

## Announcing something new: Editor Style Guide

The 2020-2022 C&M Committee is proud to announce its final initiative. The [DKG International Procedures and Guidelines for Newsletter Articles and Other Official Communications Editor Style Guide](#) is a style guide for editors designed to clarify preferred usage for consistency.

The majority of items included are recommendations by the C&M Committee which are based upon current best practices for editors. One official procedural standard concerns the practice of embedding email addresses. This is a practice that editors at the state and chapter levels should be aware of and work to be in compliance with.

Note: Where no procedure or guideline suggestions are presented, use the *Associated Press Stylebook*, current edition, as the final reference for editorial purposes. [AP Stylebook](#)

All DKG publications (newsletters, governing documents, etc.) use AP Style with the exception being the *Bulletin*, a journal of research-based work, which uses APA.

### Procedures addressed:

- Frequency of Newsletters & Official Communications
- Distribution of Newsletters

### Guidelines addressed:

- Production (format, style, editorial content, etc.)
- Distribution (strategies, platforms, etc.)
- Archives (strategies used for newsletter archives)

The goal of the outgoing C&M Committee was to address questions/concerns from current state and chapter editors. The style guide is in its initial phase and the hope is that the incoming committee will pilot the guide in the upcoming months with current editors in order to create a procedures and guidelines document that meets the needs of the editors as they work to enhance member engagement through communications and marketing.

## 2020-2022 Biennial Review Communication and Marketing Resources

The 2020-2022 C&M committee, driven by the results of the fall 2020 communications and marketing survey and the DKG Strategic Plan, created opportunities and resources designed to enhance communication and marketing. This issue of GC will bring these opportunities and resources back into "view" as C&M stakeholders begin a new biennium.

### Opportunities

**Training Modules:** [C&M Module Webinars YouTube Playlist](#) The four-part series addressed the needs of DKG leaders and the overall DKG membership. The series used virtual platforms to provide leaders and members information needed to fulfill leadership roles, maintain active memberships, and network with others. The modules were hosted, recorded, and posted for future training opportunities.

**Regional Roundtables:** C&M Regional committee representatives held informational sessions with their regional stakeholders (editors, webmasters, C&M committee chairs). For information, contact [Dr. Teresa H. Cowan](#).

### Resources

#### [External Communications Chart - Periodic Publications/Correspondence:](#)

An excel spreadsheet - *at-a-glance chart* - that provides publication/correspondence titles, distribution information (when, how, from whom, to whom), etc. Created so that members know what they are supposed to know...!

[Copyright, Fair Use, Public Domain](#) : Brochure that includes definitions, tips, and reminders concerning copyright, fair use, and public domain.

[Strategic Ideas for Marketing DKG](#): Seven pages of marketing strategies for member recruitment. Ideas divided into initial and follow-up strategies; each then subdivided into additional categories for ease of use.

[DKG International Procedures and Guidelines for Newsletter Articles and Other Official Communications Editor Style Guide](#): Featured to the left

[Get Connected Archives](#): Access to issues of Get Connected to review and share.

[DKG C&M Blogs](#): Visit the C&M blog for fast-paced, time-sensitive information.

[DKG News w/ C&M articles](#): C&M articles were submitted frequently over the years. Visit and archives for historical details as well as current information for guaranteeing that members have the knowledge they need and deserve.

### Did You Know? The Netherlands



Photos: Courtesy of Ken Meaney and Eija Liisa Sokka-Meaney (DKG Finland)

The Netherlands is a country known for a flat landscape of canals, tulip fields, windmills and cycling routes. It is made up of 12 provinces. Two provinces make up Holland which is often referred to when the Netherlands is intended. Amsterdam is home to the Van Gogh Museum and the WWII house of Anne Frank.