



# Effective Newsletters

Muskegon

Alpha Iota Fall Conference

2012

# The Three Most Important Things to Remember...

- Communicate
- Communicate
- Communicate



# Newsletters Should Be...

- Well-written
- Interesting to the members
- Timely
  - Don't have to be monthly
  - Could be quarterly

# Types of Content

- President's column
- Upcoming activities and meetings
- Committee reports
- Minutes of previous meeting(s)
- News about individual members
- State, International & Council activities

# Other Content

- Member pictures
  - Get signed permission
- Member stories or articles
- Book talks/reviews
- Classroom tips and tricks
- Consumer tips and advice
- Members' achievements

# More Content

- Information gleaned from the US Forum Committee information
- Local, State and National political information
- Educational services and websites
- Quiz, puzzle or contest



# Soliciting Content

- Provide a publishing schedule
  - Use a monthly theme or topic
    - Favorite Halloween Costume
    - Fun Facts About Your Family
    - Recent Trip with Pictures
    - Personal autobiography/Mystery Sister
    - Photography Contest
    - Jokes
- Assign articles



# Using Outside Content

- If re-printing articles **ALWAYS** get permission **FIRST!**
- You **DO NOT** have special dispensation because you are a teacher.
- The copyright laws clearly state what, where and how much you can fairly use for classroom use, not newsletters.



# ASCD's SmartBrief

- “a daily briefing on top stories in K-12 education”
- Sign up for the listserv:
- <http://www.smartbrief.com/ascd/index.jsp?campaign=hpselect>

# Cartoon Source

- <http://www.justkiddingcartoons.com/educationcartoons.html>
- Priced as low as \$1.29 per cartoon
- The cartoons featured on this site are copyrighted material. It is unlawful to use these cartoons in any type of print or electronic media without prior written permission from the author.

# JUST KIDDING

by Rod Maclean



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## JUST KIDDING



**Educators,  
Enhance Your  
Newsletters and  
Magazines With  
Education Cartoons  
For School  
Teachers.**

Welcome to "Just Kidding - Education Cartoons for School Teachers", the best site on the web for Education Cartoons, Teacher Cartoons and School

Cartoons! "Just Kidding - Education Cartoons For School Teachers" are single panel teacher cartoons about the funny side of life at school. Whether you are a teacher or a student, a principal or a parent, or someone who just enjoys school cartoons, you'll like "Just Kidding - Education Cartoons for School Teachers". Join Garth, Ginger, Ms. Sweet, Mr. Sauer, and the whole gang as they work and learn at Beagle Elementary School.

**Make "Just Kidding" Cartoons Part of Your Humour in the Workplace Program! Visit The "Cartoon Archives" and Purchase Individual Cartoons For \$1.29! Or Purchase "The Year Book" for Just \$24.99!**

# What Program to Use?

- Any program that can create columns or text boxes
  - Microsoft Word
  - Microsoft Publisher (PC only)
  - Adobe InDesign or QuarkXPress
  - Apple Pages (Mac only)
  - OpenOffice/NeoOffice Word Processing (free)



# Newsletter Structure

- Masthead
- Articles with headlines
  - The MOST important item of all!
- Pictures with captions
- Table of Contents
  - If multi-page publication
- Page numbers

# Headlines

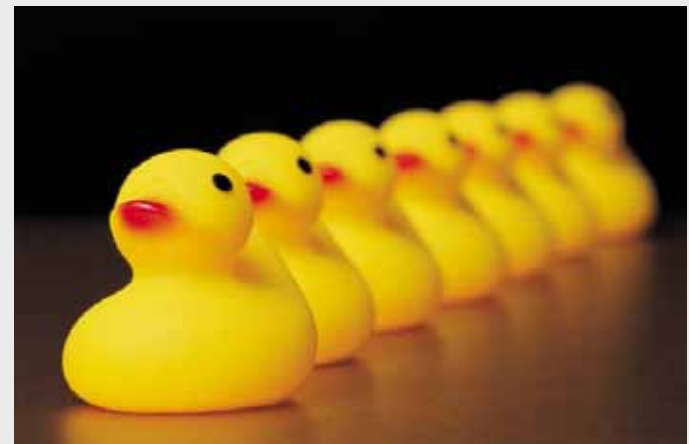
- Standard Head
  - Use active present tense verbs
  - subject – verb – direct object form
  - Eliminate articles (an, a, the)
  - “Beta Rho holds fundraiser”
- Label Head
  - Has no verbs
  - May have articles
  - “A Beta Rho fundraiser”

# Five Headline Tips

- Play on Words – It's handy to know sign language
- Alliteration
  - Fabulous Friends
- Juxtaposition
  - Tame Your Wild Side
- Lists
- Simplicity – Keep it short and to the point

# Looking Good in Print

- Give your newsletter structure
- Use an underlying grid for layout
- Don't scatter illustrations willy-nilly
- Line things up



# Use of a Grid



## ETA STATE NEWS

The North Carolina State Organization

Vol. 69, No. 3

Spring 2010

### Dr. Carolyn Rants to visit North Carolina



Carolyn Rants

from headquarters. She is enjoying her new adventure in Asheville living.

Carolyn has been a member of Delta Kappa Gamma in three different states. She was initiated in Nebraska, transferred to Michigan, and has spent the last 40+ years in Iowa. She was recipient of the Eunah Temple Holden International Scholarship in 1981 when she was completing work on her doctorate at the University of South Dakota. In 1987 she attended the Leadership Management Seminar at the University of Texas at Austin.

She has served the Society in a variety of ways. She was Iowa state organization president 1995-1997, served on the International Research Committee, Focus 2000 Committee, and the International Scholarship Committee and was the Northwest Regional Director (2004-2006) and First Vice-President (2006-2008). In her role as First Vice-president she chaired the Society Strategic Action Planning committee and the Committee Remodeling Task Force. Her theme for this convention is *From Vision to Action: Advancing the Society*.

Carolyn is very proud and grateful for all the experiences she has gained as a member of this organization. Delta Kappa Gamma has opened opportunities for her, enabling her to enhance her leadership skills, meet women educators in seventeen different countries (She installed Parvati at the 17th country November 2009), and grow and develop both personally and professionally. As your International President, she brings greetings and updates from International and a personal invitation to attend the 2010 International Convention in Spokane, Washington. Carolyn is always eager to talk with you about your ideas for ways to advance the Society.

### Eta State plans 2010 Convention to be held in Asheville

State President Betty Marshall and 2010 Convention Chairman Vicky Rogers invite members across North Carolina to join them at the convention in Asheville April 21-22. Plans are well underway for an exciting and productive schedule. Presidents of Region XI are inviting their chapters in the planning and preparation of the convention.

Lynne Leatherwood and Chris Waters have also planned a pre-convention seminar to be held on April 21-22 at the Inn on Hiltmore Inn in Asheville.

Make your reservations to enjoy genuine spiritual fellowship from sisters across the state while participating in the activities of the 2010 state convention.

### Dr. Shirley Carraway will be Friday night keynote speaker at convention



Shirley Carraway

Dr. Shirley Carraway of ECU will share her experiences with on-line learning for high school students at the opening session on Friday night.

Dr. Carraway grew up in Kinston, North Carolina. She graduated from Kinston High School in 1971 as a member of the first consolidated high school class. She attended East Carolina University and received a B.S. degree in Speech, Language and Auditory Pathology in 1973. During the following ten years she worked for one year as a teacher for "school excluded children" before PL 94-142 and then for 10 years as a Speech Language Clinician with Lenoir County Schools and Kinston City Schools.

While employed as a Speech Clinician Dr. Carraway returned to East Carolina to pursue a degree in Educational Administration and Supervision which she completed in 1983. This enabled her to assume an Assistant Principal's position at Northwest Elementary School, a then K-3 school in Kinston. She remained there for three years before being offered the leadership responsibility at Falkland Elementary in Pitt County Schools in 1988.

(Continued on page 2)

Page 2

ETA STATE NEWS

Spring 2010

### 2009-2011 Eta State Officers and Appointed Personnel

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### Becoming Voices of Influence



Betty Marshall  
Eta State President  
2009-2011

Do you know the story of *The Arch*? The world is an arch! In a greenhouse. She took care of her family and worked in the factory. She was a hard worker. The arch! was the world to her. She was smart and comfortable in the world. Then, one day she stepped out of the arch! into the forest of the greenhouse. What a surprise! The world was not just dirt, there were plants and flowers. There was open space. The world was bigger. And then later she ventured outside the greenhouse. She felt rain and sunshine. She felt grass and rocks. She saw other crawling adventures. What an experience! The world was a lot bigger than she thought. And she was a part of it. So she decided to explore as much of this surprising big world as possible.

Asks work about as hard as education. And UKU members work harder than ever these days. So do something for yourself and venture out beyond your arch! (home) and see the bigger world of the greenhouse (Eta State). Come to the convention in Asheville. Meet other adventures. Enjoy mountain music and dancing and culture. Meet accomplished women who are becoming voices of influence. Hear International President Dr. Carolyn Rants enlighten us to the expanding world beyond the greenhouse of Delta Kappa Gamma. You are a part of this big UKU world. Venture to reach it or you can't.

### Come to the Mountains

It has been over 10 years since the chapters in Region XI have hosted a convention and

they are going all out to make this one in Asheville a memorable occasion for you. Regional Director Vicky Rogers has been working with the state chapters to give us a Mountain Top experience. They want you to know and love their region as much as they do. They have collected ten theme leaders for a Silent Auction, proceeds of which will go to the Leadership Fund. And they will have some free gifts for you, too, reflective of their region of the state.

### 21st Century Education

Do you know what's going on in education these days? The technology is fantastic and its use in our classrooms is ever more exciting. And all learning is not just in the classroom. Come Friday evening to see and hear keynote speaker Dr. Shirley Carraway of ECU share her work with on-line learning for high school students whose little nature are learning college credits.

Dr. Carraway will be sharing her work with on-line learning for high school students whose little nature are learning college credits.

### Chapter Excellence Award

For the first time we will present the Chapter Excellence Award. Chapter presidents received the criteria in 2009 and are quickly catching up their vital work to explore the Business, Select or Field Awards. The awards will be announced at the Presidents Banquet on Saturday night. All chapter presidents will want to be there and to have members as possible see your chapter name in lights.

### Leadership Training

Two meet "thats" are scheduled for this convention. The new Regional Directors will get an early start on their training during one of the workshop sessions on Sunday afternoon. Several two-mentee Mentor Programs, with insurance from better current and to become regional directors, will not only charge them with their responsibilities, but will also get them "charged up!"

### Calling Chapter Presidents

And the new meeting chapter presidents will have an opportunity to meet with some of the outgoing chapter presidents to get a jump start on how to do their best and achieve the best for their chapters regardless of whether they are large chapters or small chapters. Networking with other chapter presidents continues to be one of the most appreciated opportunities available to chapter leaders. Take advantage of it! Nancy Griffin, Leadership Development Committee chairman will coordinate this sharing session.

### Professional Growth

With a multitude of workshops offered, it will be hard to choose which ones to attend.

(Continued on page 3)

# Lay Out Variations



Vol. 61, No. 3 Official Publication of the Alpha Iota State Organization Spring 2010

The Delta Kappa Gamma Society International ~ For Key Women Educators



Jackie Smart  
2009-2011  
State President

Inside this issue:	
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Delta Kappa Gamma  
Service Sharing Sisterhood  
Scholarship  
We Hold the Key



### President's Message

Kudos, Alpha Iota State Chapters! I have just finished compiling the Chapter President reports for my State President Annual Report for International. I am impressed with the relevant programs, service to your communities, and philanthropy of the chapters in our state. It is obvious from your reports that DKG Michigan members do hold the key for service, sharing, sisterhood and scholarship! Chapter Presidents brought up some concerns that affect us all, and I will include this information in my Annual Report.

I invite you to take the opportunity to attend the State Convention that is being held at Grand Traverse Resort & Spa in Acme, Michigan April 30 - May 2, 2010. Olive Horning and the Program of Work have done an excellent job of planning workshop sessions that will communicate Society information, be of interest to a variety of members, help members earn SB-CEU credit for professional development, as well as inspiring personal growth. I want to thank the Key Women Educators who are taking the time to share their time, talent, and expertise at this year's convention. Many workshop presenters are willing to offer their session at your chapter meetings.

We are trying some new ideas at this convention.

- There will be a buffet dinner opportunity on Friday evening from 6:00 - 8:00 p.m. The cost is \$20, but this includes tax and gratuity. You would probably spend this in any of the hotel or local restaurants.
- There will be a Pre-Conference Technology Seminar on Friday from 5:00-7:00 p.m. that is appropriate for all levels of computer users, including the timid beginner and the confident daily user.
- We are combining the Executive Board meeting and the General Membership Meeting on Friday evening from 8:00 - 10:00 p.m. This leaves us time on Saturday morning for an informative General Session.

We will still have the Outgoing and Incoming presidents' rehearsal immediately following the combined Executive Board and General Membership meeting.

### IOTA State Headquarters News

By Linda Hall, Chairman HAB

Headquarters Administrative Board members have been busy at chapter meetings selling the IOTA State cloisonné pins for \$5.00 each. If you have not yet purchased one be sure to contact an HAB member. They make great "travels" to give to new members or to purchase for yourself! Pins will be available at the HAB table at each of the Professional Leadership Development Seminars this spring. Additionally, sales of our special Mouse print continue and members are encouraged to promote sales as proceeds will support capital improvements at Headquarters. Remember this is an opportunity to own a limited edition print created especially for IOTA State by Virginia's own E. Buckley Moss.

Members of HAB will meet June 12, 2010 at IOTA State Headquarters when we will welcome new members to the board. Councils electing new representatives include Hillandale, Nellie Quander, New River, Southwest and Tidewater. A special "thank you" for your continued support of Headquarters projects.



### Talking It Over

By Sheila Hommens

*As we live together  
Let us walk both hand in hand.  
You give us strength in our knowledge as we learn to build each strand.*

*Our "Bridge," is built for teaching  
to help us know what's great.  
The success announced are teaching to new ladies; it's not too late!*

*We have a vested interest in  
the future of our goal.  
Delta Kappa Gamma is working for each woman educator in her daily role.*

*While we lean on one another to get  
our information out.  
Let us not forget the "Bridge,"  
is where we stand and where we shout!*

### Legislative Day 2010

By Bea Morris, Legislative Committee Chairman

"Fla Annie" joined 23 hearty Delta Kappa Gamma members from 12 chapters and four Coordinating Councils as they braved the cold and snow to attend IOTA State Legislative Day, February 2.

Attendees were briefed by Sarah Geddes from the Alliance for Virginia's Students who explained the devastating effects possible budget cuts could have on education in general as well as on specific localities. Doris Boismont, Assistant Director of Government Relations for VEA, and Kitty Boismont, VEA president, discussed current legislation.

Armed with this information, members talked with legislators or their aids and then attended the noon session of the House or Senate. During the debriefing at lunch, members not only shared their experiences but voiced their concerns about current attitudes that appear to hinder finding solutions to problems. Suggestions for follow-up to the day were made.

Many who were prevented from attending because of weather indicated they still plan to contact their legislators. Some chapters plan to go to the General Assembly to lobby on their own.

Key women educators of IOTA State realize that we must be knowledgeable, alert and active, not just during the General Assembly session but throughout the year. IOTA State certainly is following Dr. Annie Webb Blamun's teaching that together we will make a difference.

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### DATES TO REMEMBER 2009-2010

March 6, 2010

Professional Development Seminar  
Newport News

March 14-17, 2010

National Legislative Seminar for  
Key Women Educators  
Hart Regency  
Crystal City, Arlington

April 10, 2010

Professional Development Seminar  
Stamton

April 17, 2010

Professional Development Seminar  
Bowling Green

May 11, 2010

Founders' Day

July 20-24, 2010

AKI International Convention  
Spokane, Washington

August 7, 2010

IOTA State Leadership Meeting  
Headquarters

# Graphic Elements

- Photographs
- Spot Color
- Boxes
- Rules
- Clip Art

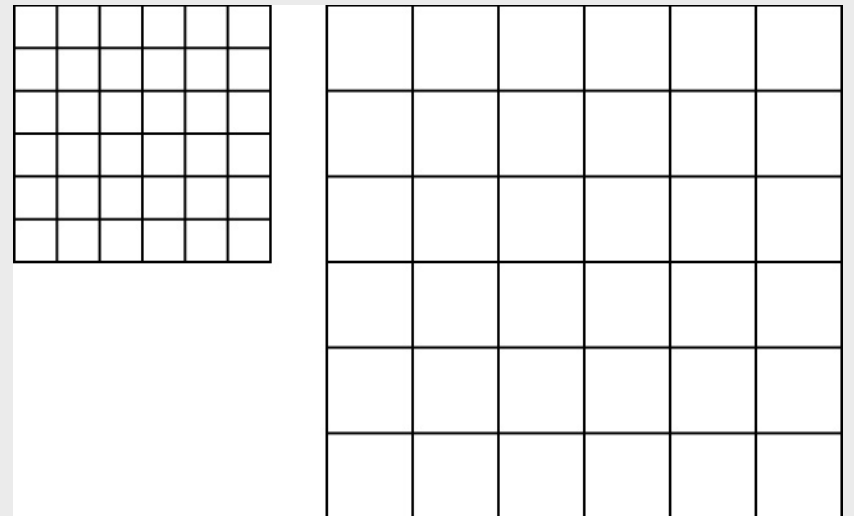


# About Photographs or Scans

- 240ppi - 300ppi for printed pictures
- 72ppi for web pictures
- Downsample before putting on the web if your pictures are not already 72ppi
- Get permission!

# Resizing

- Watch proportions
  - Hold the shift key while resizing to avoid distortion – resize from a corner
  - Don't stretch a picture to fill a space
- Do not enlarge!







# Spot Color



# Boxes & Rules

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## President's Perspective

By Dr. Virginia R. Cherry, 2009-2011 IOTA State President



IOTA State is committed to supporting and promoting the professional and personal growth of our members. This Spring there will be opportunities for members and non-members at our three Professional Leadership Development Seminars. I encourage each member to attend, especially since we have an outstanding speaker financially supported by a Corneret Award to IOTA State.

Dr. Gwen Simmons, our guest presenter, is a member of The Delta Kappa Gamma Society International and currently serves on the International Constitution Revision Team. To reiterate from Professional Development Chairman, Debbie Richardson's article in the Winter 2009 BRIDGE, Dr. Simmons believes that every member is a leader in her own way. We have diverse ways of using our instinctive abilities and the purpose of the Seminars is to be deliberate in preparing our members to lead. The seminar title "You Don't Need a Title to be a Leader" reinforces that we must prepare our members to lead and inspire future members by mentoring and providing guidance and support.

This leadership seminar is designed to engage and challenge women to grow as leaders by experiencing professional development. Seminar activities will equip members to assume leadership responsibilities in both Society endeavors and personal and professional situations. Therefore, this is an opportunity for all members to grow both personally and professionally.

Your chapter reports are arriving and everyone is INVOLVED! Thank you for sharing your projects, programs, and comments with me. I am always gratified to see our chapters involved in school projects, community programs and presenting scholarships to worthy students. Giving of ourselves to others is a rewarding experience.

Legislative Day, led by Chairman Bea Morris, was once again a success. In spite of the economic downturn, we are working harder to push education to the forefront. Be a leader and contact your legislators and lobby on behalf of Virginia's school children. Children are our future and our future members!

Congratulations to IOTA State's Martha Clark, *Alpha Tau* Chapter president, who is a recipient of a Golden Gift Award that will enable her to attend the next Leadership/Management Seminar at the University of Texas in Austin. Martha is a very active member who has contributed her many talents and abilities to IOTA State. Martha will be our first recipient since 2002 from IOTA State.

Over the holiday season, I reflected not only upon the good works of our present members but have remembered those members we have lost or have experienced a loss. My heartfelt sympathy to each of you, your families and your chapters.

As the snow comes to an end this winter, we have much to look forward to including the International Convention in Spokane, Washington this July. This is another opportunity to learn and grow professionally and to refresh and renew your minds and bodies in the lovely setting of Spokane. Come join us!

And once again, thanks to each of you for being involved and moving IOTA State and Delta Kappa Gamma Society International into the forefront by being strong advocates for education.

### DKG Membership as of Jan. 29, 2010

Virginia - Active 3,222; Reserve 218; Honorary 8  
International - 103,780

# Don't Crowd the Text

- Allow plenty of white space
- Use generous gutters
- Use white space around pictures



# White Space is Your Friend

December, 2009  
Volume 11, Issue 2

The Delta Kappa Gamma Society International, Alpha Iota State, Riverlake Council, Alpha Mu Chapter

## Alpha Bits



Inside this issue:

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Elmore's Take Away on Professional Development	6

### Holiday Tea

- Sunday, December 6
- 2-4 PM
- Focus Meeting Number 2

At the Home of Jackie Rentenbach,

1125 Three Mile,  
Grosse Pointe Park,

hosted by World Fellowship & Legislation  
RSVP 885 7867 or  
cosinefox@comcast.net

### President's Letter from Dr. Jill Chochol

We are so very fortunate to be in education. While this is a very difficult time for our state with the funding cuts for public schools, we are lucky to be able to continue to pursue our passion for educating children.

The other night, I spoke to a friend who lives in Florida in the Tampa area. She has a son in 4<sup>th</sup> grade. This year, her son is in a class with 45 other students. The county she lives in has had difficulties with school funding. When a nearby elementary school closed at the end of last year, all the students transferred to her son's school. Although concerned about the high numbers in her son's classroom, she still feels that her son is getting a good education in the public schools and is learning.

Although we may have to do more for children with fewer

resources, we can still be successful with students. Would it be nice to have more resources and fewer children in each class? Absolutely. Will we continue to do the best we can for children with less of everything? No question.

Until our state changes the way that public schools are funded, the financial health of public schools will continue to be tied to the economic health of our state. A Michigan supported organization called Save Our Schools is working on short and long term school funding solutions. Currently, every public school system in the state is waiting for the legislators to return from their two week hunting hiatus and decide whether to restore part of the recent funding cuts.

For more information, please check

<http://www.sosmichigan.com/>.

Please also be active with your elected officials by letting them know how you feel about restoring cuts to public schools. Our Senator is:

Martha Scott, at 220 Farmum Building 517-373-7748; email is [senmscott@senate.michigan.gov](mailto:senmscott@senate.michigan.gov).

Contact your representative at [http://house.michigan.gov/fin\\_d\\_a\\_rep.asp](http://house.michigan.gov/fin_d_a_rep.asp). For zip 48236, it is Tim Bledsoe email is [TimBledsoe@house.mi.us](mailto:TimBledsoe@house.mi.us).

Please celebrate the season by counting your blessings and all of the good things we can still do for our students. I count each one of you among mine.

Happy Holidays.

### MEMBERS ATTEND EVENING OF BEAUTE'

About eight Alpha Mu members attended an pampered evening at the Macomb Mall. They delighted in massages, manicures, and makeovers as well as the camaraderie of our fellow educators, hearing the calling.

Thanks to Jenny Laethem for

hosting the evening's reverie and to all of those present, who helped to raise \$80 for the scholarship fund.

Jan Gotsleben, right, was one of the Alpha Mu members, who relished the E o' B.



# Use a Masthead

- Include
  - Title, Volume, Issue, Date, Geographic Location



Volume XLXVIII Issue III

KENTUCKY

Spring/Summer 2010

# More Mastheads



# From the Scoring Guide

- \_\_\_ Masthead Title
- \_\_\_ Masthead Volume
- \_\_\_ Masthead Number
- \_\_\_ Masthead Date
- \_\_\_ Masthead Geographical Location

# Consider Readability

- Choose the right font
  - Yes just one!
  - Well OK, two at the MOST!
  - Serif for printed material
  - Sans-serif for web material

# Avoid Tired Eyes

- Consider line length
- Use the alphabet and a half rule to determine line length
  - 1.5 to 2 times the length of the lower case alphabet letters to determine the optimal line length
  - $26 \times 1.5 = 39$  to  $26 \times 2 = 52$  characters
- Consider leading - space between lines
  - Keeps your text from being too crowded

# Line Length

Volume 65  
Issue 3



**Lambda State  
Newscaster**



Spring 2010

The Delta Kappa Gamma Society International

## Lambda State Welcomes Dr. Jensi P. Souders



Dr. Jensi P. Souders, International First Vice President (2008-2010) for The Delta Kappa Gamma Society International, and nominated as International President for 2010-2012, will join us as our International Representative during our 75<sup>th</sup> Anniversary Celebration. She will be presenting a workshop on *Successful Chapter Practices* on Saturday afternoon, April 24, 2010 at our annual Lambda State Convention in Springfield, Illinois.

Inducted into Alpha Phi Chapter in Tennessee in 1974, Jensi has served as second and first vice-presidents and president of her chapter. At the state level, she was Area Workshop Coordinator, Leadership Development Committee Chair, Recording and Corresponding Secretaries, First Vice President, President, Editor, and Executive Secretary. International level service includes Member-at-Large (2000-2004) and Southeast Regional Director (2006-2008) on the International Administrative Board. As First Vice President, Souders is the chair of the Administrative Board's Strategic Action Plan Committee, and a trustee of the Delta Kappa Gamma Educational Foundation, where she serves as that board's Public Relations Chair.

She has served as chair and member of the International Research Committee (1992-1996), member of the International Program Committee (1994-1996), chair of the International Organization level, while chair of the Leadership Development Committee (2003-2006). Also, at the state level, she served as chair of the Leadership Development Committee, XI State instituted the biannual Advanced Leadership Management Seminar. Their first seminar was held during her biennium.

Dr. Souders retired from a 30-year career with the Catoosa County, GA, Public School System, where she served as a high school English teacher (ten years), high school library media specialist (ten years), and district-level administrator in Curriculum and Instruction (ten years).

As a frequent presenter/consultant in professional development/leadership seminars and staff development training, she has presented across the United States since her retirement in 1999.

Jensi Souders and her retired band director husband, Jim, live with their cats, Opie and Lucy, outside of Chattanooga, Tennessee. Jim is now in group travel and conducts the MidSouth Concert Band, an adult group in which Jensi plays flute. She also leads classes for Weight Watchers International in Chattanooga and sings in the church choir.

We welcome Dr. Jensi Souders.



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Lambda State Newscaster

Spring 2010

## Foundation Awards Benefit Students in Illinois

Dr. Debra LeBlanc, Lambda State Foundation Board Vice Chair

The Lambda State Foundation for Educational Studies Board met this past November to consider applications for stipends. The applications were very well written and included all of the required components. Foundation Board members are pleased that so many children will benefit from these outstanding initiatives.

The following stipends were awarded:

**Janice Johnson and Kathy Davis** (Alpha Rho Chapter) were awarded \$1,795 to purchase Plectalk Pocket Players that will be used to download high school textbooks and other reading books to allow delayed readers to hear books read aloud. Students will be able to listen to the textbooks on their individual players at home or school. Teachers and students will be trained in using the Players.

**Tammy Winters** (Chi Chapter) was awarded \$656 to create "Art on a Cart" which she and Pam Painter will use to teach students about an art print and the artist who created it. The lessons will include an art activity with a variety of mediums. They will use the art cart to transport items from classroom to classroom.

**Beta Phi Chapter** (Linda Adcock) received \$440 to sponsor a Family Reading Night in May 2010. "Summer Fun" is the theme for the evening and all students will have the opportunity to listen to a story, participate in a raffle, and take home at least two books for their personal libraries. Families will enjoy a healthy snack at the end of the evening. This will be a great way for students to continue reading during the summer months.

**Gamma Gamma Chapter** (Barbara Peterson) was awarded \$2,500 to provide library books to Holy Family Lutheran School, where a library has been non-existent for the past twenty years. The grant will provide for the purchase of needed hardcover books. Chapter members have already donated food, books, and prizes for the Family Reading

Night. They have also catalogued and processed books for the library. The chapter plans to hold a Book Fair or Family Reading Night during the 2009-10 school year.

It was a pleasure to review these applications for funding. Many students in Illinois will benefit from the hard work of Lambda State members. Be sure to visit the Lambda State website for the updated application form and submit your application by May 1, 2010.



**Websites for Teachers**  
Charlotte Farrell, Communications Committee

Research by the U. S. Department of Education suggests that students who use the Internet to locate and retrieve information regarding geography topics achieved higher standardized test scores in that academic area. My goal for this issue of the Newscaster is to provide good Internet sources for geography teachers and their students.

**Geography Essentials**  
<http://www.channel4learning.net/sites/essentials/geography/index.shtml>

Click on "Quick Menu" to see a beautifully organized table of site information. Lessons have ready made worksheets, quizzes, and additional links. There are also activities for students to do at home and a glossary of terms used at the site.

**The Internet Geographer**  
<http://www.internetgeographer.co.uk/index.html>

This site has an incredible list of links, organized under eight separate categories. Students can test their knowledge with quizzes modeled after the *Who Wants to be a Millionaire* game show.

**Geography Lessons**  
[http://www.eduref.org/cgi-bin/lessons.cgi/Social\\_Studies/Geography](http://www.eduref.org/cgi-bin/lessons.cgi/Social_Studies/Geography)  
Teachers can find lists of 50 lesson plans, alphabetized by subjects with appropriate grade levels noted. Lessons identify teachers who created them and schools where they teach. Lesson plans have clearly stated goals, objectives, material lists and lists of procedures to follow.

## Education World

[http://www.educationworld.com/a\\_lesson/lesson/lesson071.shtml](http://www.educationworld.com/a_lesson/lesson/lesson071.shtml)

This site offers five lesson plan ideas for the five themes of geography (location, place, human-environment interaction, movement, and regions.)

## Mission Geography

<http://missiongeography.org/revcrit.htm>  
The goal of this site is to improve the quality of geography education and literacy. There are four modules, each in PDF format, for grades K-4, 5-8 and 9-12. NASA and the Geography Education National Implementation Project collaborated on the lessons.

## Atlapedia

<http://www.atlapedia.com/>  
This site contains printable, full color physical and political maps, as well as, key facts and statistics on countries of the world.

## Making Geography Fun

[http://www.geomatters.com/geography\\_fun/](http://www.geomatters.com/geography_fun/)  
This site specializes in hands-on activities. *Peanut Butter Geography* and *Chocolate Chip Cookie Geography* are just two examples of lesson alternatives for those that appear in textbooks.

## Owl & Mouse Educational Software

<http://www.yourchildlearns.com/owlmouse.htm>  
Owl & Mouse provides an extensive list of printable maps, as well as, interactive maps. Teachers are also provided with tips for using these resources.

## Geography Poetry Corner

<http://www.sln.org.uk/geography/pop/Default.htm>  
Attractive links on the home page allow users to click on geography related themes and then read students' poems. There are also directions for students who would like to submit poems for publication.

## Worldwide Schools: Multimedia

<http://www.peacecorps.gov/www/multimedia/>  
Peace Corps volunteers' podcasts, videos, and slide shows will help the world "come alive" for students of all ages.

# From the Scoring Guide

- Print / Typeface / Font
  - (Clear, readable, at least 12 pt., and the chosen font should be ubiquitous such as Times, Times New Roman, Helvetica or Arial when published electronically so readers on various machines and platforms can see a consistent presentation. Appropriate use of normal, bold, underline and italic.)

# From the Scoring Guide

- Consistent Fonts (No more than 2 fonts used. A different one may be used for headlines, but copy text should all be set with the same font and point size.)

An aside: Avoid the Ransome Note look.

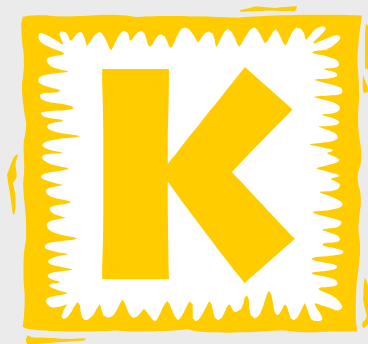
# Font Face Variations

- Provide “color” to aid readability
  - Vary the weight
  - Vary the size
  - Vary the style
  - Don’t vary the font family - keep it consistent



# Variety adds Spice

- **THIS IS A HEADLINE**
- This is body copy
- *This is a pull quote*
- This is less important
- But they are all the same font family - Arial



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**Don't Miss the Big Engagement in Waco**

**"I**m engaged. I'm engaged." Hearts flutter. Faces blush! Chorus erupt! "Visions of happiness abound!" Oh, the excitement!

Such words cause us to rush forward to find out all the details! "When is the big event? Oh, tell us where! We want to know all about it!"

The dates are June 17-20, 2010, and the big event is the Texas State Convention in Waco! Silence. Oh, you thought I mean I was engaged to be married? No, no, I'm thinking of opportunities we have to engage with our members! Let me clarify.

The word engaged, has multiple meanings. The activities involved in planning the state convention illustrate many of them. Meeting rooms, speakers and meal services are engaged (contracted for). Chapter presidents and other chapter leaders will engage (participate) in insightful and motivational training. Programs will engage (involve) all levels of the Society and offer CPEs as well. Keynote speakers are sure to engage (attract and win!) At the Casual Code, questions will be answered as members engage in purposeful chatter!

Engagement of members is a critical part of any organization's success. To engage in the state convention, read the several articles in this issue of the Lone Star News and online. Then register immediately, find a roommate and reserve a hotel room, volunteer to participate in the chorus, offer to travel with another member, sign up to take a tour and help with a gift package to build the headquarters fund. Commit to attend the first state convention of the decade!

That's the where, what and how to be engaged. This is why. State conventions is where members enjoy each other, engage pertinent responsibilities, choose to see things with new and understanding eyes, live from their hearts, learn of commonalities and diversity and allow themselves and others to be what they truly are, a group of bonded professional women educators.

I agree with Emma Bonbeck: *The odds of going to the store for a loaf of bread and coming out with only a loaf of bread are three billion to one. Loosely paraphrased, the quote becomes: The odds of going to state conventions to learn about a single aspect of the organization and coming out with just that one bit of information are three billion to one. Prove it in Waco this summer!*



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2009-2011  
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**President's Perspective**

By Dr. Virginia R. Cherry, 2009-2011 IOTA State President



IOTA State is committed to supporting and promoting the professional and personal growth of our members. This Spring there will be opportunities for members and non-members at our three Professional Leadership Development Seminars. I encourage each member to attend, especially since we have an outstanding speaker financially supported by a Cornet Award to IOTA State.

Dr. Gwen Simmons, our guest presenter, is a member of the Delta Kappa Gamma Society International and currently serves on the International Constitution Revision Team. To reiterate from Professional Development Chairman, Debbie Richardson's article in the Winter 2009 BRIDGE, Dr. Simmons believes that every member is a leader in her own way. We have diverse ways of using our instinctive abilities and the purpose of the Seminars is to deliberate in preparing our members to lead. The seminar title "You Don't Need a Title to be a Leader" reinforces that we must prepare our members to lead and inspire future members by mentoring and providing guidance and support.

This leadership seminar is designed to engage and challenge women to grow as leaders by experiencing professional development. Seminar activities will equip members to assume leadership responsibilities in both Society endeavors and personal and professional situations. Therefore, this is an opportunity for all members to grow both personally and professionally.

Your chapter reports are arriving and everyone is INVOLVED! Thank you for sharing your projects, programs, and comments with me. I am always gratified to see our chapters involved in school projects, community programs and presenting scholarships to worthy students. Giving of ourselves to others is a rewarding experience.

Legislative Day, led by Chairman Bea Morris, was once again a success. In spite of the economic downturn, we are working harder to push education to the forefront. Be a leader and contact your legislators and lobby on behalf of Virginia's school children. Children are our future and our future members!

Congratulations to IOTA State's Martha Clark, Alpha Tau Chapter president, who is a recipient of a Golden Gift Award that will enable her to attend the next Leadership/Management Seminar at the University of Texas in Austin. Martha is a very active member who has contributed her many talents and abilities to IOTA State. Martha will be our first recipient since 2002 from IOTA State.

Over the holiday season, I reflected not only upon the good works of our present members but have remembered those members we have lost or have experienced a loss. My heartfelt sympathy to each of you, your families and your chapters.

As the snow comes to an end this winter, we have much to look forward to including the International Convention in Spokane, Washington this July. This is another opportunity to learn and grow professionally and to refresh and renew your minds and bodies in the lovely setting of Spokane. Come join us!

And once again, thanks to each of you for being involved and moving IOTA State and Delta Kappa Gamma Society International into the forefront by being strong advocates for education.

**DKG Membership as of Jan. 29, 2010**  
Virginia - Active 3,222; Reserve 218; Honorary 8  
International - 103,780

# From the Scoring Guide

- \_\_\_ Presentation of Information (Should be clear, concise and with complete articles that are sectioned, indented and paragraphed.)
- \_\_\_ Headlines (Short, descriptive, informative and interesting)

# From the Scoring Guide

- \_\_\_\_\_ Graphics, Photographs (Used creatively, they should enhance the articles, not overpower the text or clutter the layout.)
- \_\_\_\_\_ Consistent Layout (Easy to read layout with proper gutters and good balance between grey and white spaces; appropriate line lengths.)

# E-Newsletters

- Convert to .pdf
  - Separate program on the PC
  - Part of the Macintosh OS X - Print to .pdf
- Watch size of the file if emailing
- 2.5mb may be too big
- Make it downloadable from the web



# Web Page Newsletters

- Last names as initials only
- Consider password protection
- If openly readable on a webpage which is not secured, consider encoding the e-mail addresses using Javascript
- <http://hivelogic.com/enkoder/>

# HIVELOGIC

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## THE ENKODER FORM

Posting your email address on a website is a sure-fire way to get an inbox full of Spam. The Enkoder helps protect email addresses by converting them into encrypted JavaScript code so only real people using real browsers will see them.

The Enkoder Form will encrypt your Email address and convert the result to a self evaluating JavaScript, hiding it from Email-harvesting robots which crawl the web looking for exposed addresses. Your address will be displayed correctly by web-browsers, but will be virtually indecipherable to Email harvesting robots.

Although the Enkoder should help to reduce Spam, no solution is perfect. The only way to *truly* prevent Spam is to never publish your address at all, ever, anywhere.

---

## THE BASIC FORM

Enter the information for your link in the form below. If you would like to specify your own HTML, you can use the Advanced Form.

Email address

THE EMAIL ADDRESS TO ENKODE (E.G. YOU@EXAMPLE.COM)

Link text

TEXT PEOPLE WILL SEE ON THE PAGE (E.G. "EMAIL ME")

Link title text

SEEN WHEN MOUSING-OVER THE LINK (E.G. "CLICK TO EMAIL ME")

Email subject (optional)

AN OPTIONAL SUBJECT LINE FOR THE EMAIL

Submit

---

[HOME](#)  
[ARCHIVE](#)  
[CONTACT](#)  
[ABOUT](#)  
[ENKODER](#)  
[RSS](#)  
[TWITTER](#)  
[GOOGLE+](#)

[ADS VIA THE DECK](#)



Tonx: A coffee sourcing, roasting & shipping service.

[FIND A JOB](#)



Box needs a UI Designer in Los Altos, CA

# Password Protection - .pdf

- Adobe Acrobat – Mac or PC \$\$\$
- PDFpen – Mac only \$\$

# Password Protection - .doc or .docx

- Tools -> Protect document -> enter pw

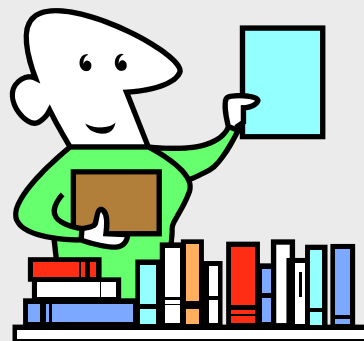
# Classroom Newsletters

- Printed
  - Even if they are one page use good layout techniques
- Online
  - Use a Sans-serif font



# Teacher Newsletter Templates

- [http://www.educationworld.com/tools\\_templates/#miscellaneous](http://www.educationworld.com/tools_templates/#miscellaneous)
- Templates open in Microsoft Word



# Online Newsletter Source

- <http://www.teacherweb.com/>
- Not free - yearly pricing
- Discounts to districts

# Online through your District

- Publish a newsletter on your district/school website
- Consider an email version to send to parents



# Blog Your Newsletter

- EduBlog
  - <http://edublogs.org/>
  - Free
  - Safe



features

schools & universities

community

The World's most popular education blogging service...



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Helen Harvey  
Booker High School

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# Remember

- Communicate
- Communicate
- Communicate

# Submit Your Newsletter

- Choose your best edition from the months September 2012 through December 2012
- Submit one (1) copy
- Indicate if the bulk of your recipients gets the newsletter electronically
- Identify your editor(s) and provide e-mail address(es) for them if available.

# What to Submit

- Printed paper newsletter mailed to Laura Perkins, State Communications Chair
- Electronic copy in .doc, .docx or .pdf format sent as an e-mail attachment
- On a CD in either Word (.doc or .docx) or .pdf format mailed to Laura
- A link with password if needed, if your newsletter is on a website

# How to Contact Laura Perkins

- Now 'til December 15:  
2364 Crossings Cir.,  
Davison, MI 48423
- December 15 – February 1  
3460 Pointe Creek Ct., Unit 201,  
Bonita Springs, FL 34134.
- Anytime via email until Feb. 1:  
[perkins.laura.k@gmail.com](mailto:perkins.laura.k@gmail.com)

# The Process

- The committee will welcome submissions **BEFORE** the February 1st deadline!
- Laura will collect all newsletters and she will scan the paper submissions to convert them to an electronic format.

# Process, continued

- Then she will send electronic versions of the newsletters out to all five readers for scoring.
- The scores will be tallied and averaged.
- Comments and suggestions will be written so that they may be distributed at the State Convention.

# Newsletter Scoring Guide

- Downloadable from the Alpha Iota Website
- From State Home page, select Committees Link
- Scroll down page to Communication Committee for link called “Newsletter Information”

# Newsletter Questions?

- Contact Laura Perkins
  - Alpha Iota State Communications  
Chairman

# Presentation Questions?

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