

Summary of 2008-2010 Reports From State Organization Communications Committee Chairs

Prepared by the 2008-2010 International Communications Committee



Sixty two Percent (62%) of State Organizations (1,627 Chapters) Submitted Communications Committee Reports.



State Organization Reports Submitted by Regions

Europe - 3 (33%)
Southeast - 11 (100%)
Southwest - 9 (43%)
Northeast - 13 (59%)
Northwest - 10 (63%)

States with 50% of Chapters Submitting Press Releases



Baja California, Connecticut, Kansas, Michigan, Mississippi, North Carolina, Pennsylvania, South Dakota, Texas, Vermont and Wyoming

CONGRATULATIONS!

Press Releases

565 chapters published three or more press releases. They will be recognized at the **Third General Session** of the 2010 International Convention in Spokane, on **July 22, 2010**.



GUIDELINES
For
State Organization
And Chapter
Communications
Committee Chairs

74% of the chapters reported using this booklet

States With 100% of Chapters Reporting

North Carolina (109)
Alberta (5)
Saskatchewan (2)
Baja California (2)

Chapters Are Buzzing

Of the chapters reporting,
54% recognized outstanding educators
53% submitted press releases
35% submitted 3 or more press releases
27% shared Elevator Speeches
26% placed Society Publications in public places
25% reported using the *Tip of the Month*
19% assigned a webwatcher
18% maintained a website



Chapter Newsletters

91% of chapters have newsletters
71% distribute newsletters electronically
65% mail the chapter newsletter
17% distribute the newsletter at chapter meetings
24% of chapters have a Chapter Fact Sheet/Brochure

Communications from the International Committee

as Perceived by State Organization Communications Committee Chairs

75% felt the information was helpful, beneficial, or very beneficial

30% disseminated the information

25% indicated chapter/state newsletters used the information

22% observed the *Tip of the Month* posted on state/chapter websites