

THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL CHI STATE

COMMUNICATION IDEAS

Tips for Great Chapter Newsletters

STYLE:

- limit the use of graphics so that the newsletter doesn't look cluttered/too "busy"
- if using a computer, limit to 1 or 2 fonts (may vary appearance by use of boldface type as well as a variety of type sizes)
- be aware that dark colored papers (i.e., red, green, dark purple) do not reproduce well; if copies are needed, plan to use white or pastel paper
- DKG is acceptable.
- be short and concise; the newsletter will more likely be read if it is not too wordy or too long..."MORE is not necessarily better!"
- innovative newsletter name
- varied column widths
- artistic design of all nameplate elements

SUGGESTED CONTENT:

- chapter name definitely needs to be included; area number is also recommended as is the date (at least the month and year, if not the specific date)
- information about the next chapter meeting (including a map and/or directions to the site of the meeting)
- calendar of Delta Kappa Gamma events (chapter, area, state, and international activities)
- news about members' activities and accomplishments, as well as personal information about members (illnesses, weddings, grandchildren, deaths in family, etc.)
- recipes from meals shared at chapter meetings
- **your newsletter should reflect the personality of your Chapter**

EDITORIAL TIPS:

- include the 5 "W's" in the opening paragraph: who, what, where, when, why
- use "inverted pyramid" style - i.e., the most important information is included in the opening paragraph(s), in descending order so that the last paragraph can be cut if space is a problem
- stress clarity; think of the reader and her background






















Chapter Presidents “Keep Spreading the News”

One of the continuing goals of the Chi State Communications Committee is to recognize and reward excellence in communications. To this end, the Committee requests that each Chapter submit one copy of its best newsletter (dated from December 2008 to November 2009), for consideration. Newsletters should be submitted by December 15, 2009 to Communications Committee as indicated at the bottom of this page.

Newsletters will be evaluated in the following four categories: **Best Content**, **Best Format**, **Best Use of Photos and Graphics**, and **Most Creative**. The Committee will select first prize winners and honorable mention recipients in each category as guided by the criteria listed below. Winning newsletters will be displayed at the Chi State Convention, listed in the *Chi State News*, and on the Chi State Website.

Newsletter Criteria:

Required elements: Each issue of the newsletter should contain the **Mission Statement**, the **month and year of issue**, and **Chapter Area** and **Chapter name** to be considered.

<p style="text-align: center;">Best Content:</p> <ul style="list-style-type: none">  Upcoming meeting description  President’s Message  Honored Member(s)  Chapter activities connected to the community  References to Chi State and Society information  Professional information  Reflects personality of the Chapter 	<p style="text-align: center;">Best Format:</p> <ul style="list-style-type: none">  Consistent margins – sides, top, and bottom  Varied column widths – two column, 2/3 and 1/3 column widths  Headlines use larger type or font different from text  Inclusion of artwork, graphics, or pictures related to content  Purposeful use of “white space” making content easier to read
<p style="text-align: center;">Best Use of Photos and Graphics:</p> <ul style="list-style-type: none">  Artistic design of all masthead elements  Use of Society symbols (key, rose)  Quality and placement of photos and graphics 	<p style="text-align: center;">Most Creative:</p> <ul style="list-style-type: none">  Innovative newsletter name  Use of color in art and/or headlines  Use of colored paper to enhance newsletter  Creative use of graphic elements and shading

Area Newsletter Category

Area Newsletters will be a separate category in the Newsletter Awards program. Area Directors, please encourage your Communications Chairmen to submit a copy of the Area Newsletter for judging.

Mail by December 15, 2009 to:

Janice Michaelson
Chi State Communications Committee
2318 16th St. #14
Santa Monica, CA 90405

E-mail Etiquette

Here are some e-mail tips from "The Net: User Guidelines and Netiquette" by Arlene Rinaldi, senior programmer at Florida Atlantic University.

- Focus on one subject per message and always include a pertinent subject title for the message. That will help the user locate the message quickly.
- Capitalize words only to highlight an important point or to distinguish a title or heading. Capitalizing whole words that are not titles is generally considered SHOUTING!
- Use asterisks around a word to make a stronger point.
- Follow chain-of-command procedures for corresponding with superiors. Don't send a complaint via e-mail directly to the "top" just because you can.
- Be professional and careful with what you say about others: E-mail is easily forwarded.
- Get the original author's permission before forwarding personal e-mail to mailing lists or news groups. To do otherwise is considered extremely rude.
- Be careful when using sarcasm and humor. Without face-to-face communication, your joke may be read as criticism. When being humorous, use "emoticons." Tilt your head to the left and you'll see why the emoticon :-) equals happy face for humor.
- Never assume your e-mail messages are private or that they can be read by only you or the recipient. Never send something that you would mind seeing on the evening news.