in a tangible form of expression. The fixation need not be directly perceptible so long as it may be communicated with the aid of a machine or device. Things such as literary works, plays, musical works, films, sound recordings, architectural works, and dramatic or choreographed work are protected by copyright.

Items **not** protected by copyright include titles, slogans, familiar symbols or designs; mere listings of ingredients or contents ideas that is common property and do not have a known original author.

Even though DKG is a non-profit organization and newsletters are not sold, we cannot assume that we have the right to publish someone else's materials without permission or acknowledgement. When in doubt, leave it out or summarize with your own words.

Copyright also extends to clip art. Your best option is to create your own clip art (www.canva.com is a good place to create your own clip art), or select images from sites that offer image use free of charge. Be very careful to follow the instructions on these sites, as each is different and may have images for sale as well. Regardless, be sure and cite your source to give credit where credit is due.

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
- 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

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

ASTEFL INFORMATION FOR NEWSLETTERS

February is ASTEFL's annual giving month, and they have several exciting events in store to raise more funds for programs, scholarships, and leadership development. Please consider including ASTEFL information in your chapter newsletters if you are not doing so already.

Donations are appreciated all year long, but a special emphasis is placed on giving during February. Visit the ASTEFL website at www.astef.org to donate online, search for scholarship and program grant applications, and find out how the non-profit arm of TSO is helping make a difference in lives around the state. The group asks that a special emphasis or program be presented regarding ASTEFL at February chapter meetings. There are several ideas for a Foundation Focus located on their website.

In addition, ASTEFL will sponsor its first online auction beginning February 14 and lasting through the end of the month. To find out what awesome prizes you can bid on, check their website often in the days leading up to the auction!

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 s 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 are 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.