

# Chapter Newsletters

## How to earn a 5 Star award for your newsletters



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**Newsletter Scores – IN State Chapters (5 Star = 15-20 pts & 5 or more newsletters; Honorable Mention = 12-14 pts & 4 newsletters)**

**Format – 6 points:**

- A. Aesthetic = 1
- B. Journalistic Style/Readability = 2
- C. Masthead = 3
  - 0.5 Point for "The Delta Kappa Gamma Society International"
  - 0.5 Point for Indiana State Organization (Alpha Epsilon State is not to be used now.)
  - 1.0 Point for Chapter Name
  - 1.0 Point for Date, Issue Number

**Content – 14 points:**

- A. Mission Statement (Purposes of the society may also be included) = 2
- B. Reorientation (education about DKG) = 1
- C. Announcement of meetings (Who, What, Where, When, and How) = 3
- D. Dates & Deadlines (Chapter, State, International) = 2
- E. Chapter Projects = 1
- F. Highlights of previous meetings = 1
- G. News of members = 3
- H. Editor's name, address, phone number, and email = 1

**Newsletter Scores**

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**Format**

- **Aesthetic = 1 point**
  - This is the appearance and appeal of your newsletter.
- **Journalistic Style = 2 points**
  - Your newsletter is free of typographical and grammatical errors.
  - The message flows easily with a limited amount of padding.
  - Sentences are interesting and informative.
- **Masthead = 3 points**
  - Includes the words: "The Delta Kappa Gamma Society International" as well as "IN State Organization". You must include the state and your chapter's name.
  - Includes the date and issue number. You might want to include the volume number. The issue number starts with your president's first newsletter of the biennium as in #1. It ends with your president's last newsletter of the biennium.

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Content

- **Mission Statement = 2 points**
  - Must be present.
  - An option is to include the Purposes of the Society. Some chapters add a different one with each newsletter, other chapters put all 7 Purposes in each newsletter.
- **Reorientation = 1 point**
  - Your newsletter educates your members about DKG by:
    - Using trivia questions about DKG in each newsletter.
    - Highlighting one of the Founders.
    - Reminding members what the qualifications are to be a Delta Kappa Gamma member.
    - Explaining how to apply for scholarships, mini-grants, travel grants, etc.
  - Announcing your meetings = 3 points
    - Explaining the "Who, What, Where, When, and How" for each meeting. The "How" deals with the cost or "how much" of each meeting.
  - Dates and Deadlines = 2 points
    - Include the dates and deadlines of your chapter meetings.
    - Include information on State, Regional, or International events in each issue.
      - For "deadline," you could simply state, "See December Newssette for registration information."

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More on Content

- **Chapter Projects = 1 point**
  - These should be mentioned in every newsletter.
  - This could be something done in a previous meeting or your plans for future projects.
  - Partial credit could be given if your newsletter just requests suggestions for projects.
- **Highlights = 1 point**
  - These could be highlights from previous chapter, state, regional or international events.
  - The information you need to include should give a member who was unable to attend the meeting a good idea of what happened at the meeting.
- **News of Members = 3 points**
  - The information could include awards, honors, achievements, changes in members jobs, addresses, retirement plans, health issues, births, deaths, etc. **Because the newsletters could be published on the state website, I would suggest that changes in addresses, emails, and phone numbers not be included in the newsletter. For Tau Chapter, I either send the member information changes to our non-email Tau members via the USPS or I add it to the email that includes the latest newsletter.**

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More on Content

- **Editor's Name, Address, Phone #, and Email = 1 point**
  - **The one exception to what I have in bold print under "News of Members" would be your information as the editor of your chapter's newsletter. This needs to be included in each newsletter.**
- **Copyright - It will be your responsibility to become familiar with the laws governing copyright issues.**
  - From page 25 of 2016 *Guidelines for Chapter Communications and Publicity Committee Chairs*:
    - A good motto to follow is, "If in doubt, leave it out."
  - From page 24 of the same publication:
    - Be aware that the ONLY images available for use from the DKG website are those in the Logo Library
  - If you ask for and obtain permission to use icons, photos, etc., from any source, make sure that you post that permission in your newsletter such as what I put in every Tau newsletter.

Photographs by Sue  
Leider & Janice  
Montgomery  
Permission to use  
assets from the  
WildEarth program given  
by Peter Blain, Technical  
Director and Chairman of  
WildEarth.

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