



What to Publicize:

- ◆ Attendance at conferences: DKG regional conferences and international conventions as well as conferences for other professional groups
- ◆ Leadership training for officers and chapter leaders
- ◆ Honors bestowed on members through DKG or other professional or community organizations (be sure to note membership in the Society)
- ◆ Participation as a chapter in community service projects
- ◆ Presentations made by members at professional meetings within DKG or in outside conferences or gatherings
- ◆ Recognition of published writing in DKG publications or other journals
- ◆ Efforts made to mentor early-career educators

Resources

Templates posted on DKG.org for press releases related to regional conferences provide a good model for publicity efforts in general. For the 2015 regional conference press release, go to <https://www.dkg.org/content/2015-regional-conference-press-release>.

Customize your press releases to target the audiences you wish to reach and emphasize activities at all levels. Enlist a member to help as the “go-to” person on the lookout consistently for opportunities to gain visibility for DKG members in your chapter.

Public Relations:

What’s Stopping You?

When was the last time you or members of your chapter were featured in a publication other than a DKG publication? If it’s been a while, take a moment to read our mission statement:

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

A key word in that statement is **promotes**. When you consider the meaning of promote—to contribute to the progress or growth of or to advocate for—the purpose of publicly reporting on our Society and its members makes sense. Unfortunately, this reporting is not often found in our communities.

Why are we so hesitant to send out press releases or write articles about ourselves or our members? Two common reasons include the following:

- We don’t think anyone would care to read about our accomplishments.
- We feel we would be bragging if we call attention to ourselves.

It is time to put these barriers aside. If you don’t spread the word, who will? Look for opportunities (see sidebar for ideas) that are worthy of reporting. Take the time today to promote all you and members of your chapter do to further professional and personal growth of women educators.

Possible Media Outlets

- Local newspapers (both print and digital)
- Radio
- TV
- Local and state educational groups
- School district newsletters and publications
- *The Delta Kappa Gamma Bulletin: International Journal for Professional Educators and Collegial Exchange*
- Social Media



Turn Today’s News into Tomorrow’s Headlines

At your next chapter meeting, determine what needs to be reported. What does your community deserve to hear? Work together to write your press release or news article. (See “Resources” to left for link to a sample template.) Tell a story about how your chapter or a member has made a difference. Be sure to include a picture, preferably one showing action. We all know that pictures add to the words we wish to convey to promote our Society. Acknowledge your pride in DKG!

