

DELTA CHI BRIEF

Public relations is the sum of all the perceptions that people have of Delta Chi. Combine the experiences of all who come in contact with your members, services, and activities; this is your public relations program. EVERYTHING each member does or says affects Delta Chi's image on your campus. Therefore, no public relations program, no printed guide, and no one person can MAKE people think well of Delta Chi. Every member is responsible for a successful public relations program.

The foundation for a good public relations program is the dedication of the members to the basic purposes of Delta Chi and their constructive reflection upon The Fraternity's reputation. No effort to improve a fraternity's image will work if it is used as a "cover up"; all effort must project and reflect the real organization. Likewise, there is no one-shot method of affecting people's attitudes towards Delta Chi. If you are going to improve your Chapter's image, it must be a continuous and multifaceted effort. While the public relations chairman directs a public relations program, every member also has a degree of responsibility. One member's inappropriate actions can undo all of the good accomplished by others.

The foundation for an effective public relations program is divided into six areas of concentration. These areas, even though separate, are just as important individually as they are collectively. They are:

Human Relations - How your members look every day on campus - even if they are not wearing letters - will leave a lasting impression on faculty, other Greeks and potential members. Carry over the confident and enthusiastic image you convey during recruitment into your day-to-day living.

Image - Your image is created by the conscious and subconscious messages you communicate. Because impressions are quickly formed, your challenge is to create and maintain a positive impression. Develop an image based on careful thought and strategy to insure that others view you in a consistent, positive manner. You have the ability and resourcefulness to build a favorable awareness of your Chapter. What

you need to cultivate is the commitment to expand that positive image.

Individuals - Your individual images are interrelated with those of your Chapter. Like it or not, the actions of one individual can affect the entire group and vice versa. Success should be shared by individual members and their chapter. Every chapter has unique individuals who merit recognition. Capitalize on every achievement! Seize the opportunity to promote your members and your Chapter with creativity and style.

Pride - Your message should always be communicated with pride.

Publicity - A thorough approach to image-building and publicity includes traditional contact with the media, plus frequent, informal exposure. Enhancing the image of your Chapter is an ongoing situation for individual members of any age; it cannot be left to the "A" or the public relations chairman. You can make a contribution, and your efforts will make a difference! Your efforts to positively influence others will be noticed.

Publics - Target a variety of publics, described in Section I, in your image-building efforts. A consistent, positive attitude and clean appearance will "promote" your Chapter in your day-to-day living. Beyond these daily efforts, focus on one or two specific publics. Develop goals and plans for each one.

This *Public Relations BRIEF* is not a step-by-step program but a concept producer that will provide an abundance of ideas and information for your Chapter. The proper public relations program for each chapter is as unique and different as each individual in your Chapter; no two are alike. There are, however, two key ingredients to any successful public relations program: a positive self-image and an adherence to an elevated standard of behavior (i.e. the Ten Basic Expectations of a Delta Chi). Once these ingredients are implemented into the Chapter, use this **BRIEF** to let others know how good you are!!

SECTION I: THE PUBLICS

Public relations involves impressions and relationships between people. Each member of Delta Chi plays a part in the public relations of his chapter. His personal achievements, his personal contacts in the community and the achievements of the Chapter determine the manner in which Delta Chi is regarded by its many publics. Hence, public relations starts with a positive attitude of each individual of himself, towards his brothers and towards the Chapter's publics. This list, while lengthy, is not exhaustive of the publics a Delta Chi chapter interacts with on a daily basis.

- A. The Delta Chi Public
 - 1. Current members.
 - 2. Chapter alumni.
 - 3. Alumni of other chapters living in your area.
 - 4. Parents and other relatives of chapter members.
 - 5. Members of other Delta Chi chapters.
 - 6. International Officers, Leadership Consultants and other fraternity representatives.

- B. The Campus Public
 - 1. Faculty, administration, trustees, and staff.
 - 2. Other Greek students.
 - 3. Non-Greek students.
 - 4. Graduate students.

- C. The Community Public
 - 1. Neighboring homeowners.
 - 2. Businesspeople.
 - 3. Other college town residents.
 - 4. Public officials (police, fire, sanitation, etc.).
 - 5. Residents of members' hometowns.

- D. The Visiting Public
 - 1. Rush guests.
 - 2. Legacies.
 - 3. Alumni of the institution.
 - 4. Participants and spectators at campus events.
 - 5. Visiting dignitaries and celebrities.

- E. The General Public
 - 1. Businesspeople (potential employers).
 - 2. Media (newspaper, radio, TV).
 - 3. Civic, service, and welfare organizations.
 - 4. State and federal officials.

- F. Guests - Every member of your Chapter should make a conscious effort to make guests feel welcome. The Chapter should have a definite plan for greeting guests. Members should be instructed on greeting visitors, being cordial and making them feel welcome. Here are some of the questions to ask yourselves:
 - 1. How should I introduce myself?
 - 2. Should I offer to take our guest on a tour of the house?
 - 3. Should someone be the assigned tour guide?
 - 4. Who should be introduced to our guest?
 - 5. What services should I make available to our guest?
 - 6. Should our guest join the Chapter for dinner?

SECTION II: CHAPTER SELF-ANALYSIS

The checklist for evaluating your public relations is endless. But you can get an idea as to how well your Chapter is doing by reviewing the following "positives." All are important in the overall perception of your Chapter. Hopefully, these will stimulate you to ask other specific questions and come up with ideas that will improve your Chapter's public relations performance.

- A. Do ALL members of your Chapter practice good public relations within the Chapter?
 - 1. How do they handle telephone calls?
 - 2. Do members act like good neighbors?
 - 3. Are they courteous to all visitors?
 - 4. When an International Officer, Leadership Consultant or other fraternity representative visits, do the brothers make it an enjoyable and productive visit for everyone?
- B. Is the Chapter well respected on campus?
 - 1. Does the Chapter rank in the top 25% of fraternities in scholarship?
 - 2. Does the Chapter participate in every major IFC activity (intramurals, philanthropies, workshops, etc.)?
 - 3. Is it a leader in IFC affairs, including holding individual offices?
 - 4. Does the Chapter have members who hold offices in other campus organizations?
 - 5. Does the Chapter foster a spirit of inter-fraternalism on campus?
- C. Is there a planned program to see that deserving members receive recognition in the campus paper, their hometown papers, and the Chapter newsletter for superior performances in their studies and extracurricular activities?
 - 1. Does the Chapter cooperate with the local media and campus public relations office for coverage of chapter achievements and events?
 - 2. Does the campus alumni publication feature news of chapter and individual members' activities?
- D. Does your Chapter make a regular practice of inviting members of the faculty and administration to dinner, an evening "fireside chat," or a social event?
 - 1. Do you invite them and their families when appropriate?
 - 2. Do individual members have a positive rapport with administrators?
- E. Does your Chapter help with campus and community public service events?
 - 1. Does your Chapter initiate newsworthy events, such as speakers, service projects or civic programs?
 - 2. Does your Chapter offer to lend assistance to civic groups?
 - 3. Has the Chapter adopted a formal resolution about a campus or local project? (See **Section X**.)
 - 4. Has the Chapter and its members avoided being mentioned in the media in any negative/unfavorable way?
- F. Does the Chapter write letters or notes of congratulation? (See **Section VI**.)
 - 1. Are members of the administration and faculty, student leaders, and alumni recognized for their achievements and service? (See **Section VI**.)
 - 2. Does the Chapter write to express its appreciation to the Alumni Board of Trustees, chapter alumni association, Mothers' Club, house corporation, speakers, guests, and others? (See **Section VII**.)
 - 3. Does the Chapter ever write a letter of congratulation to a competitor that Delta Chi has lost to in an intramural championship?
 - 4. Does the Chapter ever adopt a formal resolution of congratulations or appreciation? (See **Section X**.)
- G. Are letters from chapter publics answered promptly and satisfactorily?
 - 1. Are copies of letters filed for reference?
 - 2. Is your correspondence with alumni, businesspeople, campus personnel, and the Delta Chi Headquarters on a professional basis (all correspondence typed, proofread and in good taste)?
- H. Are your alumni events carefully planned?
 - 1. Do you actively work to keep your alumni address list accurate (at LEAST 90%)?
 - 2. Do you send publications and letters to all alumni during the year?
 - 3. Do you start planning and publicizing at least ten weeks before an alumni event?
- I. Are copies of the alumni newsletter sent to parents and to other Delta Chi chapters?
 - 1. Do you also send it to faculty, parents of associate members and others with whom you have contact?
 - 2. Do the newsletters promote alumni pride and interest in the Chapter?
 - 3. Is the alumni newsletter written for alumni (i.e. containing articles about alumni)?
 - 4. Does the Chapter follow the guidelines in the *Alumni Newsletter BRIEF*?
- J. Does your Chapter have an effective Public Relations Chairman?
 - 1. Does he follow the responsibilities listed in this **BRIEF**?
 - 2. Does he have a committee?
 - 3. Has he read the *Public Relations BRIEF*?

SECTION III: PUBLIC RELATIONS EVALUATION

Look at these areas to evaluate your current public relations program. Be honest! The results will show your strengths as well as areas for improvement. After implementing a new idea in an area, you should see some positive results!

A. Brothers and Associates

1. What is the Chapter's current self-image?

2. What is the potential effect of the current program?

3. What will the Chapter's NEW public relations program be in this area?

B. Alumni

1. What is the Chapter's current image?

2. What is the potential effect of the current program?

3. What will the Chapter's NEW public relations program be in this area?

C. Other Greeks on Campus

1. What is the Chapter's current image?

2. What is the potential effect of the current program?

3. What will the Chapter's NEW public relations program be in this area?

D. Non-Greek Students

1. What is the Chapter's current image?

2. What is the potential effect of the current program?

3. What will the Chapter's NEW public relations program be in this area?

E. Faculty and Administration

1. What is the Chapter's current image?
2. What is the potential effect of the current program?
3. What will the Chapter's NEW public relations program be in this area?

F. Neighbors

1. What is the Chapter's current image?
2. What is the potential effect of the current program?
3. What will the Chapter's NEW public relations program be in this area?

G. General Community

1. What is the Chapter's current image?
2. What is the potential effect of the current program?
3. What will the Chapter's NEW public relations program be in this area?

H. City Officials

1. What is the Chapter's current image?
2. What is the potential effect of the current program?
3. What will the Chapter's NEW public relations program be in this area?

SECTION IV: PUBLIC RELATIONS CHAIRMAN AND COMMITTEE

Delta Chi's continued existence depends not only on its performance relative to its original principles and purposes, but also on the ability of each chapter to earn the recognition that it IS performing in accordance with the standards of Delta Chi, of the campus and of the various publics. The Chapter's public relations chairman has a major role in the direction and success of chapter operations, and his responsibilities should consist of (but not be limited to) the following:

- A. Public Relations Chairman
 1. Chairs the public relations committee and directs a public relations program to assist the Chapter in deserving and achieving a favorable reputation in all phases of operation and activity.
 2. Takes the lead in establishing, maintaining, and promoting chapter standards.
 3. Makes all members aware that their individual and collective actions contribute to the reputation of Delta Chi.
 4. Seeks ways to improve and maintain good relations and communication within the Fraternity on the Chapter, regional, and international levels.
 5. Assists in the publication of the alumni newsletter.

- B. Public Relations Committee Members - the public relations committee should consist of (but not be limited to) the following members:
 1. Public Relations Chairman
 2. "C"
 3. Chapter Historian
 4. One representative each from the following committees:
 - a. Alumni Relations
 - b. Philanthropy
 - c. Rush
 - d. Social
 5. Responsible members-at-large (former officers, seniors, graduate students, etc.)

- C. Public Relations Committee Responsibilities - include (but are not limited to) the following:
 1. Reviews the existing public relations program and makes recommendations for improvement.
 2. Monitors chapter interaction with neighbors and guests and instructs members on proper procedures.
 3. Maintains chapter public relations records:
 - a. Information on past projects.
 - b. Delta Chi *Public Relations* **BRIEF**.
 4. Assists in the collection and preservation of information of historical value concerning the Chapter and its members.
 5. Assists the alumni relations committee with the alumni newsletter.
 6. Assists the recruitment committee in the preparation of recruitment flyers and correspondence.
 7. Assists the social committee, when needed, in the preparation of social events.
 8. Publicizes philanthropic events.
 9. Secures media coverage of the achievements and contributions of Delta Chi in the campus and city communities.
 10. Facilitates effective communication within the Chapter by:
 - a. Maintaining current news on the Chapter's bulletin board.
 - b. Producing and distributing to the Chapter an up-to-date phone and address list of members, as well as committee assignments.
 - c. Encouraging participation and support of all campus and chapter activities.

FUNDAMENTAL FUNCTIONS FOR A POSITIVE PUBLIC RELATIONS PROGRAM

The following functions are essential for ANY effective public relations program. By following these, your Chapter is off to a great start towards achieving a more positive chapter image!

1. Become good neighbors with residents living close to your chapter house.
 - a. Inform neighbors when hosting a social event. (See **Section VIII**.)
 - b. Provide neighbors with an event calendar for the term, along with a list of the executive officers' contact information.

- c. Keep the noise level down, AT ALL TIMES.
 - d. Hold noisy events at other locations.
 - e. Always keep the outside and the common areas of the chapter house neat and clean.
 - f. Volunteer with the neighborhood association.
 - g. Participate in or implement a neighborhood watch program.
 - h. Help any elderly neighbors (ex. rake leaves in the fall, shovel snow in the winter, etc.).
 - i. If an event is held at the chapter house, pick up litter in the neighborhood before and afterwards.
2. Support worthy community drives and projects.
 3. Serve as members of the local chamber of commerce.
 4. Write notes of congratulations to other Greeks, alumni, members of the faculty, neighbors and members' families for noteworthy achievements. (See **Section VI**.)
 5. Send notes of welcome to a newly-established fraternity or sorority chapter and to new faculty members on campus.
 6. Host a tea for housemothers.
 7. Send an invitation to the parents of initiates to an initiation banquet.
 8. Send letters to the parents of associates immediately after they affiliate. (See **Section VIII**.)
 9. Promptly answer all letters, especially those from fraternity officials and fellow chapters. (Check fraternity mailbox daily.)
 10. Be courteous on the telephone (e.g. "Good afternoon, Delta Chi Fraternity, this is _____, how may I help you?").
 11. Introduce yourself to chapter guests. (See them to the door if you are the host.)
 12. Present yourself well before the public, both individually and as a chapter.
 13. Pay bills promptly, both individually and as a chapter.
 14. Earn a reputation as a group of serious students who are interested in scholastic achievement (e.g. host a campus-wide study skills seminar by using university resources).
 15. Realize that not everyone is just as excited about "the house" or "my fraternity" as you may be.
 16. Make positive remarks about other Greeks.
 17. Demonstrate class on the street, in the classroom, at public events, and in business places.
 18. Use proper table manners. (See *Cornerstone*, pg. 101.)
 19. Promote a cooperative spirit in campus projects.
 20. Acknowledge invitations to campus or community events.
 21. Exhibit good sportsmanship in intramural activities.

THE BENEFITS OF PUBLIC RELATIONS

There is no phase of public relations quite as important as the courteous treatment of people. A chapter full of friendly brothers should have no problem having a favorable acceptance by chapter publics. This gives way to the quote, "Public relations and human relations are synonymous." SOME examples of the benefits from a successful public relations program are:

1. Good reputation and favorable treatment by faculty and administrators on your campus.
2. Friendship and favorable treatment by students on your campus, whether male or female, Greek or non-Greek affiliated.
3. Support of your alumni in helping your Chapter and in recruiting incoming students.
4. Cooperation from chapter neighbors.
5. Welcomed credit opportunities within the business community.
6. Good treatment of your Chapter by the community and an understanding of problems that at times may face you.

SECTION V: EXAMPLES OF PUBLIC RELATIONS PROJECTS

This list may spark some other ideas that would work well on your campus. Just choose an idea and go for it!

I. The University Community

A. Administration and Faculty

1. Host monthly faculty dinner nights.
2. Volunteer to collect data for a university project.
3. Sponsor a university blood drive.
4. Send congratulatory notes to faculty or administrators for their outstanding work. (See **Section VI**.)
5. Sponsor a faculty appreciation day (e.g. host an open house).
6. Sponsor an event for faculty children. (e.g. picnic and egg hunt.)
7. Sponsor an "Outstanding Professor" contest.
8. Donate books to the campus library.
9. Serve as tour guides for the university.
10. Distribute flowers in the administration building on Administrative Assistants' Day.
11. Sponsor an on-campus lecture series on current issues.
12. Sponsor a fraternity / faculty athletic competition with mixed teams (play softball, volleyball, etc).
13. Sponsor a tea or reception for faculty spouses.
14. Work with your admissions office in student recruitment (e.g. visit high schools, participate in a phone-a-thon, etc.).
15. Organize an annual campus beautification project.
16. Go holiday caroling to university administrators' homes.
17. Sponsor a reception to introduce the Greek Advisor to chapter members.
18. Present an annual gift to the university.
19. Raise funds and/or awareness for a charity on campus (i.e. The Red Cross, United Way, etc)

B. Non - Greek Students

1. Provide students with calendars or desk blotters with Greek information on them.
2. Encourage student groups to meet in your chapter house; it shows them that Delta Chi has their support.
3. Print an insert about Delta Chi for the campus newspaper.
4. Assist with residence hall move-in during the first week of school.
5. Set up a campus orientation booth during the first week of school.
6. Provide care packages for students during finals. (Send advertisements to parents.)
7. Invite residence hall leaders over for dinner to talk about how Delta Chi can in any way help them.
8. Advertise Delta Chi with banners at football games.
9. Sponsor an all-university scholarship for a needy student.
10. Sponsor an all-university scholarship for a foreign student.
11. Sponsor an all-university athletic competition or tournament.
12. Sponsor an "Outstanding Student Athlete" award contest and present the trophy during homecoming.
13. Assist handicapped students in class (e.g. read to the blind, take notes for a person with a broken hand, etc.).
14. Co-sponsor a pep rally with the student activities board prior to a home game.
15. Foster campus spirit with flyers that say, "Delta Chi backs the (insert your team's name)."
16. Encourage a chapter letter day on a regular basis. (It shows pride in Delta Chi.)
17. Host a recognition reception for ALL students on the Dean's List (not just Greeks).

C. Greeks

1. Promote pride in being Greek.
2. Encourage IFC participation and cooperation.
3. Participate in intramurals, interfraternity games and projects.
4. Host an open house for other Greeks.
5. Send sororities holiday cards, notes of congratulation or appreciation and flowers on their Founders' Days. (See **Section XI**.)

6. Provide assistance during emergencies (e.g. assist members of a chapter whose house burned down).
7. Sponsor seminars, workshops, or retreats on topics of mutual interest or benefit.
8. Publish newsletters, press releases, etc.
9. Participate in sorority exchanges, serenades, etc.
10. Maintain a positive and cooperative attitude at IFC meetings and functions.
11. Show class when dealing with sororities; class is ALWAYS in style. (e.g. serenades: coat and tie, flowers, no drinking songs, etc. - see **Section XI**).
12. Display congratulatory banners or signs wishing other chapters good luck on their finals, recruitment, Greek Week, etc.
13. Sponsor a Greek tutoring program.
14. Take balloons, candy, or flowers to sororities before recruitment to wish them luck.
15. Carve pumpkins for sororities at Halloween.
16. Make door decorations for sororities on St. Valentine's Day, St. Patrick's Day, etc.
17. Host fraternity "officer roundtables" to meet and discuss ideas, concerns, etc. (tables are divided by chapter offices).
18. Support other Greek philanthropies with a small donation.
19. Host a Greek barbecue.

II. City

A. Neighbors

1. Initiate a neighbor who has been helpful in neighborhood relations.
2. Organize a public service weekend where the Chapter does odd jobs (cleanups, rake or mow lawns, etc.) for neighbors; then host a dinner.
3. Schedule an open house for neighbors.
4. Provide ample off-street parking for all functions. EVERY college town has a shortage of parking. The fraternity that does this will win friends.
5. Send letters to neighbors before a social event. (See **Section VIII**.)
6. Keep the areas around the chapter house clean at all times.
7. Participate actively in neighborhood associations. You are taxpayers and have a vested interest in the future of your neighborhood.
8. Attend city council meetings regularly, not just when problems occur.
9. Send thank you notes, holiday cards, etc.
10. Welcome new neighbors to the neighborhood.
11. Make door decorations for neighbors during holiday seasons.
12. Develop a Neighborhood Watch Program. Team up with a sorority and watch a specific neighborhood on Halloween.
13. Sponsor an egg hunt for the neighborhood kids.

B. Public

1. Participate in city volunteer programs.
2. Join the local chamber of commerce. It expresses interest in the future of the community. When attending meetings, GO TO LEARN! There will be plenty of time to share your wisdom later in life.
3. Visit orphanages or retirement homes.
4. Have members speak at local clubs and organizations about fraternity life.
5. Provide manpower for a community project.
6. Sponsor a youth athletic team in a local league (e.g. YMCA, Boys Club, Little League Baseball, etc.).
7. Sponsor an all-city or all-campus basketball tournament with entry fees donated to charity.
8. Sponsor an all-sports day for underprivileged children.
9. Sponsor an on-going big brother program for underprivileged children.
10. Assist Special Olympics in your area.
11. Sponsor an underprivileged child overseas (e.g. Christian Children's Fund, Inc.).
12. Organize a campus/city raffle for a trip, motorcycle, TV, etc. Get the prize to be raffled donated and give the proceeds to charity.
13. Have a charity sale — candy, flowers, art prints, etc., with proceeds going to charity.
14. Assist in a Toys for Tots campaign. Collect toys for local underprivileged children around the holidays.

15. Sponsor a food basket program. Collect canned foods for distribution in special holiday baskets to local underprivileged families.
16. Sponsor parties for local underprivileged children around the holidays.
17. Sponsor a walk-a-thon, bike-a-thon, or lift-a-thon for charity.
18. Run concessions or booths at local fairs (exhibitions, carnivals, etc.) for charity.
19. Sponsor a "Haunted House" in the chapter house for campus and community during Halloween, with admission proceeds going to charity. Check on city fire codes first.
20. Participate in local elections:
 - a. Register chapter members to vote in your college town; local officials are more likely to be concerned about a chapter of local voters than students who are registered in other communities.
 - b. Drive senior citizens to the polls.
 - c. Assist with voter registration of senior citizens, the handicapped, and college students.
21. Sponsor a recycling drive for the community and campus.
22. Adopt a set of "grandparents" (senior citizens in the area). Have them come to the house for dinner, take them shopping, etc.
23. Organize a charity car wash.
24. Teach arts & crafts to handicapped children.

C. Police

1. Initiate a local police officer who has been helpful in neighborhood relations.
2. Present the police chief or city officials with complimentary tickets to a campus event.
3. Invite the police chief or mayor to dinner.
4. Sponsor a "You and the Law" program using lawyers, judges, and police to provide information on the law.
5. Sponsor sports competition with the police or fire department.
6. Sponsor a car safety check inspection.
7. Provide a summer list of contacts (officers and alumni) in case something happens to the house over the summer (broken windows, vandalism, etc. - see **Section VIII**).
8. Coordinate an annual food or clothing drive where students compete with the police or fire Department to raise the most for a local charity.

D. City Hall

1. Initiate a city administrator who has been helpful in neighborhood relations.
2. Sponsor a voter awareness program.
3. Organize and participate in a city-wide cleanup project.
4. Assist with a city beautification project.
5. Sponsor legislators for a campus visit to speak on a current issue.

E. Business

1. Pay chapter bills on time.
2. Initiate a local businessman who has been especially helpful to the Chapter.
3. Organize and distribute a coupon book that recommends local businesses.
4. Send holiday cards to firms with whom the Chapter does business.

III. Delta Chi

A. Current Members

1. Sponsor a "Safe Ride" program so that intoxicated brothers and/or guests have a safe ride home.
2. Arrange for a central press release service for associates, officers, and new initiates of your Chapter. (See **Section IX**.)
3. Have a dinner exchange program with sororities.
4. Develop an awards program for outstanding achievements of members.
5. Sponsor study skills sessions.
6. Invite local businessmen to speak with seniors about the job market.
7. Hold a chapter retreat at the beginning of each term.

8. Invite the campus placement service to the Chapter to instruct members on interviewing skills, résumé writing, etc.
9. Invite a local financial manager to talk to the members about saving money, credit cards, budgeting skills, etc.
10. Hold a seminar in income tax preparation for the members.
11. Invite a local insurance agent to speak in general terms about what to look for in buying car, renter's or other forms of insurance.
12. Hold workshops by university resource people on time and stress management, motivation, etc.

B. Alumni

1. Develop a chapter alumni directory.
2. Send out an alumni newsletter. (See the *Alumni Newsletter BRIEF*.)
3. Use computer generated mailing labels (available through the Delta Chi Headquarters).
4. Invite prominent Delta Chi alumni to campus to speak about their professions.
5. Invite a representative from the alumni office on campus to talk about alumni programming.
6. Offer to host an alumni chapter meeting at your chapter house.
7. Attend alumni association meetings on a regular basis.
8. Plan an appreciation dinner for all the alumni who assist your Chapter during the year.

SECTION VI: GUIDELINES FOR PREPARING PRESS RELEASES

When preparing publicity releases for newspapers or the electronic news media, there are basic guidelines to keep in mind.

1. Make your copy simple, and be certain the meaning is clearly understandable.
2. Make sure spelling is correct.
3. Be sure your facts are correct.
4. Keep sentences short. Avoid compound sentences. After writing your story, proofread it critically.
5. Avoid "editorializing," or expressing opinions, in news stories. If you must express an opinion in a news story, attribute it through a quotation.
6. Fully identify people in the story. The first mention of a person in any story should include first and last names.
7. Identify members by hometowns following their names. In the case of lists of names, it is advisable to group all names from the same hometown, to avoid repeating town names.
8. Remember that the five principal ingredients of a story are the five W's — Who, What, Where, When and Why.
9. Try to place the five W's in the first two paragraphs of the story, following up with lesser details.
10. TYPE your story, double-spaced.
11. Realize that news story paragraphs are generally shorter than paragraphs of college essays. In a newspaper story, one or two sentences usually constitute a paragraph. Paragraphs should always be indented.
12. Make your story timely. The story should be submitted immediately after the event.
13. Submit advance stories leading up to a public event sponsored by Delta Chi.
14. Make certain every story you submit is accurate.
15. Do not submit "non-stories." Do not submit a meaningless press release because you have not given a story to a newspaper recently.
16. Do not hesitate to resubmit a story if it is still timely and it was not used the first time it was submitted. Many factors go into producing a newspaper (deadlines, space, etc.), which may have prevented your story's publication the first time. Situations can change. Go for it!!
17. Do not harass or criticize your newspaper editor for not using your story. On the other hand, do not get discouraged; your next story may be used.
18. Do not call in news on the telephone, unless absolutely necessary and only when it is extremely important.
19. Have photographs taken, and send them to accompany articles whenever possible.
20. Deliver the story personally, if possible.
21. Be sure to thank the editor if the story is used.
22. Leave a 1.5" margin on both the left and right sides of the page.
23. Type the date you want the story released in the upper left-hand corner.
24. Type your name, position, phone number and address of the Chapter in the upper right-hand corner.
25. End the story with "-30-." (See **Section IX.**)
26. Photocopy as many copies as you need.
27. Identify any enclosed photographs. The caption should quickly describe the photograph, using the five W's.
28. Use good glossy prints; 8" x 10" is preferred but never smaller than 4" x 6".
29. DO NOT USE photos that include alcohol, paddles, mugs, rowdiness, or improperly dressed people.
30. Do not ask the editor to return your photo. Once you send it, it is gone.
31. Do not volunteer negative information to the media.
32. File all press releases for future reference.

SECTION VII: LETTERS OF CONGRATULATION

The following letters should be typed, using chapter stationery, or NEATLY handwritten on thank you cards (available through the Delta Chi Headquarters). Handwritten letters on chapter stationery not only look bad, they violate the rules of etiquette.

A. Congratulations to a fellow Greek

October 13, 20—

Joe Doe
2 Greek Row
College Town, US 12345

Dear Joe:

The men of Delta Chi congratulate you on your election to the Presidency of the Student Council. We are confident the Council will enjoy fine leadership during the coming year.

We are especially pleased that a fraternity man with your qualities and character was elected to this position. More than ever, fraternity men need to demonstrate the positive values of fraternities through their leadership and personal performances.

If the brothers of Delta Chi can be of assistance to you during the months ahead, please call on us.

Interfraternally,

"A" (president)
North/South Chapter

B. Congratulations to an alumnus

October 13, 20—

Joe Doe
2 Real World
Anytown, US 12345

Dear Brother Doe:

The men of the North/South Chapter of Delta Chi have noted with great pride and pleasure your recent election as Mayor of Anytown, US.

Delta Chi has always emphasized to its members the achievement of excellence and leadership in many different fields. We are proud that the character of our fraternity is demonstrated through you and your success.

Congratulations on this distinguished accomplishment.

In The Bond,

The Brothers of Delta Chi
North/South Chapter

C. Letter of congratulation to a friend of the Chapter

October 13, 20—

Joe Doe
2 Real World
Any Town, US 12345

Dear Mr. Doe:

The men of the North/South Chapter of Delta Chi have noted with pleasure your recent election to the Presidency of Lincoln Electric. We extend our sincere congratulations on this outstanding accomplishment.

Although we are not privileged to call you a fraternity brother, we want you to know that we have long felt it an honor to consider you a friend of The Delta Chi Fraternity. As we have said many times before, it takes many of us, especially helpful people like yourself, to make our fraternity life a meaningful and rewarding experience. Because of this, we feel a kinship with all those who aid and guide us, individually and collectively.

Again, congratulations on your new position.

Sincerely,

The Brothers of Delta Chi
North/South Chapter

D. Congratulations to a faculty member

October 13, 20—

Dr. Joe Doe
2 Real World
Any Town, US 12345

Dear Dr. Doe:

The members of North/South Chapter of Delta Chi join with me in extending our congratulations to you on your Nobel Prize in Economics.

We are happy and proud to be a part of a University that may boast of distinguished scholars and leaders such as yourself.

Again, congratulations on your award!

Sincerely,

"A" (president)

North/South Chapter

SECTION VIII: THANK YOU LETTERS

The following letters should be typed using chapter stationery or NEATLY handwritten on thank you cards (available through the Delta Chi Headquarters). Handwritten letters on chapter stationery not only look bad, they violate the rules of etiquette.

A. Letter to a legacy's relative or a recruitment recommendation who joined Delta Chi

October 13, 20—

Joe Doe
2 Real World
Anytown, US 12345

Dear Brother Doe:

We are happy to announce that John Doe has accepted a bid to join Delta Chi and is now a member of our fraternity.

We thought we would take a little extra time to tell you how pleased we are that John decided on Delta Chi as his fraternity. As you can imagine, many fraternities were interested in him, and the competition was extremely keen. We are pleased that the spirit, character, and reputation of Delta Chi convinced him that ours was the fraternity for him.

To be sure, our chapter is most grateful to you for letting us know about John. Without your assistance, we might not have been able to associate with him. The information you forwarded was invaluable in the assessment of John's abilities and allowed us to determine early that he is a man who meets the high standards of our fraternity. You would be pleased to know, too, that John's high regard for you influenced him in the direction of Delta Chi.

Again, thank you for your thoughtfulness. We know that you are as pleased as we are to call John a Brother.

In The Bond,

Recruitment Chairman
North/South Chapter

B. Letter of appreciation

October 13, 20—

Jane Doe
2 Real World
Anytown, US 12345

Dear Mrs. Doe,

On behalf of the North/South Chapter of Delta Chi, I wish to extend sincere thanks to you and our Mothers' Club for buying us a new television set.

Quite often, we appear to take for granted so many of the contributions of the Mothers' Club. We want you to know, however, that your thoughtfulness is always appreciated - even though it may not always be acknowledged. You know the fraternity house is yours as well as ours, and we hope you will feel free to stop in and visit with us. Thanks again.

Sincerely,

"A" (president)
North/South Chapter

SECTION IX: INFORMATIVE LETTERS TO IMPORTANT CHAPTER PUBLICS

All letters of this nature should be **TYPED** on chapter stationery. Be professional! Make sure that there are no errors. These letters may be a person's first contact with Delta Chi, and first impressions last a long time.

A. Letter to the parents of a new initiate

October 13, 20—

Mr. and Mrs. Joe Doe
2 Real World
Anytown, US 12345

Dear Mr. and Mrs. Doe:

We wish to convey to you our pleasure in having your son as a member of our fraternity. His initiation on (date) climaxed a challenging period of fraternity education, scholastic effort, and hard work. His membership raises our chapter standards of excellence.

As an active brother, John will have more opportunity to take on positions of responsibility and leadership. He will share with us our experiences in day-to-day living that will provide him with "life skills" that are unattainable in the classroom environment.

We know that you are proud to have John as your son, and be assured that we are equally proud to have him as a fraternity brother.

Sincerely,

The Brothers of Delta Chi
North/South Chapter

B. Letter to neighbors before a social event

October 13, 20—

Dear Neighbors:

On Saturday, October 14, 20—, the brothers of Delta Chi will be hosting a party in the chapter house at 1 Greek Row. Our guests will be the brothers of Sigma Phi Epsilon and the sisters of Alpha Phi and Chi Omega. All of our guests are members of the Greek community and realize the importance of being good neighbors. Of course, Delta Chi will be enforcing its risk management policy, which was distributed to you at the beginning of the term (if you need an additional copy of our risk management policy, please let us know as soon as possible).

All guests will use the back door, exclusively, so as to keep the noise level down. The party will begin at 8 pm and end at 1:30 am sharp. As you may notice, there will be two brothers at the street in Delta Chi jackets who will be monitoring the noise level, litter, parking, and guests entering and leaving the house. If you have any problems, contact these men. and they will rectify the situation.

Thank you again for your continued help and cooperation.

Sincerely,

"A" (president)
North/South Chapter

C. List of contacts for local officials for summer break

May 1, 20—

Department of Public Safety
City of College Town
1 Main Street
College Town, South Dakota 12345

Dear Sirs,

As of June 10, 20—, the Delta Chi house at 1 Greek Row will be locked up for the summer. All doors and windows will be closed and securely locked. There should not be any reason for any persons to be inside the building until August 15, 20—, when we return for fall term.

If there is any sign of vandalism or damage done to our property, please contact the following individuals:

John Doe - House Corporation President	home: (123)555-1234 work: (123)555-5555
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Jack Doe - Alumni Board of Trustees President	home: (123)555-9999 work: (123)555-1111
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Joe Doe - Chapter "A" (president)	home: (123)555-2222 work: same
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James Doe - chapter house Manager	home: (123)555-3333 work: same
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Thank you for your assistance.

Sincerely,

James Doe
House Manager
North/South Chapter

c: John Doe
Jack Doe
Joe Doe
file

SECTION X: SAMPLE PATTERNS FOR PRESS RELEASES

A. Recruitment results

FOR IMMEDIATE RELEASE
Month 1, 20—

CONTACT: Joe Doe
Public Relations Chairman
555-1234
North/South Chapter
1 Greek Row
College Town, US 12345

(Number, spelled out) students became associate members to the _____ Chapter of Delta Chi Fraternity at the University on (date), following the close of recruitment on campus.

The new associates are _____, hometown; _____, hometown; _____, hometown; etc.

Delta Chi was established on campus in (date). The Fraternity was founded at Cornell University in Ithaca, New York, on October 13, 1890.

-30-

B. Initiation Story

FOR IMMEDIATE RELEASE
Month 1, 20—

CONTACT: Joe Doe
Public Relations Chairman
555-1234
North/South Chapter
1 Greek Row
College Town, US 12345

(Number, spelled out) students were initiated into the _____ Chapter of Delta Chi at the University on (date), following completion of associate membership, which began in September.

Initiated into the Bond were (follow pattern in recruitment results).

Delta Chi was established on campus in (date). The Fraternity was founded at Cornell University in Ithaca, New York, on October 13, 1890.

-30-

* When large lists are used, start new paragraphs every third or fourth line.

** In the case of hometown newspapers, underline the member from that particular hometown.

*** People from the same hometown are grouped together.

C. Elections of Chapter officers

FOR IMMEDIATE RELEASE
Month 1, 20—

CONTACT: Joe Doe
Public Relations Chairman
555-1234
North/South Chapter
1 Greek Row
College Town, US 12345

(Name), (hometown), a junior majoring in _____, has been elected "A" (president) of the _____ Chapter of Delta Chi at the University. He will serve a one-year term in the top office of the Chapter.

Other officers elected were _____, "B" (vice president); _____, "C" (secretary); _____ "D" (treasurer); _____, "E" (alumni secretary); and _____ "F" (sergeant at arms).

Delta Chi was established on campus in (date). The Fraternity was founded at Cornell University in Ithaca, New York, on October 13, 1890.

-30-

D. Founders' Day

FOR IMMEDIATE RELEASE
Month 1, 20—

CONTACT: Joe Doe
Public Relations Chairman
555-1234
North/South Chapter
1 Greek Row
College Town, US 12345

The _____ Chapter of Delta Chi Fraternity will celebrate its annual Founders' Day Friday night, October 13th, with a buffet dinner at the chapter house at (address), adjacent to the university campus.

Special guests will be alumni of the Chapter as well as alumni of other Delta Chi chapters living in the area.

Delta Chi was established on campus in (date). The Fraternity was founded at Cornell University in Ithaca, New York, on October 13, 1890.

-30-

E. Founders' Day Follow-up

FOR IMMEDIATE RELEASE

Month 1, 20—

CONTACT: Joe Doe
Public Relations Chairman
555-1234
North/South Chapter
1 Greek Row
College Town, US 12345

(Name) "AA", (International President) of The Delta Chi Fraternity, will be the guest speaker at the annual Founders' Day buffet of the Fraternity at the _____chapter house of Delta Chi at the University. (Speaker), who is the top salesman in the Midwest for the _____ Corporation, holds the highest office in the Fraternity. The Fraternity has over 100 undergraduate chapters on campuses in the United States and Canada.

Attending the dinner will be members of the undergraduate chapter at the university and Delta Chi alumni living in the area.

Delta Chi was established on campus in (date). The Fraternity was founded at Cornell University in Ithaca, New York, on October 13, 1890.

-30-

F. Final Founders' Day Report

FOR IMMEDIATE RELEASE

Month 1, 20—

CONTACT: Joe Doe
Public Relations Chairman
555-1234
North/South Chapter
1 Greek Row
College Town, US 12345

(Name) "AA", (International President) of The Delta Chi Fraternity, was the guest speaker at the annual Founders' Day buffet of the Fraternity at the _____chapter house of Delta Chi at the University.

(Speaker) presented the _____ Chapter with the President's Cup, the highest award a Delta Chi Chapter can receive. The award recognizes excellence in all aspects of chapter programming. The Fraternity has over 120 undergraduate chapters on campuses in the United States and Canada.

Delta Chi alumni living in the area along with the active members of the undergraduate chapter attended the dinner at the chapter house located at (address).

Delta Chi was established on campus in (date). The Fraternity was founded at Cornell University in Ithaca, New York, on October 13, 1890.

-30-

SECTION XI: WOMEN'S FRATERNITIES AND SORORITIES

Planning a little activity for a sorority on its Founders' Day is GREAT public relations. Appropriate activities include:

1. Serenade - coat & tie, NO drinking songs,
2. Sending flowers - a dozen white carnations and their sorority flower, or
3. Sending a card to acknowledge their special day.

National Panhellenic Council founding dates and inter/national flowers

ALPHA CHI OMEGA - Scarlet Carnation - October 15, 1885

ALPHA DELTA PI - Woodland Violet - May 15, 1851

ALPHA EPSILON PHI - Lily of the Valley - October 24, 1909

ALPHA GAMMA DELTA - Red and Buff Roses - May 30, 1904

ALPHA OMICRON PI - Jacqueminot Rose - January 2, 1897

ALPHA PHI - Forget-me-not & Lily of the Valley - October 10, 1872

ALPHA SIGMA ALPHA - Narcissus and Aster - November 15, 1901

ALPHA SIGMA TAU - Yellow Rose - November 4, 1899

ALPHA XI DELTA - Pink Rose - April 17, 1893

CHI OMEGA - White Carnation - April 5, 1895

DELTA DELTA DELTA - Pansy - Thanksgiving, 1888

DELTA GAMMA - Creme Rose - December, 1873

DELTA PHI EPSILON - Iris - March 17, 1917

DELTA ZETA - Killarney Rose - October 24, 1902

GAMMA PHI BETA - Pink Carnation - November 11, 1874

KAPPA ALPHA THETA - Black & Gold Pansy - January 27, 1870

KAPPA DELTA - White Rose - October 23, 1897

KAPPA KAPPA GAMMA - Fleur-de-lis - October 13, 1870

PHI MU - Rose Carnation - October 23, 1897

PHI SIGMA SIGMA - American Beauty Rose - November 26, 1913

PI BETA PHI - White Carnation - April 28, 1867

SIGMA DELTA TAU - Tea Rose - March 25, 1917

SIGMA KAPPA - Violet - November 9, 1874

SIGMA SIGMA SIGMA - Purple Violet - April 20, 1898

THETA PHI ALPHA - White Rose - August 30, 1912

ZETA TAU ALPHA - White Violet - October 15, 1898

SECTION XII: CASE STUDIES

The following case studies are excellent topics of discussion for a retreat. Figure out what your Chapter would do if put in a similar situation.

CASE STUDY #1

The chapter meeting begins with the "A" walking in ten minutes late. The brothers are all lying around on the floor chatting about the events of the past weekend. It seems one brother got arrested on Saturday night, after he tried to direct traffic at the corner intersection with only his watch on. The brothers posted bail and then blew the incident off. The "A" had to appear before the Dean of Students, Vice President of the University, and the Greek Advisor to explain that incident and the behavior of the Chapter over the past year. Out of 21 fraternities on campus, this is the only one to which the police are called on a regular basis because of noise. The neighbors complain of loud music and of tires squealing at 4 a.m. Not only that, but the garbage in the dumpster is continually overflowing onto the ground. The Chapter has not done so well academically either. Last spring, one brother was caught cheating on a test (by the way, he had letters on) and was brought before a disciplinary board. He was put on probation for a year. The Chapter ranks nineteenth academically out of all the fraternities. Finally, it seems sororities will not have functions with them because "They are animals and do not treat us with respect."

- * What kind of public relations program would you prescribe for this chapter?
- * What would you do to correct these different situations?

CASE STUDY #2

The dance marathon is winding down, and it looks like a new record will be set again this year. The brothers are excited. This will bring them good publicity and good public relations with the community. As the brothers are walking out to their cars, a young woman backs her car into the "B"'s car. The two engage in a loud verbal dispute that is heard by everyone walking to and from their cars. Both finally agree to contact their insurance agents. Upon entering the house, the "A" learns there was somebody "strange" walking around the house, an alumnus or something. When asked if he left his name, a brother replies that the alumnus did not bother to introduce himself. The phone rings, and it is the associate member class president of the East/West Chapter wondering if they can have their walkout there. The "A" responds by stating, "The last chapter that was here trashed the place, so we voted not to let anyone else have their walkouts here anymore." The "A" hangs up the phone and returns to his room. On top of his desk are reports the university administration and International Fraternity need. The "A" takes one look at these and shoves them in the bottom drawer and vows to get to them sooner or later. One of the brothers, who has just returned from a Regional Leadership Conference, comes into the room. He asks the "A", "Why don't we have a public relations program?" The "A" answers, "Who needs a public relations program when we just raised \$3,000 for the XYZ Society?"

- * Is there a public relations problem here?
- * Could relations with our different publics be improved?
- * What would you do?

CASE STUDY #3

You overhear a conversation between a brother and a guest during recruitment: "We are in a unique situation; we have a great public relations program. We had a keg roll last month and raised over \$1,500 for the XYZ Society. Why the community ought to tip their hats when we walk past them for that effort. I mean that old lady across the street complains about loud music; she would complain if we had a transistor radio on at two in the afternoon. She will get over it. You should have been there, when last winter we had a snowball fight with the Alpha Phis. It was a GREAT time! We broke one of their upstairs windows with a snowball thrown from our front yard. It was a great toss, over 150 feet! But the best time was last spring when we all went over to the all-girls dorm and pulled fire alarms! All of the girls came running out in their nighties. They sure looked cold, if you know what I mean! We brought our cameras for that one! Oh, I almost forgot about..." The sad part is that he is right; all of those events happened in the last year.

- * What would you do about the keg roll?
- * How would you handle the situation with the older woman who has two children in grade school?
- * What could the Chapter do to improve its relationship with the Alpha Phis?
- * What kind of image does pulling fire alarms in a women's residence hall have?

SECTION XIII: MEDIA RELATIONS TIPS

Adopted from resources provided by Elliott Chun, Western Ontario '03

- 1. Identify your goals and objectives.**
Before beginning your media relations efforts, you must be clear on the desired outcome. You must be clear on the key points you want publicized.
- 2. Identify the media that will best carry your message.**
It is best to send your information to select targeted media that will reach your desired audience.
- 3. Know your media outlet.**
Before sending out a news release, be sure you know who will be receiving it. Send all materials to the appropriate editor or journalist, and be sure that all names are spelled correctly.
- 4. Make sure you know the five W's and one H (who, what, when, where, why and how) of the event and can rattle them off in your sleep.**
You will use this to explain to a journalist why this story would be of interest to his targeted audience.
- 5. Make follow-up phone calls / e-mails.**
A day or two after you have sent out your news release, you should phone or e-mail each person to ensure that he received the materials. At this point you can offer to help him set up interviews or answer any questions that he might have. Be courteous of the reporter's deadlines and be friendly.
- 6. Do leave voice messages.**
If you are unable to reach a journalist on the phone, leave a message with the details of the story or event in a succinct and brief message. Remember those five W's and one H
- 7. Be excited!**
If you are excited about the information contained in the release, the journalist you are speaking with is more likely to become excited as well. This may also improve the likelihood of your release receiving coverage.
- 8. Target such media resources as community television bulletin boards, talk radio stations and breakfast television shows.**
Even a mention of Delta Chi is positive – you do not need a full-scale news story to be successful.
- 9. Think up interesting, attention-grabbing media pitches.**
Have a sales approach and convince the reporter your story is newsworthy. Volunteer activities, community service events/fundraisers and chapter milestones are examples of newsworthy pitches.
- 10. Compose creative photo opportunities.**
Think ahead as to which participant(s) might do a good camera, radio or newspaper interview. Be sure to highlight any diversity that exists within your group so the media become more aware of how inclusive Delta Chi is. Pay special attention to ensure that all participants are well-groomed and are properly dressed.

If you are approached by media about internationally significant issues or controversial topics, forward them to the Director of Chapter Services immediately at (319) 337-4811. For more information on Media Relations during an emergency, please see the Delta Chi *Crisis Management BRIEF*, available online at www.deltachi.org, under "resources."

Remember that any event attended by the public and/or the media is an opportunity put your best foot forward and to proudly represent Delta Chi.

SECTION XIV: EVENT DRESS GUIDELINES

Appearances greatly influence public perception! The misconception that all Greek men are immature and lazy is reinforced by dressing tastelessly. Following these simple dress guidelines will ensure that members accurately portray an appropriate image of Delta Chi.

- A. Formal Dress- *Tuxedo, black tie*
 - 1. Chapter Formals
 - 2. Banquets

- B. Semi-Formal Dress- *Suit, shirt and tie, sport coat, slacks, dress shoes and socks*
 - 1. Guests/Guest Speakers
 - 2. Banquets
 - 3. Associate Member Ceremony
 - 4. Ritual Meeting or Exemplification
 - 5. Important meetings with campus or public officials

- C. Nice Dress- *Slacks or khakis, collared shirt, nice shoes*
 - 1. Recruitment
 - 2. Philanthropic events
 - 3. Parents' Day
 - 4. Alumni Events

- D. Casual Dress- *Pants (or jeans), nice shorts, shirt (no tears, tanks, or hats), good tennis shoes*
 - 1. To class
 - 2. Visible situations and campus events
 - 3. Meals at Chapter

- F. Dress Down- *Old cloths, shorts, sweats, hats*
 - 1. Leisure/Down time
 - 2. Housework, labor
 - 3. Athletics