



**Texas Society Daughters of the American Colonists**

**Dianne Taylor-Kebodeaux, State Chairman**  
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**Public Relations Committee 2015-2017 Report Form**  
**Please save and use for both years and return report by Feb 1<sup>st</sup>**

Chapter Name: \_\_\_\_\_

Location: \_\_\_\_\_

1. **Print Media:** Articles # \_\_\_\_\_; Photos: # \_\_\_\_\_; Total sq. inches # \_\_\_\_\_  
Did you send copies to your State Historian for the Regent's scrapbook? (yes/no) \_\_\_\_\_

2. Community events in which chapter participated as a DAC group: # \_\_\_\_\_  
List them on back or separate sheet.

3. Did you use Internet to promote DAC or special days of observance? (yes/no) \_\_\_\_\_  
Website (yes/no) \_\_\_\_\_: Facebook group (yes/no) \_\_\_\_\_

4. Does chapter have a newsletter (yes/no) \_\_\_\_\_  
How many times per year? # \_\_\_\_\_

5. Did you chapter use other media for PR? TV (yes/no) \_\_\_\_\_ : Radio(yes/no) \_\_\_\_\_  
How many times per year? TV # \_\_\_\_\_ Radio # \_\_\_\_\_

6. Did your chapter have an outstanding Public Relations effort (yes/no) \_\_\_\_\_  
Describe your most inventive idea calling attention to DAC and increasing members  
On back or separate sheet.

7. Did your chapter have articles appear in the national Colonial Courier? \_\_\_\_\_  
How many issues in 2015 did you have articles printed # \_\_\_\_\_

8. Did your chapter distribute any National/State/Chapter brochures of info (yes/no) \_\_\_\_\_  
How many # \_\_\_\_\_ Where \_\_\_\_\_

9. Did your chapter have any proclamations (yes/no) \_\_\_\_\_  
For what occasions: \_\_\_\_\_  
\_\_\_\_\_

Submitted by \_\_\_\_\_, Title \_\_\_\_\_

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## CHAPTER PUBLICITY GUIDELINES for 2015-2017

### ACCEPTABLE PUBLICITY

#### A. FULL CREDIT

1. Published articles in newspapers or magazines that contain the Chapter name and DAC.
2. Articles or ads in the DAC Colonial Courier. In joint ads, all participating Chapters get full credit.
3. Editorials or feature stories written about the National/State Societies, submitted by the Chapter.
4. An article concerning a member when her DAC membership is the main theme of the article.
5. An article in which several Chapters are mentioned. All Chapters receive full credit.

#### B. PARTIAL CREDIT

1. If your Chapter name is mentioned in an article originated by another Chapter or organization (for instance, your member presents a program), credit is taken only for the paragraph in which your Chapter name is mentioned.
2. In an obituary, count only the paragraph in which the Chapter name and DAC are mentioned.

### UNACCEPTABLE MATERIAL

1. Chapter invitations.
2. Chapter programs or programs from other organizations.
3. State mailings.
4. Xeroxed copies of essays or programs presented at Chapter meetings that are not published.
5. Chapter letters.
6. Articles written about a member (such as a teacher of the year) that do not mention the Chapter name or DAC.
7. Published articles written by members that do not mention the Chapter, State or National Societies.
8. Letters to the editor expressing members' personal views.