

The Communique

The Newsletter of the TSO Communications & Publicity Committee
Texas State Organization of The Delta Kappa Gamma Society International

JOURNEY
Which way will you go?

A New TSO Biennium Brings Changes

First up, hello from your new Communications and Publicity Committee Chair. I'm Pamela Burge of Gamma Omicron in Area 4. I am excited to be working with this committee and using my journalism background.

What else has changed? TSO has a new theme brought to us by new president, Shalan Inmon. Pack those figurative bags for a Journey: Which Way Will You Go? This means logos will need to change in your newsletters. The new logo is available under the Society Graphics link on the Resources page of our state website.

Another change will be who receives your newsletters. President Inmon and Carol McMillan should receive hard copies via the US mail. Emailed editions should go to Area Mentors, Area Coordinators, C & P Committee Representatives, and the C & P Committee Chair. Area Coordinators will be emailing their presidents with the addresses. A master list will be available in the Presidents' Kit on the TSO website.

What hasn't changed? The 5 Star Newsletter Recognition guidelines are the same as the last biennium. Make sure to send out those newsletters as they are published. To see the guidelines, you can use the QR code right by this paragraph to get to that page. There are also many other resources available there. As this biennium continues, some may be updated, removed, and new items added.



Newsletter Design Tips

When a chapter newsletter editor is putting together the newsletter, there are many things

to be kept in mind. First, that publication is a tool to keep members up to date. So long as that information is being shared, the job of the newsletter is being done. But if there are issues with readability, that information may not be getting across.

To get started, there are many resources for templates within Pages, Office, Google Docs, and websites like canva.com.

Two of the major elements to keep in mind to ensure an easily read newsletter: font and color.

A newsletter should be done in just one font. It is fun to get creative to put different parts in different fonts to help bring attention to the content. But not all fonts are as easily read as others. Some fonts are harder to read in smaller sizes or when in blocks like in a newsletter or other publication. So what fonts work best? Many publications are done in Times New Roman or Helvetica. This publication is using Garamond. Times New Roman and Garamond have serifs, the curves at the end of the lines of the letters. Helvetica falls into the sans serif fonts.

Color should be used very carefully. Anyone with vision issues could have trouble with multiple colors. Colored headlines in bold, larger type will bring attention to an article. The color choice is very important. Colors that are too bright or florescent will be hard to read, especially on a computer screen. The main story should always be in black to ease reading. Having a highlighted article in a colored box could work very well to bring attention to that specific feature. But all articles in colored boxes can be hard to read. Some colors could be too dark to allow the text to be seen.