



**DKG: Leading Women Educators
Impacting Education Worldwide**
2017 Pre-conference Training
Editors

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Planning ahead

Getting started

- Collect stories.
- Collect photos with caption information.
- Make sure photos are clear and faces can be recognized. Take photos at 300 dpi for print.
- Organize stories and photos. Use either a folder system in a file cabinet or create folders on your computer. Stay as organized as possible.
- Sketch your layout. Select a spot for each story, each photo and each caption. Be flexible.
- Balance the page so it doesn't go gray – meaning only text fills the page. Help the human eye travel across the page. Balance text, images and white space.
- Make sure you have appropriate permissions for photos, graphics, and any copyrighted materials such as poems, articles from other sources, and so forth.

Communicate

Chapter and state organizations can maintain effective communication through a regularly published newsletter. A newsletter must grab the attention of its readers. Content is the important item but good presentation leads to greater chances that members will read the newsletter.

Layout page structure

Page layout uses visual or graphic design elements to arrange and enhance information on a page. A good page layout ensures that language, graphics and even color combine to promote clear communication. Consistency in the layout adds to the ease of readability and dependability to its readers.

Create and use a style sheet

What is a style sheet? A style sheet sets the methodology for capitalization, abbreviation, spelling, punctuation, numbers and fonts. A style sheet provides a guide for uniformity, reading ease and credibility. Develop your own style sheet. A style sheet is an editor's choice. Set the style sheet and then stick with the parameters to maintain consistency. The style sheet is the roadmap for building your newsletter.

Use a template

Decide the number of pages each newsletter will contain. Limiting pages before beginning work will help you in selecting content for inclusion. Choose the number of columns for the template. Set margins and spaces between columns. Add headers or footers to carry page numbers, issue date, volume number and newsletter title. Place the banner on the first page. The template should stay the same with each issue.

Select typeface

Serif and sans serif differ in shape and design. A serif typeface has extra lines or hooks on letters which make them more stylistic (Example: Times New Roman). A sans serif typeface does not have the finishing lines of the serif typefaces. (Example: Gill Sans) A serif font is considered easy to read and therefore recommended for use in newsletters.

Choose font size

Never use less than 8 points but 10 points is preferred. If you have the space, 12 points is better for reading ease. Use the same font and font size throughout the document. Vary the size of the headlines to give variety and emphasis to important stories. With these decisions made, you can set items in most desktop publishing applications. If not, then keep a list handy. See the international style guide as an example.

Make your publication more professional

As you begin to use these tips and ideas, publications will begin to have a professionally polished appearance. With practice, the tips and techniques offered will become second nature. You will notice improvement. Remember, the computer is not a typewriter. Desktop publishing software offers capabilities beyond word processing. Learn a few new tricks to enhance your newsletter.

- Use only one space after a period, colon, exclamation point, question mark, quotation marks – or any punctuation that separates two complete sentences.
- Use smart quotation marks and apostrophes. They should be curled not straight.
- Hyphen - is strictly for hyphenating words or line breaks; avoid using hyphens.
- Dashes – never use two hyphens for a dash. Use en dashes and em dashes appropriately.
- En dash – is longer than a hyphen and used between words to indicate a duration.
- Em dash— is longer than the hyphen or en dash and is used to indicate an abrupt change in thought or idea.
- Add accent marks where appropriate. Check with the special character selection for the software and platform being used.
- Do not underline. Underlining is for typewriters. Use italics for titles. Use bold to emphasize a word.
- Do not use all capital letters often.
- Drop Caps – according to program being used, this feature can add an attractive component to any publication.
- Widows and Orphans – widows refer to a word left standing alone on the last line of a paragraph. An orphan is a line of a paragraph left alone in a new column. Avoid both. Edit copy to eliminate.
- Justify or not to justify – as editor this is a choice. Experts say justifying copy takes less space but not justified is easier to read.
- Typeface/fonts – do not combine more than two typefaces or fonts. Choose fonts/typeface for the entire document and stay with it. Be consistent throughout the document and future issues.
- The standard for day and night is small caps – a.m. or p.m.
- White space – refers to the space with no print. White space is good and allows the reader to move through the document more easily.
- Graphics – add interest to content when used appropriately. Use graphics to add to the story. Use high quality images and photos. Try to avoid clip art or images that look grainy.
- Proofreading – the most important thing you can do. Read the document out loud to yourself. Be sure to run spell check. Enlist a friend or two in your chapter/state organization to proofread after you have done so and before sending to state president for final approval, prior to printing or distributing to members.

Examples of professional practices

Dashes and hyphens

do not use --

The length and style of hyphens, en- and em- dashes vary from typeface to typeface.

Example

n m - - —

n m - - —

n m - - —

Use an en-dash to indicate a continuation of time, dates and years.

Example

8:30 a.m.–4:50 p.m.

2012–2014

Tuesday–Saturday

An em-dash, which is longer than both the hyphen and en-dash, is used to indicate a break in thought.

Example

We know that supporting others to be successful is a leadership role. But so are creative thinking, risk-taking, making and supporting change—going just one extra step beyond what is comfortable—those are qualities of a leader, also.

A hyphen is shorter than the en- or em-dash and is used to hyphenate words that break at the end of a line or to connect elements of a compound word.

Example

Every time I read an Educational Foundation project grant application, every time I learn of another way chapters are supporting early-career educators, every time I receive a letter, email, or media clipping, I renew my pride in our Society and in my membership.

Smart quotes and apostrophes

Smart quotes are curled not straight. Beginning quotes have the bold circle facing toward the bottom. Ending quotes have the bold circle toward the top.

Example

“smart” quotes

”dumb” quotes

smart apostrophes’

dumb apostrophes’

Drop cap

Drop caps help bring attention to the readers eye, thereby highlighting an article.

Each U.S. state organization, chapter and coordinating council with a separate EIN must file a 990 with the IRS every year. If the 990 is not filed for three consecutive years between July 1 and Nov. 15 with the correct fiscal year, the non-profit status will be revoked. From the date of revocation, the U.S. state organization, chapter or coordinating council is removed from the umbrella of The Delta Kappa Gamma Society International and the income becomes taxable. Any entity with income under \$50,000 may file a 990-N electronically with a direct link from the Society homepage. Keep a copy of the accepted filing and send a copy to the state organization treasurer.

Layout

Plan your space. Use a grid system. Multiple column grids work well with newsletters. The multiple column grid gives flexibility for placement of components per page. Plan the placement of items on the page. As you plan include margins, content, images, column width, headlines, captions and other items to be placed on the page.

Plan the number of pages for the entire document. Plan the main text. Plan the space for subheadings. Stick to the plan. Plan the font type and be consistent, issue after issue. Use one font for headlines and a complimentary font for body copy. Vary the font size, spacing, and format.

Plan your images. How much space will you give to images? Vary sizes on pages but remember faces should not be smaller than a dime. Size and space on the page matter. Graphics are not limited to photos of people. Signs, large numbers, cartoon boxes and advertisements make up part of the graphics plan.

Include white space on each page. White space has no text or images and helps direct the reader's eyes in the direction you as editor want them to go. White space is an important part of any page and deserves attention and planning.

What grid type do these layouts use?

A.

Society Personnel

2017-2019 State Organization Presidents

Alabama Nancy Karris	Mississippi Judith Soperston	Arkansas Betty Rose	Montana Mary Vaira
Arizona Dr. Joyce Stenrett	Nebraska Joanette Robinson	California Candice Martin	The Netherlands Carli Hoff-Heins
Colorado Rosa Maria Banaga Castro	New Brunswick Maxine Emm	British Columbia Lorrie L. Williams	Nevada Nancy Jacob
Connecticut Janis Barr	New Hampshire Sheila Mahle	Florida Dr. Sue L. Pettit	New Jersey Susan Smith
Costa Rica Juan Rosarado	New Mexico Deborah M. Beard	Delaware Thais Castillo Alfaro	New York Susan Semp
District of Columbia Suzanna Parent	North Carolina Sheila E. Honey	Illinois Dr. Helen S. Flagg	North Dakota Lisa M. Olson
Estonia Elyn R. Rodriguez de Rodriguez	North Dakota Anne Marie Solstad	Finland Edla Tuomari	Ohio Terry Fox de Oliveira
Germany Kajja Tschani	Ohio Patricia Jean Cornak	Greece Gerry B. Hacker	Oklahoma Judith Barnes
Guatemala Dagmar Villmann	Oregon Kathryn Dewey	Hawaii Gail Springstead	Pennsylvania Dr. Candy Lee Ryan
India Waldemar Rodriguez	Quebec Tracy R. Dorsch	Idaho Claudia M. Estrada	Rhode Island Dr. Beverly C. Chalidge
Illinois Denise Min Shimura	Quebec Luz Lucy Mania Padilla Castillo	Iowa Egipio Espinola-Ritter	South Carolina Dr. Rita Andrew Pratta
Japan Jane Winston	Quebec Beverly Townsend	Kansas Sylvia Olson	South Carolina Julian Segden
Louisiana Jo Ann Haines	Rhode Island Mikaela Torres Hernandez	Michigan Pan Wilkump	South Carolina Eileen Reimche
Maine Sylvia Olson	Saskatchewan Janet Rouse	Minnesota Dr. Frank Volpagan	South Carolina Aldred Hunter
Maryland Susan A. Graham	Sweden Eliabeth Skinner	Missouri Paula Ellen Kibbey	South Carolina Dr. Denise L. Powell
Massachusetts Julie Rooney	Tennessee Marilyn Tracy	Mexico, D.F. Mary Whitteer	Texas Kathy Barry
Michigan Heather Maguire	Tennessee Kathy Barry	Minnesota Joan E. Higgins	Texas Kathy Barry
Minnesota Martha Cortes	Tennessee Linda M. Hall	Missouri Pauline Cortes	Tennessee Toni Fisher
	Tennessee Dr. Marilyn Sue Rogers	Missouri Dr. Dorothy E. Sample	Tennessee Marilyn Lambert
	Tennessee Rebecca Tish	Minnesota Sally L. Hyman	

The Delta Kappa Gamma Society International • 2016 International Convention • Nashville, TN

B.

Opening Meeting

Tuesday, July 5, 2016
7:00 p.m.
Gathering Music

Presiding
Shirley Newhart, GA, international president
Dr. Lynn Babb Schmitt, PA, international president

Program of the Day
Dr. Janet P. Souders, TN, past international president, 2010-2012
Karen Runtz, NY, live & music drum
Shirley Newhart, GA, present
The Delta Kappa Gamma Song

Welcome to Tennessee
Marie Susing, Vice-President of Multi-Cultural Community Relations, Nashville Convention & Visitors Corporation

Welcome to the Convention
Betsy Sadowski, TN, steering committee chair

85 Years and Beyond
Recognition of the 50+ year members

Introduction of Speaker
Mercedes Fychook, NC

Compusing Year World
June Bowers, NE, chair, Arts & Humanities Jury

Advancing Key Women Education for Life
Kai Kight

Announcements
Elizabeth Fychook, WA

Tennessee Night
9:00-10:00 p.m.

Netos

The Delta Kappa Gamma Society International • 2016 International Convention • Nashville, TN

C.

Society Personnel

State Organization Executive Secretaries

Alabama Elizabeth (Libby) P. Watson	Arkansas Lafonise Robinson
Arizona Monica J. Piche	California Ammeterre (Toxi) Cook
Colorado Corbin Ann Housel	Connecticut Linda Louisa Shea
Costa Rica Debraanne	Delaware Margaret J. Chappell
District of Columbia Maria Mercedes de Umaná	Florida Ana Krite
Georgia Rina Nurhanna	Guatemala Judith Hill
Germany Dr. Hanna M. Fowler	Hawaii Gisela Buerens von Engelhardt
Greece Joan Carroll	Illinois Wendy Echeverria
Guatemala Vicki Spinks	Indiana Marie Vera Palmieri
Hawaii Dr. Kamarii Richter	Japan Candi Hertzog
Germany Katrin Kitzara	Kenya Marilyn Gable
Guatemala Peggy King	Louisiana Mary Lee Makinen
Florida Doretha Maynard	Maine Patricia Perez-Rodriguez
France Sandra L. Gannon	Michigan Linda Lightsey
France Falleter Fischer	Missouri Rita Brinker
Georgia Candi C. Sogho	Nebraska Dolores Conway
Germany Anne Bryant Nite	New Brunswick Beryl Seward
Guatemala Dr. Barbara Perry-Sheldon	North Carolina Aubrey Helena Lyngstad
Hawaii Cecilia Rodriguez	North Carolina Victoria G. Sello
Hawaii Marian Espinoza Olivera	Ohio Madeline Groschewak
Idaho Regina M. Spill	Ohio Giselle Horton
Illinois Elaine Warwick	Tennessee Betsy M. Vines
Indiana Gloria J. Ferrell	Tennessee Janet LeBaron

Society Headquarters Professional Staff

Executive Director Sandra Smith Bull
Operations Services Administrator Phyllis A. Hickey
Membership Services Administrator Mia S. Scott

Minutes From EVERYWHERE!

Join us next year in BEAUTIFUL Spearfish, SD for the DKG Northwest Regional Conference!
June 26th—July 1st, 2017
Hosted by Spearfish Holiday Inn & Lucky's 13 Pub

Spearfish Canyon—5 Minutes
Deadwood, SD—15 Minutes
Deadwood, TN—40 Minutes
Mount Rushmore—70 Minutes
Crazy Horse—80 Minutes

The Sheraton Myrtle Beach Convention Center welcomes

The Delta Kappa Gamma Society
Southwest Regional Conference
July 17-23, 2017
2101 North 34th Street
Myrtle Beach, SC 29577

The Delta Kappa Gamma Society International • 2016 International Convention • Nashville, TN

- Choices:
1. Two column 2. Three column 3. Four column

Answers: A,3; B,2; C,1

Grids

Using a grid system to establish placement in the newsletter provides an unlimited amount of choice and flexibility. Grids provide a simple method for establishing clarity, efficiency, economy and continuity. A grid system lends consistency to the layout of issues over time.

Grids provide a means for breaking the page into parts for planning placement of articles, headlines, captions and images that tell the story.

Grid elements have specific alignment traits and act as guides in connecting all pieces and parts of a page together. The grid gives unity without overshadowing the sum of its parts. Different grids lend themselves to different purposes. Once familiar with grids type and function, planning a document becomes easier.

Grid types

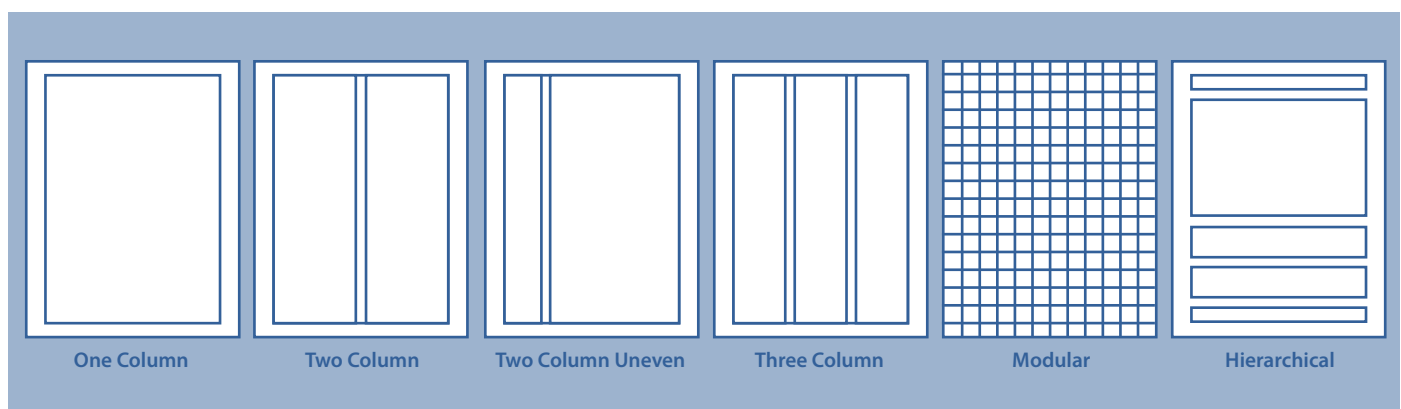
The **manuscript/single column grid** is one block or rectangular area that takes up most of the page. Used mostly for books and continuous running text.

A **column grid** divides a page into a continuous area

for text, overlapping areas, and independent areas all combining together to establish a unified space for presenting content. Column grids can have two or more columns per page. Column grids also contain vertical and horizontal lines that assist in placement and alignment of page components.

A **modular grid** is a column grid that has a large number of columns subdivided into rows which creates a matrix of modules or boxes across the page.

The **hierarchical grid** conforms to the needs of the project and may combine columns and individual elements. This grid lends itself to unusual print designs and web page construction.



Learn grid components

Columns, flowlines, margins, markers, modules and spatial zones are the main components of a grid.

Columns ■

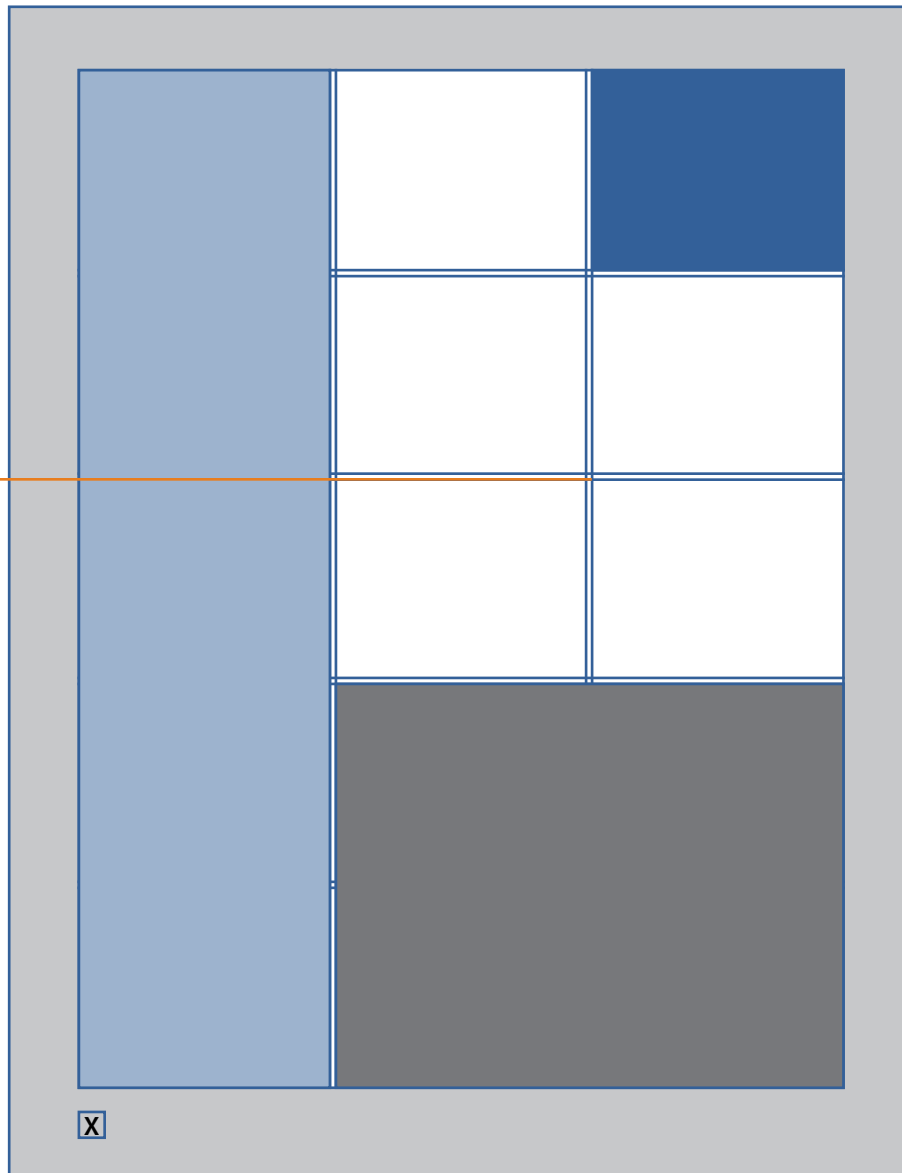
are vertical sections that hold images or type. The width and number of columns on a page vary, depending on content.

Flowlines

are a method for using space and elements to guide readers across a page.

Margins ■

exist as buffer zones. They represent the amount of space between the trim size, including gutter, and the page content. Margins can also house secondary information, such as notes and captions.



Markers ⓧ

help a reader navigate a document. Markers include page numbers, headers, footers, and icons.

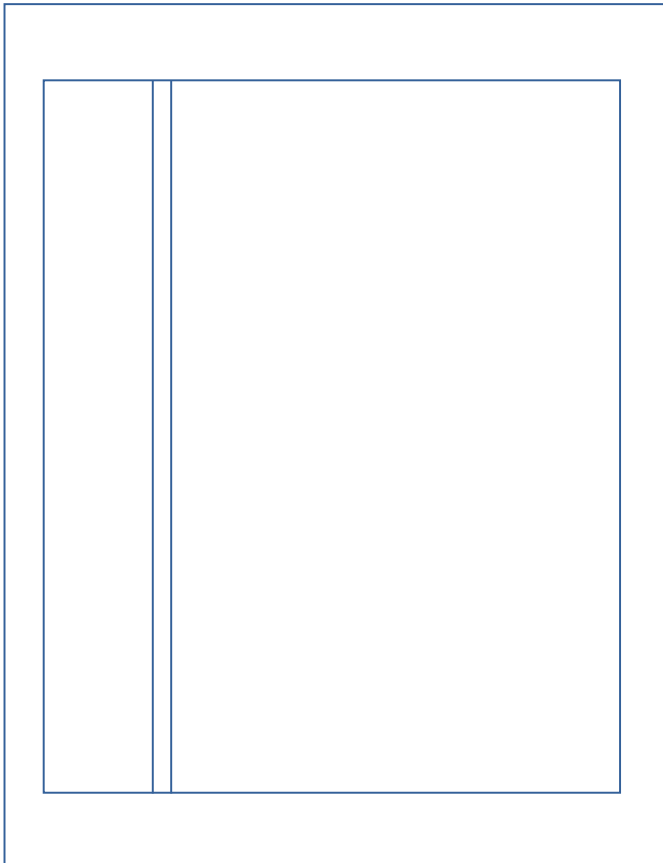
Modules ■

are sections separated by consistent space, providing a repeating, ordered grid. Create columns and rows by combining modules.

Spatial Zones ■

represent groups of modules or columns that can form specific areas for type, ads, images or other specialty information.

Examples of grid with layout



Uneven two-column

Article VIII

The Delta Kappa Gamma Society International

810 Finance
811 Leadership Development
812 Membership
813 Nominations
814 Non-dues Revenue*

*The work of this committee is international in nature and may be omitted at the state organization and chapter levels.

815 (2) Society Mission and Purposes
816 Educational Excellence
817 Educators Award*
818 Eunah Temple Holden Leadership Fund*
819 Golden Gift Fund*
820 International Speakers Fund*
821 Scholarship
822 World Fellowship

b. Elected committees
(1) The following international committees shall be elected at the international convention by the state organization presidents:
Finance
Nominations
(2) The composition of each elected committee shall be specified in the committee description. A member shall serve no more than two (2) consecutive terms on the same committee.

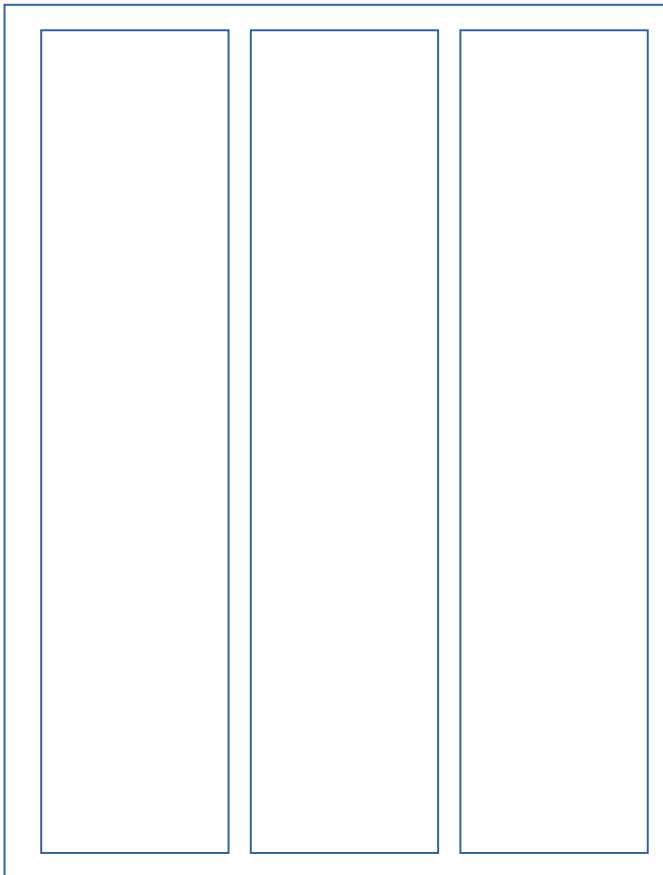
c. Appointed committees
(1) The following committees shall be appointed by the president:
Communications and Publicity
Constitution
Educational Excellence
Educators Award
Expansion
Golden Gift Fund
International Speakers Fund
Leadership Development
Membership
Non-Dues Revenue
Scholarship
World Fellowship

823
824
825
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833
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840
841
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847
848
849
850
851

Each appointed committee shall be composed of one (1) member from each region, one of whom shall be appointed chair unless otherwise specified in the committee description. A member shall serve no more than two (2) consecutive terms on the same committee.

(2) Special committees (e.g., ad hoc, task force) may be appointed by

C-18



Three column

FOR KEY WOMEN EDUCATORS THE DELTA KAPPA GAMMA SOCIETY INTERNATIONAL

DKG NEWS **DKGEF awards announced, 4-5**

VOL 73 NO 4 JUL/AUG 2016

Dental insurance now available to members

See Administrative Board actions, 6

DKGEF launches new website

After months of planning and building a new website, the DKG Educational Foundation is migrating to space on the Society's site. The current address, www.dkgef.org, will stay in effect, but by being under the umbrella of the Society's site members can also easily access the Foundation's home at www.dkg.org.

With a "click" the first button on the Society's homepage goes directly to the updated and redesigned home page. Real-time figures keep visitors apprised of funds awarded since the Foundation's inception in 1964. Charts also note awards given in each of the four application categories covered by DKGEF: CIPD, CSPD, Projects: New, Projects: Renewal.

Of particular interest is information denoting the percentage of awards going to both DKG members and non-members. A map displaying the global impact of DKGEF funding rounds out the information available on this page. Reorganized

INTERNATIONAL • CONVENTION

Convention draws thousands to Nashville

Despite a thermometer consistently above 90 degrees Fahrenheit and humidity above 90 percent, Nashville, Tennessee, was the gathering place for more than 2,000 members, non-members and guests who drove or flew to the international convention during the July 4 holiday week.

Sixteen hundred attended Tennessee Night on Tuesday evening, following a riveting performance by opening session speaker and violinist Kai Kight. Live country music rocked the assembly hall and participants swayed, clapped and danced to the music of a band made up of Nashville musicians who are listed on countless CD and record albums.

Tennessee volunteers, nearly 300 in attendance at the convention, were identified by their unique infinity scarves.

Come home to DKGEF at the Foundation's new website. See **DKGEF**, 3

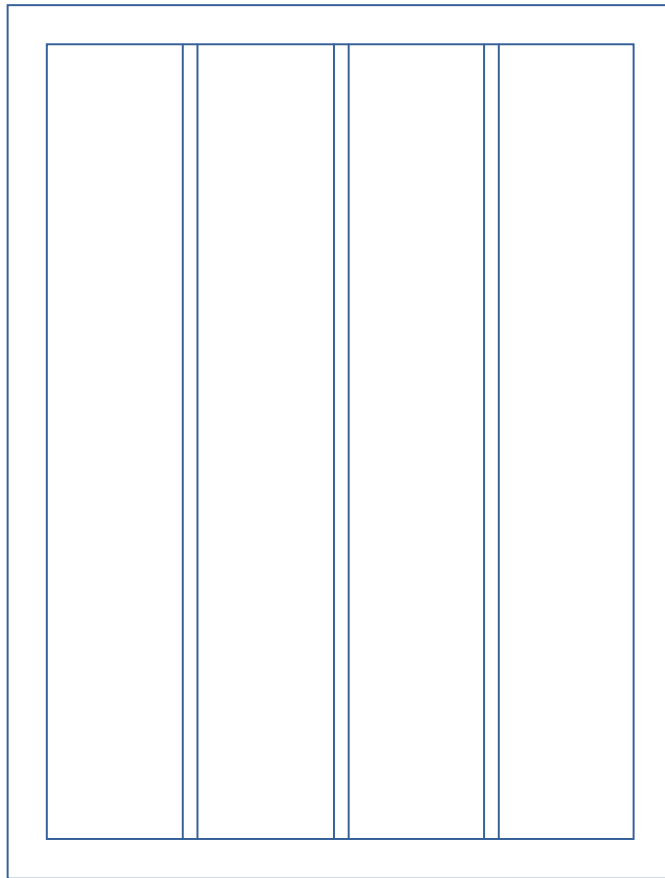
See **CONVENTION**, 3

INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS

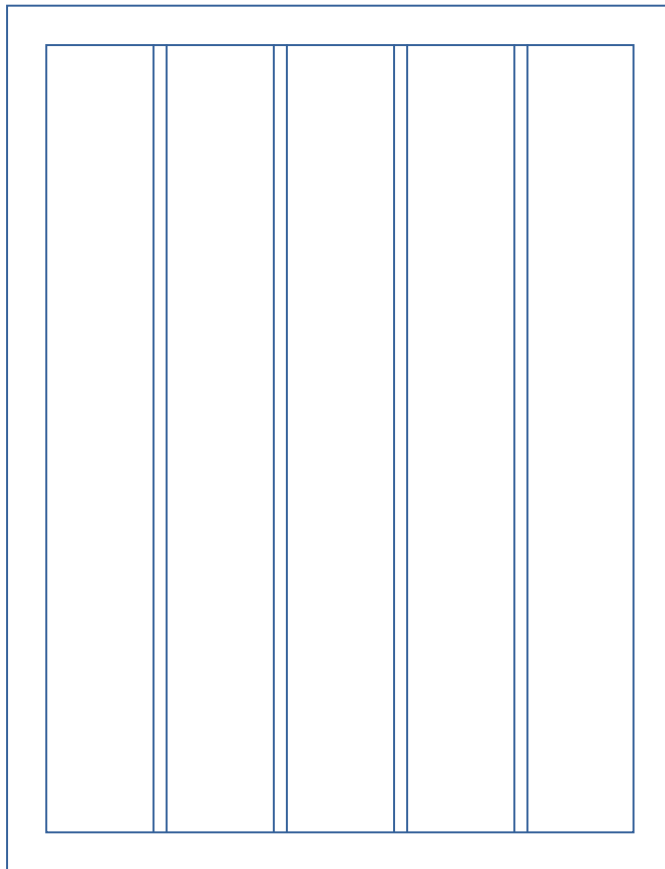
Delta Kappa Gamma promotes professional and personal growth of women educators and excellence in education.

Visit our website at www.dkg.org for the latest news and information

Examples of grid with layout



Four column



Five column

Annie Webb Blanton Mamie Sue Bastian

The Founders of Delta Kappa Gamma

Ruby Cole Mabel Grizzard

Anna Hiss Ray King

Sue King Helen Koch

Ruby Terrill Lomax Cora Martin

Lalla Odom Lela Lee Williams

Things to remember:

May

- Find information, photos and an updated presentation about the Founders under the "About Us" tab at www.dkg.org. Click on Founders.
- Encourage members to register for a regional conference before early-bird registration ends.
- May 15 is the deadline for submission of articles to the *Bulletin: Journal*. Email submissions to bulletin@dkg.org.

June

- Encourage members to apply for DKGnext! Deadline is August 11. Find the application under **Forms > Applications**.
- Begin planning for next year's programs. Plan a planning meeting with your executive committee.
- Consider using the Membership Recruitment Plan next year. Now is the time to develop a timeline.
- Find ideas for chapter programs under the **Programs** tab at www.dkg.org
- Send your email address, name and chapter to nitas@dkg.org in order to receive this publication by email only.

Tell us about your website experience

We want you to enjoy the most positive experience possible when visiting the DKG Website. So, please tell us what you think – complete the survey by clicking on the rotator item on the homepage at www.dkg.org.

Register for Regional Conferences

Log in at www.dkg.org/events using your six digit member ID number as your user name. If you have not logged in before, the default password is `dlkg2014society`. Remember: change to a preferred password after log in.

Have you ever wanted to see New England in the fall?

Join DKG members on a Fall Foliage Tour: Vermont to Massachusetts. The eight day tour will begin on October 8, 2017. Karen Crumley from New York is the DKG Ambassador for this trip. If you have any questions, please contact her at kerumley@hvc.ru.com. Further details on the exciting adventure can be found on the Society website. Don't miss out on this spectacular Mother Nature experience provided just for DKG members, family and friends.

President to President
by Carolyn Pittman, International president 2016-2018

The CHAPTER is the most important level of DKG. The CHAPTER is home base for all. The CHAPTER is where all members are involved in "genuine spiritual fellowship" and in personal and professional growth, and that's the place to find connection and security. Most members do not reach beyond the chapter for any of those.

Sometimes members don't know what state organization involvement offers. The only way they will know is from the leaders in their chapters. Are you and your officers attending state and area meetings? Do you take advantage of training for your positions? I encourage you to do that—and a strong reason you should reach beyond your chapter is that your involvement affects the strength of your chapter. If you are knowledgeable about DKG and about your responsibilities, your members will be too. AND you will be addressing that significant issue of leadership succession.

Often potential chapter leaders are reluctant to accept an office because they think they don't know enough about DKG to lead their members. YOU can set an example by being knowledgeable and helpful yourself. Not only can YOU mentor, you can also learn about and share the resources for chapter leaders your state organization website and international website provide. In fact, that's where you can find EVERYTHING about DKG.

Then go to your state meetings and trainings and take someone with you. Then both of you go to international meetings—and take someone with you! I hope I see you at your regional conference this summer.

Contact Society Headquarters

<p>Mailing address P.O. Box 1509, Austin, TX 78767-1589</p> <p>Street address 416 W. 12th Street, Austin, TX 78701</p> <p>Telephone 512.478.5748</p> <p>Toll-free telephone (Canada, U.S.) 888.762.4685</p> <p>FAX 512.478.3961</p> <p>FAX (Information Services Department) 512.474.2494</p>	<p>President's Page nitas@dkg.org</p> <p>Executive Services Department societyexec@dkg.org</p> <p>Operation Services Department societyops@dkg.org</p> <p>Information Services Department socedit@dkg.org</p> <p>Membership Services Department members@dkg.org</p> <p>Order Department dkgstore@dkg.org</p>
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www.dkg.org

MASTHEAD

NEW DKG
LOGO

HEADLINE

STORY

PHOTO FROM
RECENT
EVENT

HEADLINE

STORY

TABLE OF CONTENTS

- 2
- 3
- 4

editor e-mail

FOOTER

web address

Practice assignments

Using the column grids provided, map out the elements listed for each type of structure. Be sure to leave white space in your layout. Feel free to work with a partner, in a threesome or on your own. Select one layout to use as practice. Be prepared to share.

Two column structure:

arrange the following

2 photos with captions, two articles- headline with each; one long article and one short article, one ad for a convention

Three column structure:

arrange the following

One long story needing 2 columns of space include headline space, footer showing newsletter title and issue date, logo on page, one story needing a column

Four column structure:

arrange the following

Six photos with caption, three articles of similar length, notice of five deadlines

Five column structure:

arrange the following

Calendar of year events, three photos with captions, one main article with headline, one short article with headline including a photo with this specific story

Easy Mint Meringue Cookies

2 egg whites

½ cup sugar

1 package mint
chocolate morsels

½ tsp vanilla extract

green food coloring

1. Heat oven on 375° for 20 minutes.
2. While oven is heating, beat egg whites and sugar until egg whites are stiff and form peaks.
3. Add vanilla extract and green food coloring.
4. Fold in mint chocolate morsels.
5. Drop ½ tsp on a cookie sheet lined with parchment paper.
6. Place meringues in oven and turn off heat.
7. Keep oven door closed for at least 5 hours.

Example of 3 column uneven layout

Fourth General Meeting

Friday, July 8, 2016
12:30-2:15 p.m.

Presidential Ballroom CDE



Featured Speaker

Judith Viorst,
 Author

Sponsored by
 Eunah Temple
 Holden Leadership
 Fund

Agendas

Gathering Music

Cynthia DeVies and Sharon Kraus, TX, piano

Report of the Credentials Committee

Kay Stuart, PA, chair

85 Years and Beyond

Dr. Cherie Ward, DC

By the Rubric of Rhythm They'll Read, poem

Reports of the Area Representatives

Canada

Dr. Donna-Faye Madhosingh, BC

Latin America

Tamara Flores Hernandez, San Luis Potosi

Reports of the Forums

Canadian

Dr. Donna-Faye Madhosingh, BC, chair

European

Dr. Ingrid Stjernquist, Sweden, chair

Latin American

Tamara Flores Hernández, San Luis Potosi, chair

United States

Judy Fox Jackson, TN, chair

Reports

Educational Foundation Board of Trustees

Lynna Gene Cook, NE, chair

Elections Committee

Judy Kearns, CA, chair

Performance

Medley - Broadway Ladies

Nu Notes, Minot ND, Directed by Sandra Starr, ND

Warren, Coleman, Adler & Ross, arr. Kern

Singers: Leslie Barney, Julianne Bonner, Holly Eidsness,

Rochelle Felder, Dawn Freeman, Laurel Livingston,

Cheryl Nilsen, Alyssa Palmer, Joy Shirek, Paula

Simonson, Jeannie Sovak, Sandra Starr

Invitation to Austin 2018

JoAnn Brooks, TX, convention steering
 committee chair

Introduction of Speaker

Dr. Judith Merz, NJ, *Bulletin* Editor

Featured Speaker

Judith Viorst, Author

LIFE LESSONS FROM UNDER EIGHT TILL

*OVER EIGHTY: What we've learned or need to learn
 to help us develop and grow over the decades*

Advancing Key Women Educators for Life

Amber Hedgepeth, SC

Announcements

Becky Sadowski, TN

Adjournment

Sending Music

Cynthia DeVies and Sharon Kraus, TX, piano

Puerto Rico



Established:

December 7, 1976, San Juan

Sponsored by:

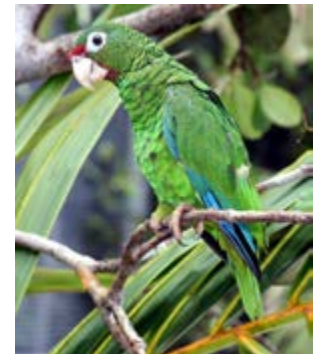
The State of Pennsylvania

International President:

Nadine Ewing

Current # of Chapters:

Three



The Commonwealth of Puerto Rico, bordered by the Caribbean Sea in the South and the Atlantic Ocean in the North, sits about 1,000 miles east-southeast of Miami, FL and is the smallest of the Greater Antilles. It consists of 78 municipalities: the Island of Puerto Rico, plus the adjacent islets of Vieques, Culebra, and Mona. With a mountainous tropical eco-system and very little flat land, few mineral resources exist.

A possession of the United States, Puerto Rico has remained an unincorporated U.S territory with approximately four million people. Its people were granted American citizenship under the Jones Act in 1917; and were permitted to elect their own governor, beginning in 1948. The people now fully administer their internal affairs under a Constitution approved by the U.S.

Congress in 1952. The official languages of Puerto Rico are Spanish and English being Spanish the vernacular. English is taught in the educational system as a second language, making most inhabitants bilingual. The currency is the U.S. dollar.

Puerto Rico is a major hub of Caribbean commerce, finance, tourism, and communications. San Juan, the capital, is one the world's busiest cruise-ship ports. Puerto Rico's standard of living continues to be among the highest in the Western Hemisphere. Puerto Ricans are highly educated. Education is mandatory from K-12 grades. The state university consists of 11 campuses throughout the island and there are approximately seven private institutions.

2017-2018 International Meetings

**June
2017**

June 28-July 1

Northwest
Regional
Conference
Spearfish, SD

**July
2017**

July 4-7

Southwest
Regional
Conference
Honolulu, HI

July 12-14

Northeast
Regional
Conference
Windsor, ON,
Canada

July 19-22

Southeast
Regional
Conference
Myrtle Beach, SC

July 26-29

Europe Regional
Conference
Tallinn, Estonia

**August
2017**

Aug. 24

DKG Supporting
Corporation

Aug. 25-26

Finance

**September
2017**

Sept. 15-16

Communications
and Publicity

**October
2017**

Oct. 16-18

Nominations

Oct. 22-24

Constitution

Oct. 20-24

Latin American
Leadership
Conference

**November
2017**

Nov. 3-4

Membership

Nov. 15

International
Speakers Fund

Nov. 15-18

Administrative
Board

**March
2018**

March 18-21

2018 National
Legislative
Seminar

**July
2018**

July 16-20

International
Convention
JW Marriott
Austin, TX



AUG 2014

CK

Style Sheet

Headlines and subheads

Only the first word is capitalized unless a proper noun. Headlines are left justified and subheads are centered

Front page main headline Myriad Pro Black Condensed, font size=31 pt, leading=auto, kerning=metrics, tracking=0

Front page secondary headline Adobe Jenson Pro Semibold, font size=26 pt, leading=23 pt, kerning=metrics, tracking=-10

Inside main headline Adobe Jenson Pro Semibold, font size=29 pt, leading=23 pt, kerning=metrics, tracking=-10

Inside secondary headline Adobe Jenson Pro Semibold, font size=26 pt, leading=23 pt, kerning=metrics, tracking=-10

STORY CONTINUATION HEADLINE From page x

Headline - ALL CAPS - Myriad Pro Black, font size=26 pt, leading=23 pt, kerning=metrics, tracking=-10

Page call out - Adobe Jenson Pro Regular, font size=16 pt, leading=23 pt, kerning=metrics, tracking=-10

Subheads Adobe Jenson Pro Bold, font size=12 pt, leading=11.5 pt, kerning=metrics, tracking=-25

Body Text and paragraphs

Body text is left justified with a ragged right edge. The first paragraph in each article has no indentation, each paragraph after the first has a .25 inch indentation on the left side. Hyphens are only used when necessary for space.

Article lead in front page main story. Ut quundi valor Adobe Jenson Pro Semibold, font size=12 pt, leading=14 pt, kerning=metrics, tracking=-10

Article lead in rest of newsletter. Faccatio stibus eatio. Magnis Adobe Jenson Pro Regular, font size=14 pt, leading=12 pt, kerning=metrics, tracking=-10

Body text example with paragraph formatting. Obit re quibea dolupta eperferum. Adobe Jenson Pro Regular, font size=12 pt, leading=14 pt, kerning=metrics, tracking=0

Ucipidebis ra pla quidunt elliquam volor atur, consequibus elias estiatur?

Topic indicators

All caps

TOPIC ▪ SUBTOPIC

TOPIC:
Myriad Pro Black Condensed,
font size=14 pt, leading=auto,
kerning=metrics, tracking=0

SUBTOPIC:
Adobe Jenson Pro Regular,
font size=14 pt, leading=auto,
kerning=metrics, tracking=0

Bylines

Only for international president and executive director.

Title all caps. Right justified.

By Dr. Beverly Helms

2012-2014 INTERNATIONAL PRESIDENT

Name:
Myriad Pro Black Condensed,
font size=14 pt, leading=auto,
kerning=metrics, tracking=0

TITLE:
Adobe Jenson Pro Semibold,
font size=11 pt, leading=13,
kerning=metrics, tracking=0

Jumpline

Right justified

See **STORY**, # "See" and "#":
Myriad Pro Regular, font size=10
pt, leading=auto, kerning=metrics,
tracking=-25

STORY:
Myriad Pro Black, font size=10 pt,
leading=auto, kerning=metrics,
tracking=-25

Captions

Color matches the PMS for the issue. Period at the end.

Right justify.

Captions go here It ex et
fuga. Ecto molum as as am.

Myriad Pro Regular, font size=10 pt, leading=auto, kerning=metrics, tracking=0

Q & A

Right justified.

**What is the role of the
parliamentarian? Must we
take her decisions as the
"last word"?**

Question:
Myriad Pro Black
Condensed, font
size=11 pt, leading=13,
kerning=metrics,
tracking=-10

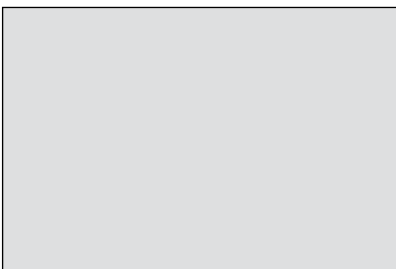
Lorem ipsum dolor sit amet,
consectetur adipisci velit,
sed diam nonummy nibh
euismod tincidunt ut laoreet.
Ut wisis enim ad minim
veniam, quis nostrud exerci.

Answer:
Adobe Jenson Pro Regular,
font size=12 pt, leading=14
pt, kerning=metrics,
tracking=0

Ear

Interior article leads.

Lorem ipsum dolor si consectetur, #



**Wisis enim ad
minim veniam
quis nostrud ef**

■ **Lobortis nisl ut aliqui
pex ea commodo conseqi
uathwuis te feugifacil, ##**

Autem dolor in hendrerit in vulp

Adobe Jenson Pro Regular, font
size=12.56 pt, leading=auto,
kerning=metrics, tracking=-25

Adobe Jenson Pro Bold, font size=22 pt,
leading=auto, kerning=metrics, tracking=-25

Adobe Jenson Pro Bold, font size=25 pt, leading=24
pt, kerning=metrics, tracking=-50

Adobe Jenson Pro Semibold, font size=14.65 pt,
leading=14.65 pt, kerning=metrics, tracking=-25

Formal Titles

- Before a name capitalize, after a name lowercase. (AP 2011-p. 44)
- Lower case a position when not used as proper noun, e.g., *international president, state president, executive secretary, chapter treasurer, webmaster, corporate secretary, executive director, membership chairs.* (Constitution style guide)

Committee Names

- Upper case the name of boards of the Society, i.e., Administrative Board, Editorial Board, and Executive Board.
- Upper case the name of funds of the Society when a proper noun, e.g., Available Fund, Permanent Fund, Scholarship Fund, Emergency Fund, World Fellowship Fund, Eunah Temple Holden Leadership Fund, Golden Gift Fund, International Speakers Fund, and Loretta Halek Memorial Fund for Program Resources.

Conferences and Conventions

- Upper case when referring to a specific event (year and/or region), e.g., *2014 International Convention, SW Regional Conference, 2013 NE Regional Conference, SE Regional Conference in Orlando, FL.*
- Lower case when general, e.g. *international convention in Indianapolis, IN; attended two regional conferences; 2013 regional conference; regional conference in Branson, MO.*

State identification

Identify each members' state or country of origin within an article. The abbreviation for the state or country of origin will follow the members name.

- Series of names:
Name, ST; Name, ST;
- Single name at end of sentence:
Name, ST.
- Single name inside sentence:
Name, ST,

Commas

AP 2013 p. 305

- Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series:
The flag is red, white and blue.
- Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction:
I had orange juice, toast, and ham and eggs for breakfast.
- Use a comma also before the concluding conjunction in a complex series of phrases:
The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

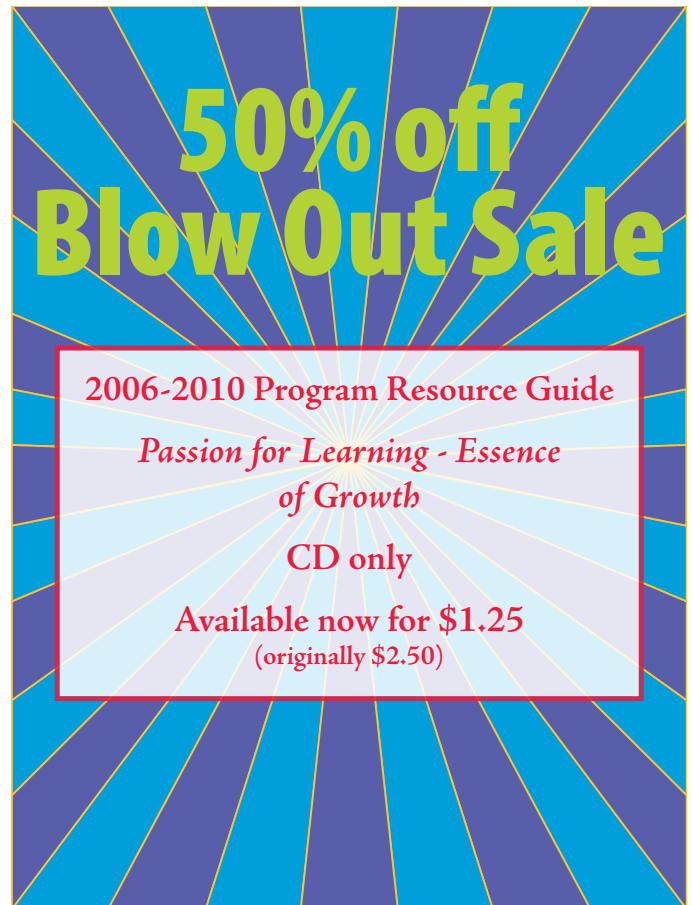
PMS colors

- January/February - 652
- March/April - 339
- May/June - 267
- July/August (online) - C-100, M-38, Y-55, K-3
- September/October - 1595
- November/December - 1945

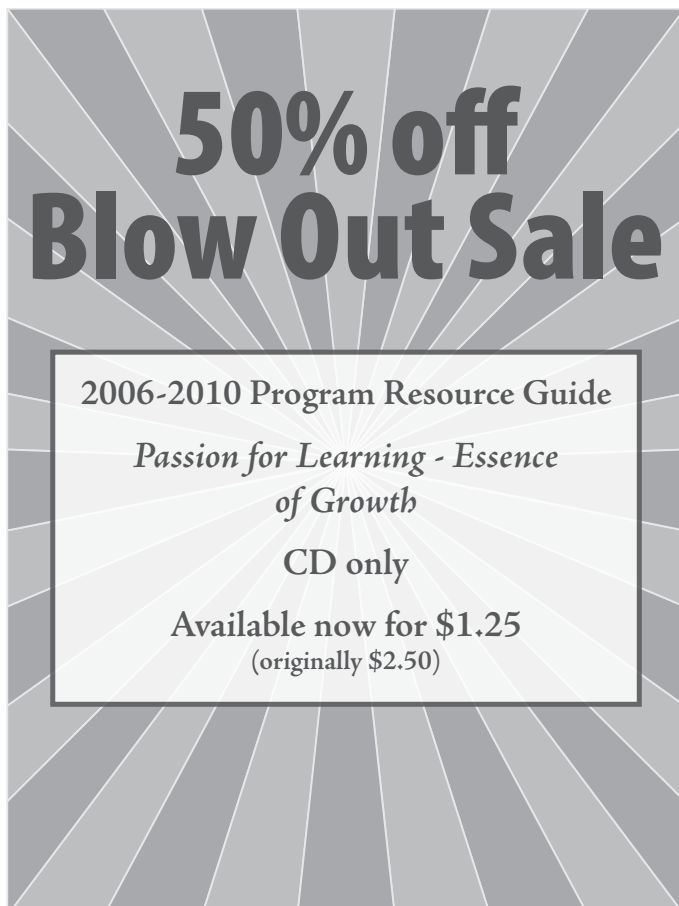
Using color

CMYK is the standard color model for offset printing. CMYK represents the four colors used in this model; cyan, magenta, yellow and black. CMYK is a four process subtractive color model. With the four color process the entire spectrum of colors can be reproduced in print form.

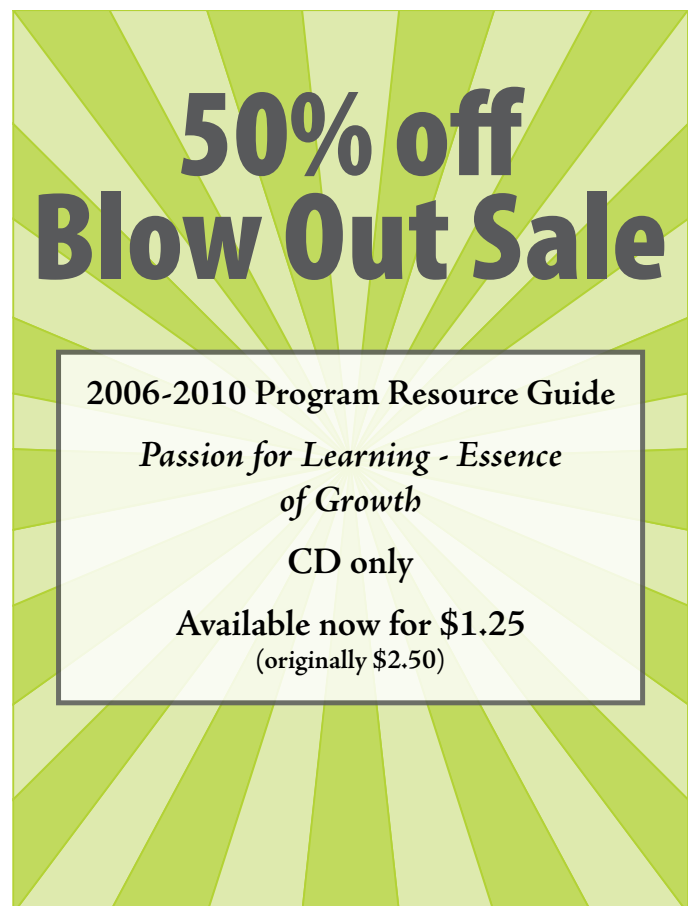
Adding one color or spot color uses its own ink to process whereas four color processing using the four colors to produce all other colors. Gray scale is a form of using color. Printing with color has different costs but adds to the overall appeal of the document. Pantone colors are the most widely used for spot colors. For four-color processing the standard is CMYK.



Four-color



Grayscale



Grayscale with one spot color

Select body text

Selecting font or typeface is an important consideration in newsletter design. Type can help the reader move through the document easily, grab attention or convey meaning.

Use no more than two fonts. Vary the fonts by using greater size, bold, italics, bold italics, semi-bold and other options for each font. Some fonts have more options than others. Do not center large amounts of text or use all capital letters for words.

Be sure to use quick, easy-to-read doses of content. Pages or columns of text give a gray look to the page and distract the reader. Use paragraph indents appropriate to type size and column width. Avoid excessive use of hyphenation. Edit to prevent widows and orphans. Balance white space, gray space, black space and graphics on each page for a pleasing result.

Serif fonts are easier to read than sans serif. Serif typefaces contain small finishing strokes on the end of a character. Serif fonts have been around since ancient times. Sans serif typefaces do not have these finishing strokes. Avoid using the Comic Sans font.

Sans Serif – Arial

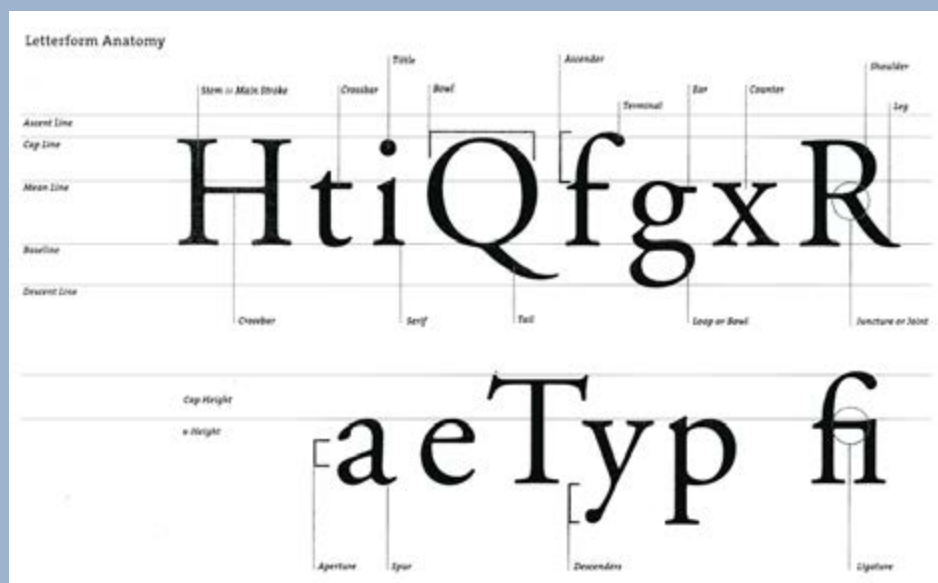
Serif – Times New Roman

Point size refers to letterpress systems of old. The point size refers to the size of the metal block not the actual letter size. Use 10 points or larger for better readability. Using 12 points is the most acceptable but 10 points provides more spacing for content.

Size 10

Size 12

When choosing a font, select a font for body copy and a complimentary font for headlines. Once you decide on the font, be consistent in every issue. Readers enjoy stability. Consider your audience in making decisions. Then create a style sheet listing font selections for specific uses.



www.davidairey.com/images/design/letterform.gif

Kerning provides spacing

Fonts can be varied by altering the kerning (space between two letters). The kerning is set in digital fonts by a kerning table. As the editor, you can adjust this spacing for metric kerning or optical kerning. This allows letters to fit together easily. This can be part of your character style choices.

Kerning Sample

Adobe Jenson Pro, with kerning suppressed

Kerning Sample

Adobe Jenson Pro, with optical kerning

Kerning Sample

Adobe Jenson Pro, with metric kerning

Kerning Sample

Myriad Pro, with kerning suppressed

Kerning Sample

Myriad Pro, with optical kerning

Kerning Sample

Myriad Pro, with metric kerning

Tracking adjusts overall spacing

Tracking allows designers and editors to adjust the overall spacing of a group of letters. Changing the tracking across a word, line or block of text can create different effects.

Normal Tracking

The function of education is to teach one to think intensively and to think critically. Intelligence plus character — that is the goal of true education.

–Martin Luther King, Jr.

Positive Tracking (+20)

The function of education is to teach one to think intensively and to think critically. Intelligence plus character — that is the goal of true education.

–Martin Luther King, Jr.

Negative Tracking (-20)

The function of education is to teach one to think intensively and to think critically. Intelligence plus character — that is the goal of true education.

–Martin Luther King, Jr.

Leading impacts line spacing

Another option to help with spacing is line spacing or leading. This is the space or distance between the baseline of type to the top of the next line of type. Most programs have a default setting of 120 percent of the type size. So if using 10pts, the leading would be set with 12pts.

Leadership is the capacity to translate vision into reality.
–Warren G. Bennis

Leadership is the capacity to translate vision into reality.
–Warren G. Bennis

Leadership is the capacity to translate vision into reality.
–Warren G. Bennis

Leadership is the capacity to translate vision into reality.
–Warren G. Bennis

11/11 Adobe Jenson Pro (11 pt type with 6 pts line spacing or “set solid”)

11/13.2 Adobe Jenson Pro (Auto spacing; 11 pt type with 13.2 pts line spacing)

11/14 Adobe Jenson Pro (11 pt type with 14 pts line spacing)

11/22 Adobe Jenson Pro (11 pt type with 22 pts line spacing)

Style sheets guide publication

A style sheet is your guide for working in a document.

It should contain:

- Fonts to be used and variations
- Point size for body copy
- Headlines and sub-headings
- Masthead or banner
- Leading and kerning with point variations
- Margins
- Column structure
- Justification
- How to handle by-lines
- Story jumps
- Captions
- Q & A section
- Regular columns
- Special columns
- One-time articles
- Capitalization for specific items
- Use of abbreviations
- Color scheme for newsletter
- Spot color
- Special rules for punctuation pertinent to specific projects

- How the editor will address names or titles and reference to any style guide being used
- How numbers will be handled (spell out the word for numbers under 10)

White Space aids reader

White space is a crucial part of layout and design.

White space is helpful to your reader. Do not be afraid of having white space (no text, image) in your document. White space can direct the reader's eye and help show the reader what is important.

Use pull quotes for variety

Quotes from an article can be pulled into their own larger space to draw the reader to an entire article. When adding a pull quote, increase the font size for the quote and place within the article. This is one technique to help prevent a gray page.

“Quotes from an article can be pulled into their own larger space to draw the reader in to the entire article.”

Add visual interest

Articles with good quality images help the reader see the story. Always request an image as a jpeg, gif or tiff file as opposed to embedded in work. Images for print should be taken at high resolution, 300 dpi, is a good rule of thumb. (See chart).

Avoid using old out-dated clip art. Use photo images as much as possible in adding interest to stories. As an editor/photographer, photos taken at events make excellent sources. If professional photos are used – give proper credit and maintain written permission.

Clip-art



vs

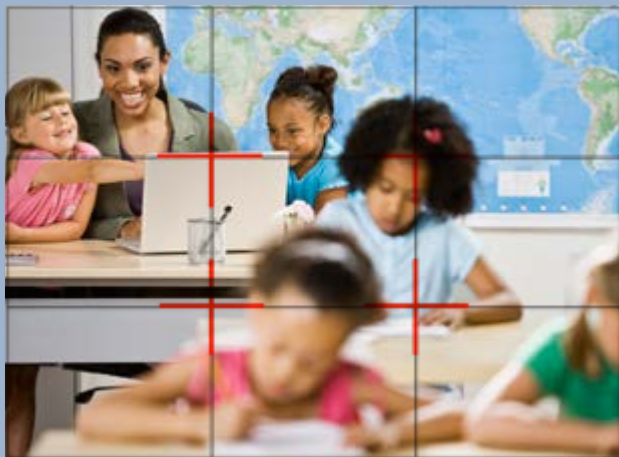
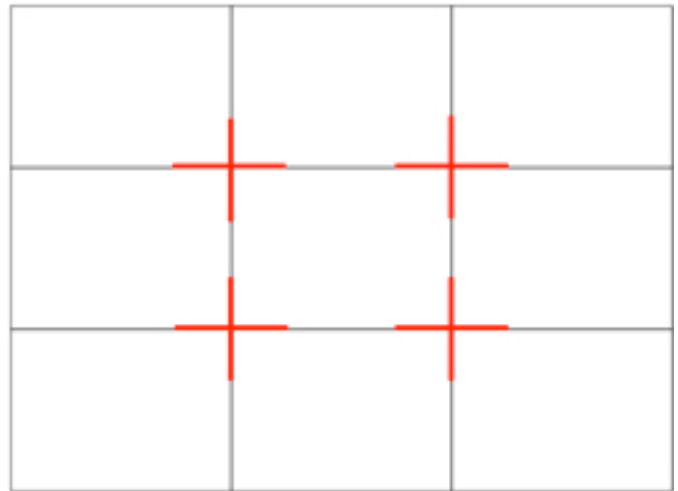
Photo

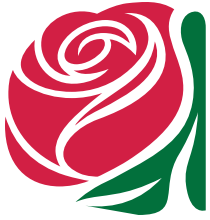


Practice for better photographs

Photos can enhance a story as much as good headlines. Good photos follow the rule of thirds. What is the rule of thirds? This means breaking your composition into nine sections, three rows, three columns.

In creating your photos, place the image you are recording visually in the space where the lines intersect. Avoid putting any object dead center in the image viewfinder. With three columns and three rows to work with, vary shots to provide extra detail to stories. Focus on points of interest, vary sizes of images. Become creative in taking photos to use within your newsletter. See examples.





INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS
DELTA KAPPA GAMMA™

I, _____, hereby grant permission to the _____,

Name

Chapter

_____ to create, copy, reproduce, exhibit, publish or distribute my image.
State Organization (Geographic)

I understand that the above uses may include but are not limited to video, photographs, websites, multimedia programs or other types of promotional medium existing now or in the future.

Name (Please print) DOB ____/____/____

Street Address 1 Phone

Street Address 2 Email

City, State, Postal Code

Signature Date ____/____/____



INTERNATIONAL SOCIETY FOR KEY WOMEN EDUCATORS
DELTA KAPPA GAMMA™

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Name

Chapter

_____ to create, copy, reproduce, exhibit, publish or distribute my image.
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Name (Please print) DOB ____/____/____

Street Address 1 Phone

Street Address 2 Email

City, State, Postal Code

Signature Date ____/____/____

Scanning and file sizes

To scan images, double the LPI (lines per inch refers to the way printers reproduce images, sometimes also called line frequency) at which the image will be printed to determine the DPI to scan at. You can ask your printer for help.

Size	DPI	Bitmap	Grayscale	RGB	CMYK
35 mm	120 DPI	3 K	19 K	57 K	76 K
	170 DPI	6 K	38 K	114 K	152 K
	220 DPI	9 K	64 K	191 K	254 K
	300 DPI	15 K	118 K	353 K	470 K
	400 DPI	27 K	210 K	628 K	838 K
	600 DPI	60 K	471 K	1.38 MB	1.84 MB
4" x 5"	120 DPI	36 K	282 K	844 K	1.10 MB
	170 DPI	72 K	565 K	1.65 MB	2.21 MB
	220 DPI	119 K	946 K	2.77 MB	3.69 MB
	300 DPI	220 K	1.72 MB	5.15 MB	6.87 MB
	400 DPI	391 K	3.05 MB	9.16 MB	12.2 MB
	600 DPI	879 K	6.87 MB	20.6 MB	27.5 MB
8" x 10"	120 DPI	141 K	1.10 MB	3.30 MB	4.39 MB
	170 DPI	283 K	2.21 MB	6.62 MB	8.82 MB
	220 DPI	473 K	3.69 MB	11.1 MB	14.8 MB
	300 DPI	879 K	6.87 MB	20.6 MB	27.5 MB
	400 DPI	1.53 MB	12.2 MB	36.6 MB	48.8 MB
	600 DPI	3.43 MB	27.5 MB	82.4 MB	109.9 MB

Understand image file types

Web supported images do not print well. These images are made of pixels, tiny pieces of the image. When using images for print these images either become pixelated or do not support transparency which results in a big white box around the image.

Images made with digital cameras are stored in compressed forms. JPEG (Joint Photographic Experts Group) is one format for color digital imagery. JPEG/JPG is an image file that is supported on the Web. These compressed files support 16 million colors. The information that is discarded during compression cannot be detected by the human eye.

GIF (Graphics Interchange Format) images only support 256 colors on the Web. GIF supports transparency and is a good file format for images with few distinct colors or black and white images. GIF files also support animation. Never use GIFs for print.

A third image file supported on the Web is PNG (Portable Network Graphics). All browsers do not support this image but PNG files do support transparency. Saving the file repeatedly does not degrade the quality of the image.

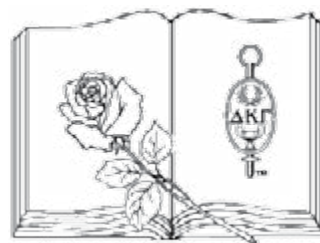
Vector or Raster graphics are better image files for print. Vector graphics can be created with software. With Vector images, resizing will not distort the image. Vector images have the .eps extension and are excellent file types for logos. Raster images are based on pixels. The resolution for these images is important.

Computer screens display images at 72 pixels (dots) per inch (ppi or dpi). This resolution is not high enough for print. Print requires a resolution of 300 dpi (dots per inch) to print with clear, crisp quality.

RGB and CYMK refer to color systems. RGB uses red, green and blue. When these colors overlap, white is produced. Computer monitors produce colors by emitting light through red, green and blue. Monitors have different display models. The Web uses only 256 colors. RGB is the color system for computers and the Web.

CMYK is a subtractive model of color combining cyan, magenta, yellow and black to produce colors. Printing color requires mixtures of ink. The type of paper impacts the printing of color. All colors that can be mixed for printing may not be available on a computer RGB display. When referring to colors for printing, a good standard is Pantone. Using this CMYK standard for choosing colors is known as four-color processing.

Society graphics



DKG logos and other images are copyrighted. The Official Logos are branded trademarks of *The Delta Kappa Gamma Society International* and cannot be altered. Altering an official trademark on state organization or chapter websites constitutes grounds for unlinking sites prior to expiration of a certified seal.

DKG logos

DKG has four versions of its logo with color and black and white variations. The logos are

Long logo

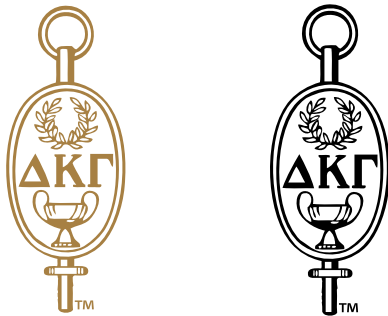


Short logo



Other images available on the Society website are symbols, graphics, emblems and jewelry images, such as

Key pin



Coat of Arms



(See Constitution Article I, Section C. Guidelines for Sale of Items and International Standing Rules 1.01-1.05)

DKG signature logos

Need to provide recognition, endorsement, or congratulations from your state organization? Individual, signature logos for state organizations are now available on the Logo page of dkg.org. Two uses are evident:

1. Provide these logos to organizations or individuals to whom you have provided support or with whom you have collaborated or developed a particular relationship. Encourage them to use the logo in print, on social media, or on their websites with wording such as:
 - ✦ In recognition of support by [state organization signature logo].
 - ✦ With thanks to [state organization signature logo].
 - ✦ In partnership with [state organization signature logo].
2. Use these logos in state organization materials as you are recognizing, endorsing, or congratulating an organization or individual. For example:
 - ✦ Ex: In a program booklet, the message might be “In recognition of support by Our Partner.” [state organization name and signature logo]
 - ✦ Ex: On a state organization website or in its newsletter, the message might be “Congratulations to Molly Member for election to Town Board of Education.” [state organization signature logo].



**District of Columbia
State Organization**



**District of Columbia
State Organization**



**Iowa
State Organization**



**Iowa
State Organization**

Guidelines for using DKG logos

DKG has a number of graphic items representative of the organization. *Guidelines for Using DKG Logos* will explain how logos may be used and how logos *may not* be used.

Do not change the logo colors.

The correct red is 193, green is 349, using Pantone colors.

Red

Pantone-193

R-198, G-9, B-59

C-15.67, M-100, Y-77.03, K-4.8

Web safe-c5093b

Green

Pantone-349

R-2, G-105, B-55

C-90, M-33.27, Y-99.65, K-25.56

Web safe-016836

Logos may not be modified or altered or used in a misleading way, including suggesting sponsorship or endorsement by DKG, or in a way that confuses DKG with another organization.

For example, pictured below is the DKG Rose commonly seen on DKG paraphernalia and on the Web in color or black and white (B/W). Both are acceptable; however, it is not acceptable to make the Web version of the rose any larger than 136 pixels in width by 144 pixels in height, additionally, the print version of the rose, whether B/W or color, may not be larger than 500 pixels in width by 530 pixels in height. You may, however, reduce the size of the logo.

Black and white is also available.



Color Web version



B/W Web version



Color print version

Logos are not to be any larger than the measurements found in both pixels and inches below

Example

Web logo: 136x144 pixels is equal to 1.889x2 inches

Print logo: 500x530 pixels is equal to 1.667x1.767 inches

Do not rotate logos.

Example



Do not augment the shape of the logo.

Example



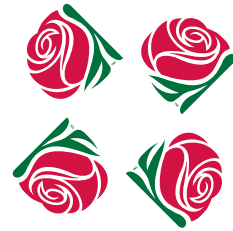
Do not alter the text on the long or short logos.

Example



Do not duplicate logo to create a new logo.

Example



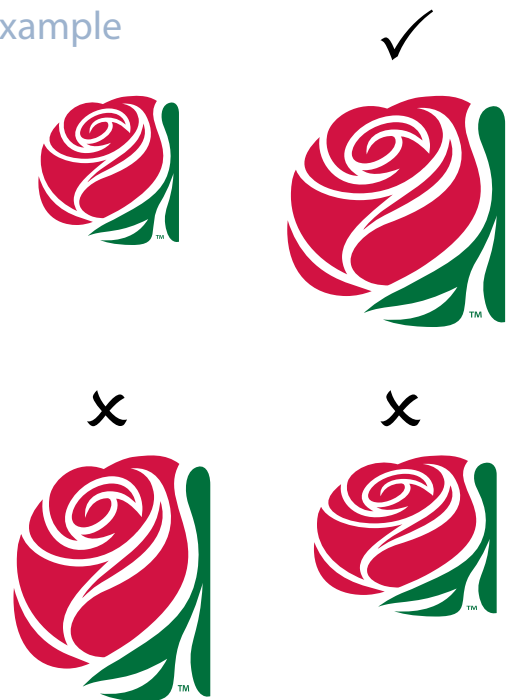
Do not animate a logo.

Do not use DKG logos as your personal profile picture. DKG logos are reserved for official accounts.

Remember to capitalize the letters "D" "K" and "G" whenever typing or printing.

Always resize the logo proportionally.

Example



It is acceptable to utilize some of the logos to create your own look and feel for your site. Please find an example below:



Displayed above is a sample header for a chapter website utilizing the rose logo in combination with text and adequate spacing. Be as creative as possible without stepping outside the appropriate use guidelines.

The letter logo below allows for additional creativity as long as the letters (font), spacing and formatting are not altered in any way.



Do use the logos on websites and in print.

Use combinations of logos to build what a chapter or state organization needs.

Here are some examples of things you can do:



If you have any questions about custom logos, please call (512-478-5748). The information services department will be glad to help.

Caution! Use of images from the DKG website!

Editors sometimes want to use images from the DKG website (www.dkg.org) for their newsletters. Be aware that the **ONLY** images available for use from the DKG website are those in the Logo Library.

Other images that appear on the DKG international website are copyrighted and used by permission or purchase. That permission or purchase does **NOT** extend to state organizations or chapters. If you want to use images other than those in the Logo Library and avoid copyright infringement, you must make your own arrangements with the copyright holder of the images.

Guidelines for use of Society symbols

The *Constitution* and *International Standing Rules* detail two key guidelines dealing with the use of Society symbols as related to newsletters:

From the Constitution:

The Society key should not be used on items designed for sale by members, chapters, state organizations, and any other vendors. Items may be advertised in state organization or chapter newsletters or brochures, consistent with postal regulations.

From the International Standing Rules:

1.04 The key of the Society may be used on official Society materials such as stationery, yearbooks, websites, and programs.

From Guidelines for Sale of Items, adopted by Administrative Board – November 17, 2010

Copyright

Be aware of copyright rules and regulations. Copyright protects intellectual property including works of literacy, music, drama, poetry, novels, movies, songs, software and architecture. It does not cover ideas or concepts.

Adhere to Fair Use Laws

Materials on websites are copyrighted. Material printed in any form is copyrighted. Can you use copyrighted material? It depends. Most authors of original work require credit and permission to use work. Under the **fair use doctrine**, *it is permissible to use limited portions of a work including quotes, for purposes such as commentary, criticism, news reporting, and scholarly reports. There are no legal rules permitting the use of a specific number of words, a certain number of musical notes, or percentage of a work. Whether a particular use qualifies as fair use depends on all the circumstances* (from www.copyright.gov).

In general fair use sets out four factors to be considered:

1. The purpose and character of the use, including whether such use is of commercial nature or is for nonprofit educational purposes.
2. The nature of the copyrighted work.
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole.
4. The effect of the use upon the potential market for, or value of, the copyrighted work.

(from <http://www.copyright.gov/fls/fl102.html>)

Adherence to copyright laws for all material is critical.

If material is used without permission and exceeds the Fair Use Laws, owners may seek payment or sue the state organization. Legal suits can extend from chapter to state to international.

Fair Use Laws apply to any intellectual content- written, video, audio or any other format.

It should be assumed that items such as passages and images in printed materials are copyrighted. Unless specifically stated on a website, ALL passages, images, and audio recordings (including clip art, poems, music, lyrics, and art) are copyrighted whether or not there is a copyright symbol shown. **Citing the source does not give the right to use the work** although credit should be given to the creator of the work. Written permission from the copyright holder stating they give permission to republish their work on a website or in a newsletter should be sought, received, and saved before being used.

If requested, written permission should be made available to Society Headquarters. The Delta Kappa Gamma Society International is not responsible for content on state organization or chapter websites or newsletters.

Copyright with Creative Commons

Creative Commons is an easy way to show copyright on your website or intellectual property. Choose a license type and follow the provided directions.

<http://creativecommons.org/>

The image shows a screenshot of the Creative Commons website. At the top, there is an orange navigation bar with the Creative Commons logo on the left and links for 'Share your work', 'Use & remix', 'What we do', and 'Blog' on the right. Below this is a grey banner with the text 'Help us build a vibrant, collaborative global commons' and a green 'Donate Now' button. The main content area is white and features a large heading 'Creative Commons Global Summit' with a sub-heading 'Celebrating what's next for sharing and the commons from April 28-30 in Toronto, CA.' and a 'Find out more' button. To the right of the text is a colorful logo for the 'Global Summit Toronto 2017' featuring a circular arrangement of colored dots and the CC logo. Below this is a blue section with three columns of content: 'Share your work' (with a brain icon), 'Use & remix' (with a magnifying glass icon), and 'Get involved' (with a heart icon). Each column lists specific actions like 'Choose license', 'Search', and 'Donate'.

Help in determining copyright

These sources will help you determine if something is protected by copyright.

[Copyright Calculator](http://www.publicdomainsherpa.com/calculator.html) - <http://www.publicdomainsherpa.com/calculator.html>

[Digital Slider](http://librarycopyright.net/resources/digitalslider/) - <http://librarycopyright.net/resources/digitalslider/>

[Copyright Genie](http://librarycopyright.net/resources/genie/) - <http://librarycopyright.net/resources/genie/>

[Out of Copyright](http://outofcopyright.eu/) - <http://outofcopyright.eu/> - European Union

Places to find images you can use

Read the directions carefully for these sites and follow their directions on how you may use the items found on their site. Some of these sites have photos for sale at the top of the page to pay for the website. Avoid those unless you are willing to pay the license fee to use them.

Highly Recommended

[Creative Commons CC Search](#) – find content, including images, music, and video you can share, use and remix through the Creative Commons website.

[Pixabay](#) – is a repository for stunning public domain pictures. You can freely use any image from this website in digital and printed format, for personal and commercial use, without attribution requirement to the original author. There are thousands of images, photos, videos and clipart available.

[Wikimedia Commons](#) – a database over 35, 000,000 freely usable media files, including images, sounds and videos.

[Photos for Class](#) – this site was created for students to use but can be useful for adults. It not only returns Creative Commons photos but also generates automatic citations for those pictures.

Recommended

[Compfight](#) – search for images on Flickr; make sure that you click the filter to search for Creative Commons works.

[Flickr Creative Commons](#) – please note that only those pictures on Flickr under the Commons are copyright free. Creative Commons attributions are explained.

[Foter.com](#) – hosts over 220 million free Creative Commons images from many online sources.

[Unsplash](#) – Free (do whatever you want) high-resolution photos. The quantity is lower than some websites, but the quality is high.

There is a misperception that any image found on Google is copyright free, which is not true. To narrow your search to only images that are permissible to use in your newsletter or website use the search tools in Google. The following video will explain the process: [Quicker Google Images Search by Usage Rights License](#).



*For Use by the International Society

RELEASE, WAIVER, INDEMNIFICATION, HOLD HARMLESS

WHEREAS, in return for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Undersigned State Organization of the The Delta Kappa Gamma Society International (hereafter, known as State Organization) agrees to the following:

State Organization agrees to indemnify, hold harmless and defend The Delta Kappa Gamma Society International and any of its Executive Board, Officers or Members, from any and all fault, liabilities, costs, expenses claims, demands or lawsuits arising out of, related to or connected with: actual or alleged claims, demands, causes of action liability loss, infringement on intellectual property, whether brought by an individual or other entity, or imposed by a court of law or by administrative action of any federal, state, or local governmental body or agency, arising out of the individual State Organizations of The Delta Kappa Gamma Society International's actions; and any and all acts or omissions of the State organization. And should any such claim, demand or lawsuit arise or be asserted in any way whatsoever related thereto, whether arising under the laws of the United States or of the State Organization's Government, or under any theory of law or equity, State Organization will indemnify, hold harmless and defend International, from any and all costs, expenses or liability including, but not limited to, the cost of any settlement or judgment made or rendered against International, whether individually, jointly or in solido with State Organization, together with all costs of court and other costs or expenses incurred in connection with any such claim, demand or lawsuit including attorney's fees, penalties, fines, judgments, awards, decrees, and related costs or expenses.

This agreement binds and obligates the State Organization and successors in office of the State Organization until it is otherwise terminated by the agreement of all parties.

Signed this date: ____/____/____

_____(Geographic) State Organization of the Delta Kappa Gamma Society International

State Organization President Attested to: _____
State Organization Recording Secretary

Signed this date: ____/____/____

International President Attested to: _____
Executive Director

* State Organization

A summary for good design

DO

- Use a banner that shows who you are, your mission and geographical name.
- Use the Society name.
- Include the date, issue, number and volume.
- Use the same number of columns on each page.
- Use a font that is easy to read.
- Use graphics and photographs that are clear and cleanly reproduced.
- Keep the same format for each issue.
- Use one of the official DKG logos on the front page.
- Place repeating items in the same location. For example, the president's message is always on page two.
- Use white space and white paper.
- Use a table of contents on the front cover, if the publication is longer than four pages.
- Use bullets for items or lists.
- Begin with the end in mind.
- Use photographs that are large enough to see faces.
- Use at least size 10 font.

Avoid a few things

- **Not enough “white space”** – Space between columns and articles is important. Cramped copy tires the reader.
- **Inappropriate column spacing** – Gutter width and type size need to be proportionate. As type size increases, more space is needed between two columns to prevent the reader’s eyes from moving horizontally across columns, instead of progressing down to the next line. Be careful not to overdo it. Overly generous column spacing creates distracting vertical bands of white space.
- **Whispering headlines** – Make headlines and subheads significantly larger and bolder than the text of the article. Headlines should attract attention and should be worded to spark interest.
- **Border and Boxes** – Use to call attention to an item. Use thin lines. Do not overuse.
- **Uneven columns** – Start text columns the same distance from the top of each page throughout the document. Uneven lines across the top of the page destroys the look of a professional layout.
- **Paper** – Use white paper. A light pastel is acceptable. Never use red or dark colors because these colors are difficult to read.
- **Unequal spacing** – Strive for consistent spacing between elements. Pay attention to the space between headlines or subheads and text.
- **Too many typefaces** – Avoid, avoid, avoid. Using font options such as bold and italics can bring interest with uniformity to documents. Decorative fonts are difficult to read.
- **Never use a number for the first word in a sentence.**

Proofread before publishing

- **Composition: Grammar, Punctuation and Spelling**
Use a style guide as a reference tool for all elements of composition.
At Society Headquarters, the AP Style Guide is the basis for grammar, punctuation and capitalization (see note below) for the *NEWS*.
Spelling for the *NEWS* is confirmed by reference to Webster's Collegiate Dictionary. Select and use a consistent dictionary source.
Use a spelling/grammar checker where available.
- **Capitalization** - At Society Headquarters, the AP Style Guide is the basis for capitalization for the *NEWS*. However, organizations need to set their own rules for capitalization that are specific to the organization.
For example, all international committees use capital letters for the entire formal name of the committee (i.e., International Communications and Publicity Committee). But if the word *committee* is the only reference, there is no capital letter.
Establish a style sheet for capitalization for items not covered in a style guide.
How does your state organization use capital letters for specifics to state organizations?
- **Proofread for Typos** - Have someone read what you have typed. It is virtually impossible to correct your own typos because the human brain reads what it expects to see.
- **Proofreading tips-**
Wait before proofreading your own work.
Eliminate distractions before beginning.
Read your work backwards from the last sentence.
Read your work out loud.
Print a paper copy for final proofread.
Check for homonyms in the copy.
Be careful with contractions and apostrophes.
Check numbers.
- **Use vivid language** - Use active verbs and descriptive words to paint a picture for readers.
- **Resources** - The Owl at Purdue University is an excellent online tool. The General Writing section provides help and is located at owl.english.purdue.edu/owl/section/1/

Editing process

Things to consider:

- Do you edit copy by hand or on computer?
 - Edit prior to inserting in layout.
 - Collect stories for issue.
 - Visualize or sketch layout.
 - Establish a routine for writing and rewriting.
 - Be creative.
 - Create and use an editing checklist.
 - Practice using a spell checker after every page or paragraph. Set software to detect misspelled words automatically. But also remember to check on your own for improper use of homonyms such as *to*, *too*, and *two* that a spell checker will not catch!
 - Use grammar checker if available. However, read the copy because grammar checkers may or may not be correct.
 - Check dates, addresses and phone numbers very carefully.
-

Example Editing Checklist:

- Are all expected articles included?
 - Does the issue flow from page to page?
 - Have the volume number, issue and date for the issue been updated?
 - Have photos and captions been included?
 - Do you have written permission from the copyright holder for use of photos, graphics, poems, and/or other published and copyrighted material? For more information on copyright, see page 33.
 - Do stories have an introduction?
 - Do stories convey meaning and provide for reader understanding?
 - Is the tone of each story suitable for the audience?
 - Have typos been checked and corrected?
 - Has a spelling and grammar check been completed?
-

Example of text style sheet content:

- Determine how to use names and titles.
- Establish punctuation rules.
- Establish capitalization rules.
- Determine headline style.
- Determine paragraph/article length.
- Decide how to address bylines.
- Determine how to use captions.
- Determine font and font size.
- Establish how to address regular columns and one-time only articles.
- Decide how to address numbers.

Create strong headlines

Use active verbs. Headlines with an active phrase create interest. Headlines should be bigger than body copy and at the top of the page or article. Labels usually do not have a verb. Be sure your headlines have an active verb to draw readers into the article.

Examples:

Meeting schedule — becomes

Attend a meeting

New website — becomes

Chapter launches new website

Speakers — becomes

Regional conference speakers share talents

Questions can help — becomes

Ask one more question

State Convention is near — becomes

State Convention plans underway

Members page — becomes

Members show leadership skills

Practice

Try these headlines. Remember use active voice. Work with a partner.

Hotels are open for reservations

Zune is better than iPod

Great films of 2010

Scholarship Recipients

Member is given award

Discount is for airline travel

Travel is easy

Cutting the lard

Use Active Verbs

Good copy provides the W's of writing – Who, When, What, Where and How – in creative ways.

Use active voice to show readers what you are trying to explain. Show in words what you want the reader to see. Approximately 50% of academic and business writing has dead weight or the Lard Factor. Economical sentences should focus on subjects and verbs, use modifiers next to what they modify and be lively. Passive voice is formed by the verb “to be” and a past participle of a verb. Sentences in the active voice have energy and directness, both of which will keep your reader turning the pages. Cutting unnecessary words always improves a piece of writing.

Passive: The teacher was lied to by the class.

Active: Students lied to the teacher.

Passive: The assignment was ignored by the boy.

Active: The boy ignored the assignment.

Passive: The tallest mountain in the province was climbed by the twins.

Active: The twins climbed the province's tallest mountain.

Find Strong Verbs

Avoid passive verbs. Cut out weak verbs especially *is* and *was*. Replace phrases such as *there is*, *there was*, *it was* with stronger subjects and verbs.

Use strong verbs – one word as often as possible. Avoid linking verbs as much as possible. Get to the point quickly. Avoid statements that are opinions. Avoid jargon and buzzwords.

Weak – The girls are in the library for a book club meeting. (use of linking verb, verb of be)

Stronger – The girls discussed book titles at the library.

Weak – Our president is of the opinion that the motion will pass. (use of verb of be)

Stronger – Our president believes the motion will pass.

Weak – There was an expert talking at the meeting.

Stronger – The expert spoke about new trends in education during the last meeting.

Weak – It was a surprise party.

Stronger – The surprise party sparked a celebration.

Cut the lard suggestions

Revise copy to enliven text.

Use economical sentences.

Eliminate adverbs.

Create verbs with force.

Delete expletives – words that have no real meaning.

Cut weak verbs, especially *is* and *was*. Replace with stronger verbs.

Get to the point quickly.

Cut out strings of prepositional phrases.

Cut weak intensifiers and modifiers.

Combine Sentences

Short related sentences can be combined to produce engaging copy. Eliminate strings of prepositional phrases. Use strong modifiers that are specific. Avoid *very, nice, really, real, so* and *great*. Use a thesaurus to assist with modifiers.

Two sentences: The lake was just right for skating. It was frozen.

Combined: The frozen lake was just right for skating.

Two sentences: Sally was elected to a new position. She is my oldest friend.

Combined: Sally, my oldest friend, was elected to a new position.

Modifiers: The party decorations were very nice.

Improved: Party decorations exploded with color.

Modifiers: The members met with the state officers to discuss the many opportunities available through membership.

Improved: Members met with state officers to discuss opportunities available through membership.

Paint Vivid Pictures with language.

1. I took a trip to the beach.

2. My family went to an amusement park.

3. Our friends went to the mountains.

4. He saw fireworks.

5. The scout troop went hiking.

Review with partner. Discuss how to cut the lard. Find errors and review corrections.

The amount of grammar and usage errors today is astounding. Not to mention spelling. If I was a teacher, I'd feel badly that less and less students seem to understand the basic principals of good writing. Neither the oldest high school students nor the youngest kindergartner know proper usage. A student often thinks they can depend on word processing programs to correct their errors. Know way

Each year an audit is done after June 30 on all eleven Society funds and a complete report goes to the international finance committee and the administrative board for review. The auditors spend five days at Headquarters and then approximately two weeks reviewing every detail of revenue and expenses for each fund.

Before you distribute

Attachments vs Hyperlinks: How do you send your state/chapter newsletters?

More and more states and chapters are getting their newsletters to their members by using hyperlinks rather than attachments.

The Problems with Attachments

- Attachments can raise flags by both spam filters and recipients since attachments are viewed suspiciously.
- Attachments have file size limits. While it is still best to keep file sizes small, a lot of quality images in a newsletter can make the file quite large. An old rule of thumb is to limit files to 10 MB, but that is becoming more impractical.
- Attachments can use up a lot of storage in the email account. Some email accounts will bounce if the storage is full, preventing the message from getting through.

Advantages of Using Hyperlinks

- Providing a link eliminates the issues of spam filters and file sizes.
- You can link to a cloud service like Dropbox or a page on your website.
- Sending members to your website may encourage them to look at other pages on the site.
- Sharing via Dropbox allows you to track who has accessed the file.
- Should you catch an error and edit a file, the link will always be to the latest version.

Helpful websites

Glossary of Printing & Graphic Terms

<http://www.printindustry.com/Glossary.aspx>

Grids for Desktop Publishing

[http://desktoppub.about.com/od/grids/Grids for Desktop Publishing.htm](http://desktoppub.about.com/od/grids/Grids_for_Desktop_Publishing.htm)

Typography tips from 7 top designers

<http://millo.co/typography-tips-from-7-top-designers>

Ultimate guide to crafting extraordinary headlines

<http://www.webdesignerdepot.com/2011/04/ultimate-guide-to-crafting-extraordinary-headlines/>

10 Tips to Make Your Design Files Print-Ready

<http://graphicdesignblender.com/10-tips-to-make-your-design-files-print-ready>

UX design in print media: designing with the user in mind

<http://graphicdesignblender.com/user-experience-design-in-print-media>

Commons: Reusing content outside Wikimedia—Copyright License Types

<http://commons.wikimedia.org/wiki/COM:REUSE>

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Communicate with Society Headquarters

Mailing address PO Box 1589, Austin, TX 78767-1589
 Street address 416 W 12th Street, Austin, TX 78701-1817
 Telephone 512.478.5748
 Toll-free telephone (Canada, U.S.) 888.SOC.INTL (762.4685)
 Facsimile 512.478.3961
 Facsimile (Information Services Department) 512.474.2494
 World Wide Web www.dkg.org

Society Headquarters telephone extension numbers and e-mail addresses

(All staff e-mail addresses: @dkg.org)

	<u>Ext.</u>	<u>E-mail</u>
Executive Services Department		societyexec@
Interim Executive Director Dr. Judith R. Merz	102	judym@
Executive Services Supervisor Sarah Sanchez	103	sarahs@
Executive Services Specialist Terri McPheeters	100	terrim@
Educational Foundation		
Educational Foundation Assistant Martha Smith	121	marthas@
Operation Services Department		societyoper@
Operation Services Administrator Phyllis Hickey	115	phyllish@
Financial Supervisor Theresa Waller	117	theresaw@
Operation Services Assistant Cheryl Stafford	116	cheryls@
Accounts Receivable Specialist Bernice Rodriguez	119	bernicer@
CPA Kara Hamann	118	karah@
Information Services Department		soceditr@
Technology Director Victor Trisnadi	104	victort@
Information Services Supervisor Mary Sanchez	120	marys@
Website Assistant Brandi Tinder	122	brandit@
Graphic Design Specialist Camille Kirkbride	123	camillek@
Information Services Specialist I Irene Morales	125	irenem@
Information Services Specialist II Sandra Roche	124	sandrar@
Membership Services Department		mem@
Membership Services Administrator Nita Scott	113	nitas@
Membership Services Supervisor Tracey Wilson	107	traceyw@
Membership Specialist I Gloria Morales	105	gloriam@
Membership Specialist II Kelsey Doughtie	114	kelsey@d
Membership Specialist Bill Staples	133	bills@