

Public Relations and Marketing

When you spread the word about outstanding Chapter members and Chapter projects and activities in your newsletters, websites and blogs, the entire membership becomes aware of important news. The press release serves to inform the local community of this news. It is a basic tool for communication outside the Chapter that increases DKG's visibility, "Strengthening the Buzz."



As you prepare a press release for submission, it is important to choose your journalist carefully. For recommendations ask the editor to suggest someone who deals with education issues and women educators. Meet your journalist; provide information about DKG and your Chapter, and try to work consistently with the same reporter. Recognize her, when appropriate, for keeping DKG and its members in the news.

Tools and tactics for Chi State public relations and marketing for Chapters or Committees include the following suggestions:

- **The Chi State website:** <http://www.chistateca.org>
Go to "Public Relations and Marketing Guidelines" on the main menu. The listing includes press release checklist, a sample press release, and the Chi State Fact Sheet, along with useful tactics to promote the success of our members and positive contributions of Chapters. New is the template for a Chapter brochure.
- **The DKG International website:** <http://www.dkg.org>
Check for bimonthly postings of "Strengthening the Buzz". Order copies of "You and Us", the DKG marketing brochure for prospective members, and the "One and All" brochure for new and current members. To order, go to "Shopping" on the main menu.
- **Chi State News editor, Bette Caldwell:** bette4dkg@aol.com receives information regarding Chapter events and members' honors to promote public relations. Send copies of published material to a member's supervisor with a DKG "You and Us" brochure of a Chi state Fact Sheet.
- **California Newspaper Publishers Association:** <http://www.cnpa.com/> includes online information for contacting daily, weekly, monthly, high school, and college newspapers. Consider asking your Chapter's Corresponding Secretary to undertake some, or possibly all, of the public relations communications.

