

Chi State News ~ Spring, 2008

TALK THE WALK ~ PUBLIC RELATIONS 101

Every time you clip on your ΔΚΓ pin, carry a red folio imprinted with our shield into a meeting, wear Society-related clothing, or attach ΔΚΓ tags to the luggage you carry through the airport, you are a walking testimony to your support of Delta Kappa Gamma Society International. This gives you a great opportunity to talk about who we are and what we do when anyone asks you about what that wording or graphic represents. This is a good thing; you are not bragging about an exclusive, secret society to which you are privileged to belong, but rather a group of colleagues you have chosen to join which supports the many needs we see in our educational communities.

Times - they are a'changing. Our founders were inspired by the desire to attract and bring together outstanding educators to act as a force for personal and professional growth; we still foster that dream, but in a far more inclusive way. Previously, there was a body of internal communications built on fulfilling our purposes, but little effort addressed to developing outreach to our other colleagues or to the organizations or media in the larger community. Check out the recent issues of *ΔΚΓ News* and *Chi State News* which touch on "A New Chapter Model", "A Change Process: Moving from Apathy to Advocacy", "Communication Strategies, Networks to Make the Society More Personal" and "A Membership Explosion" – they represent efforts to build a more open organization.

The leadership of Chi State wants to participate proactively to build public relations awareness and skills particularly when we meet and greet the public. Our starting point is at the chapter level. You can, for instance, utilize the Society shield or logo, copied from the International website, in the letterhead when you send a letter to not only the successful scholarship or grant recipient, but her/his supervisor as well. The Research Committee will disperse tallied results to Committee leaders to make known the effects of various projects, such as the THAT program or Jared Boxes, not only that our membership knows, but those in the larger community do also.

This is the first of future columns in the *Chi State News* focused on public relations. We plan to post templates on the Chi State website for such items as press releases and fact sheets which you can tailor to your needs. This public relations kit will contain some tools you might find handy when asked about Delta Kappa Gamma, for instance, while you are announcing, or posting, an invitation to Convention for other staff members who work with you.

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