

THE COMMUNIQUE



The TSO Communications and Publicity Committee Newsletter

Happy New Year!

Dear Editors,

Deadlines! Deadlines! Deadlines! It seems at this time of year, life is full of deadlines! April 1 is the deadline for Members In Print and Media Awards recognition. We have had a great response and will look forward to recognizing these member authors and media outlets at the TSO Convention in June.

May 1 is another big deadline for our committee, which is the last day to qualify for the 5 Star Newsletters. Because we have so many newsletters coming in daily, it is much easier on us to wait until May 1 to send out notification that your chapter has submitted at least 5 newsletters. If you have any questions or concerns, don't hesitate to email me or your area representative.

Mailing Addresses for Newsletters

Please send **HARD COPIES** to the following:

Dr. Jo Murphy, TSO President
2334 Summit Forest, Fredericksburg, TX 78624

Carol McMillan, Lone Star News Editor
P.O. Box 443
San Augustine, TX 75972

Mandy Story, Communications and Publicity Chair
908 E. Ikard
Henrietta, TX 76365

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 9– Hilda Guerra
hvguerra@yahoo.com

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

Area 1– Patience McGuffey
guffx3@peoplescom.net

Area 11– Janice Harsch
janice.harsch@gmail.com

Area 2 -Cora Tullar
cltullar@gmail.com

Area 12– RoseMary Cardenas
tiarmc@suddenlink.net

Area 3- Kim Birkebach
kjbirkelbach@gmail.com

Area 13– Patricia Garner
pandggarner@gmail.com

Area 4– Sharon Newsom
sanewsom920@sbcglobal.net

Area 14– Bobbie Duncan
shadow1601@att.net

Area 5- Laura Sheneman
LauraSheneman@gmail.com

Area 15– Marilyn Anderson
bzedtchr@gmail.com

Area 6- Candy Carroll
candycarroll@yahoo.com

Area 16– Mandy Story
mandydkg@gmail.com

Area 7- Chris Morrison
srachris48@aol.com

Area 17– Jan Riley
janriley@aol.com

Area 8– Ann Mahan
amahan@hotmail.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

TSO INFORMATION



The 2019 convention website is up and full of information that needs to be shared with your chapter members. Attached on the

The logos are available on the convention website for use in your newsletters. There are also convention newsletters that share helpful information about convention and Arlington in general for those attending convention.



The TSO Unifying Project will benefit CASA of Tarrant County. The last page of this newsletter has a list of items that are needed to give to the children who are supported by this wonderful organization. It would be wonderful if this was publicized in the months leading up to convention.

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

RUBRIC FOR CHAPTER NEWSLETTERS (cont.)

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

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: Cathy Daugherty 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 Communique*, *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

INTERNATIONAL INFORMATION

Taken from www.dkg.org

The DKG News is now an online publication exclusively. To view, go to www.dkg.org and select Publications. You will need to log in, so be sure to keep your user name and password handy!

International Communications and Publicity Committee introduces new DKG 365 App

Members may have used the DKG App for conventions in the past. The International Society is now happy to announce that you can access DKG International any time using your smart phone with the DKG 365 App. Find out about coming events, learn the latest news, check deadlines, access DKG sponsored tours, and much more. You can even access the 2018 Constitution and International Standing Rules right from your phone. The app is relevant and up to date year-round and only available to members. The app has two parts. The newest part brings the key elements of the website right to your phone. This part will give members basic information, news, updates, etc. that they would normally go to the website to find, but in a format more accessible than the website on their portable devices. The convention portion of the app will still be available to serve as a reference tool to plan conference or convention experiences. It will include hotel maps, daily schedules, keynote speakers, discussion boards, and special events. Members using the app will be able to feel more connected and informed about events, whether they are in

attendance or not. If a member needs to find out about a grant application, wants to submit an entry to the Arts and Humanities Gallery, or contact DKG, the information is as near as your phone. When you meet a prospective member, take out your phone and show the Society's Mission and Purposes. Even better, share pictures of members on the photo page. In fact, all members can post photos of chapter, state, and international events right to the app. Many people use a smartphone or mobile device for almost everything from paying for merchandise to planning a vacation. Join the new generation of connected DKG members and download and use the DKG 365 App.

(article taken from Get Connected March / April issue)

CHOOSE A CONFERENCE, ANY CONFERENCE!

Based on feedback from members attending the 2018 International Convention, the traditional regional conferences held in odd-numbered years will not focus on members' residency. Rather, each conference will revolve around a theme, so members can attend any or all conferences if they choose. The themes were also picked based on attendees' feedback from convention, and reflect topics that are more professional-based and timely in nature. In fact, members voted to remove the word "regional" from these conferences completely to encourage more global thinking.

Arts and Humanities– Asheville, NC, June 27-29
Leadership– Des Moines, IA, July 10-12
Technology– Costa Mesa, CA, July 17-20
Professional Research and Practices– Reykjavik, Iceland, July 25-27

Members are encouraged to attend the conference that best fits their personal and professional needs. For more information and tentative schedules, go to www.dkg.org, Publications– DKG News

The themes selected for the conference are as follows:

Coming Soon...





The Delta Kappa Gamma Society International Texas State Organization

The Texas State Organization and Arlington Steering Committee are happy to join with CASA of Tarrant County as the 2019 Unifying Project. The Area 10 Chapters are not just in Tarrant County. The goal is to reach children in need of CASA services, in all Area 10 Chapter counties. This would include the counties of Eastland, Erath, Hamilton, Hood, Johnson, Palo Pinto, Parker, and Tarrant.

Thank you for your support.

2019 Unifying Project

Child Advocate Needs for DKG – TSO June Convention

Gift cards to:

- ❖ Target
- ❖ Amazon
- ❖ Walmart
- ❖ Visa/Mastercard
- ❖ Amazon

Younger Children:

- ❖ Children's' Books
- ❖ Coloring Books and Crayons
 - ❖ Stuffed Animals
 - ❖ Action Figures
 - ❖ Educational Toys
 - ❖ Educational Games
 - ❖ Art Sets

Preteen and Teen Girl:

- ❖ Manicure set, Nail file, nail polish
- ❖ Hand cream or lotion, Lip gloss or bath wash
 - ❖ Books, journals, colorful pens
 - ❖ Small Purse, wallet

Preteen and Teen Boy:

- ❖ AXE shaving cream or deodorant
 - ❖ Comb/Brush
 - ❖ Books, journals
 - ❖ Keychain or Wallet