

What Constitutes a Newsletter Excellence Award?

“One of the important ways a chapter can maintain effective communications within its group is through a regularly published newsletter. Although such an effort takes time and money, the reward of those expenditures is often increased member involvement and commitment, as well as potential recruitment of new members to DKG.”

Guidelines for State Organization and Chapter Communications and Publicity Committee Chairs

The Eta State Communications and Publicity Committee will follow these guidelines when determining the 2019 chapter Newsletter Excellence Awards. Also, see the rubric on the Eta State Website.

To be eligible to be recognized at the convention with the Newsletter Excellence Award, **four issues (with at least two pages of updated content per issue) of the chapter newsletter must reach the Eta State Communications & Publicity Committee between March 1, 2018 and March 1, 2019. Please send your newsletter to the C&P chair at the same time you distribute it to your members.** The email address for the C&P Committee Chair Deb Christensen is etastatecompub@outlook.com. Also, send your newsletter to the Eta State NC President Connie Savell at cps2017eta@gmail.com, Eta State NC Editor Carol Bostian at Etastatenewseditor@gmail.com, Eta Data Editor Susan Kuenzel at etadataeditor@gmail.com and your regional director.

Include the following items within the masthead:

1. Name of the newsletter (EX: *Kappa Keynotes, Nu News, Alpha Beta Bits, Beta Nu “Bytes,” Gamma Rays, Delta Taulk, Rose Petal, The Key Update*)
2. Entire name of the international organization (The Delta Kappa Gamma Society International)
3. Name of the state and geographic name (Eta State, North Carolina)
4. Volume and number (volume indicates how many years the newsletter has been published and changes on July 1 each year; number indicates how many newsletters have been issued during the year). (Vol. 15, No. 3)
5. Date (June, 2016 or Summer, 2016; preferably month, year)
6. Chapter location (Cumberland County)
7. Name of the chapter (Delta Tau Chapter)
8. State Region number (Region X)

Include the following items in every issue. Editors may include other features and items at their presidents’ discretion.

9. Column clearly identified as written by the chapter president (“From the President’s Pen”). Give full names and contact information for the both the president and editor somewhere in the newsletter. The end of the president’s column is a good place for her contact info for easy reference, but not mandatory there.
10. Articles/features about current chapter work (minimum of three) that share Society information or news of key women educators. (Description of project or committee work, member news, upcoming meeting information, upcoming or past meeting programs, highlights of past meetings.)
11. Calendar of events that includes chapter, state, and international events. **All three levels must be included to earn this point.** (Include meetings, seminars, conferences, conventions, due dates, and deadlines.)
12. Articles about current state (minimum of two) and international Society business (minimum of one). (Just to say we support Schools for Africa is not enough—you should tell what you’ve done to support it or how you supported it, e.g. “We had a guest speaker to talk about her visit to Africa to help us understand what schools are like and how our donations are used.” “We took up a donation and mailed it to support Schools for Africa project.”) **Can include information on themes, projects, leaders, and articles on upcoming events (not just dates or URLs).** You may copy and paste directly from the monthly *Eta Data*—you do not have to give credit for using these articles.
13. Overall appearance and readability of newsletter using elements of good design. (See page 14 of *Guidelines* booklet.) **Should have consistency of formatting and design, easy to read font, use of white space, easy to follow flow, and correct grammar—have someone to proofread it for you. Links should be checked in the final version of newsletter to make sure that they work.**
14. One optional bonus point will be awarded if a technology tip is included.

Your chapter is part of a larger organization and your newsletter should keep your members informed of information from all three levels of our Society.