

DEADLINE: December 15, 2016

**DELTA KAPPA GAMMA
INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS
DKG California**

DKG CALIFORNIA ANNOUNCES A NEWSLETTER COMPETITION

As the 2015-2017 biennium continues, the DKG California Communications/ Marketing Committee continues its quest for excellence in Chapter and Area Newsletters. "Build Your Voice" (through print) by sharing the good news of Delta Kappa Gamma not only with your Chapter members, but with other women educators as well. Make your Area and Chapter newsletters **OUTSTANDING** and enter the Best Newsletter Competition.

Follow these guidelines:

**Required elements for all newsletters.
(Include in a prominent place on the first page):**

Mission Statement

The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education

International Vision Statement

Key Women Educators Impacting Education Worldwide

DKG California Vision Statement

DKG California

Educational - Professional - Making an Impact

The Communications/ Marketing Committee considers these elements in the judging:
(i.e. scholarships, workshops)

Outstanding Content

- President's message
- Chapter activities related to education and the community
- Projects and goals
- Information about next meeting
- Members' honors and accomplishments
- Legislative action
- DKG California and Society events
- Professional updates (i.e., credentialing, evaluations, special courses, travel)
- Month and year of the issue
- Name of editor(s) and their contact information
- Professional opportunities

Outstanding Format/Creativity

- Innovative newsletter name
- Consistent margins (top, sides, bottom)
- Varied column widths
- White space for ease of reading
- Artistic design of masthead
- Use of DKG Society symbols
- Placement of quality photos and graphics which relate to content
- Use of larger font for headline than body of article
- Use of color in art and/or headlines
- Use of graphic elements and shading

All Chapters and Areas are urged to select one of their newsletters published between January and December, 2016, to submit for the contest. Please send a printed copy, rather than an electronic copy. The winning newsletters (first, second, third place and honorable mention) will be awarded at the DKG California Convention in Los Angeles in May, 2017. Winning Chapters and Areas will also receive a Certificate.

Please submit your newsletter to the Communications/ Marketing Committee liaison for your Area. These are listed below. If you have any questions related to your newsletter, you may e-mail or phone the liaison – but please remember:

**COPIES OF THE NEWSLETTERS MUST BE PRINTED AND SUBMITTED BY
DECEMBER 15 !!**

Committee Liaisons:

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Additional questions? Contact Bette Caldwell, Communications/ Marketing Committee Chairman, at bette4dkg@aol.com or by phone at (310) 649-2115.