

DID
WE STILL STRIVE.
WILL



KAPPA KAPPA PSI NATIONAL HONORARY BAND FRATERNITY
100TH ANNIVERSARY
MEDIA TOOLKIT



TABLE OF CONTENTS

JOIN THE CELEBRATION	3
PLAN TO CELEBRATE YOUR STRIVING WITH SPECIAL EVENTS	
SHARE YOUR STORY THROUGH A MEDIA CAMPAIGN	
CENTENNIAL MESSAGE POINTS	7
SAMPLE MEDIA ADVISORY	8
SAMPLE PRESS RELEASE	9
KAPPA KAPPA PSI DAY	10
OFFICIAL PRESS RELEASE	
OFFICIAL PROCLAMATION	

#KKPsi100



100

JOIN THE CELEBRATION.

We Did Strive. We Still Strive. We Will Strive.

The KΚΨ Centennial Committee, as well as, the National Council, are overseeing our plans to commemorate our past, celebrate the present and plan for the future of our brotherhood. This media toolkit has been assembled to help our chapters participate in the centennial on the district and local levels.

The Kappa Kappa Psi Centennial will be observed in many ways - including various campaigns and celebrations throughout 2018 and 2019.

Whether your chapter was chartered in 1919 or 2018, it has a story that needs to be told both in your local band program and with the brotherhood at large. Take advantage of the opportunity to share your chapter's legacy.

The 100th anniversary of Kappa Kappa Psi is also a perfect time to chart a course for your chapter's future. The next generations of college bands and band members will depend on the musicianship, leadership, service, and brotherhood your chapter has to offer.

How will you step up for the future of the Order?

As our Centennial Celebration (July, 2019) and Centennial Day (November 27, 2019) approach, we will gather stories from brothers, chapters, and districts across the country and across the generations of our alumni. This toolkit aims to help you promote and celebrate with easy-to-use templates, suggestions, and resources. The goal is to inform your band, schools, alumni and the general public about the Fraternity and its centennial.



Plan to Celebrate Your Striving with Special Events

The KΚΨ Centennial Celebration is a perfect opportunity to make a special effort to publicize the work of your chapter in your community. It may be useful to piggy-back centennial events or messaging on to other traditional band/chapter activities and membership recruiting events.

Planning is essential. In planning your centennial activities, remember that:

- Avoid conflicting with other important activities in your community that might draw people away.
- Resources (such as people, money, facilities, etc.) are finite, and so be aware of what you have to work with.

A suggested timeline for centennial event planning is as follows:

1. Meet with key event planners as soon as possible to lock in the dates and discuss the opportunities.
2. Brainstorm events you can conduct to celebrate the centennial, whether they extend throughout the celebration window or conducted all at once at a particular time.
3. Develop an overall outline for all the centennial events you wish to present, and separate outlines for each individual event, making sure to answer the 5 Ws and H: Who, What, When, Where, Why and How.
4. Contact other community entities, chapters, brothers, etc. to invite their participation and support.
5. Support doesn't necessarily need to be about money. Volunteer commitments, promotional support and facilities use are good examples of non-monetary contributions that can come from community and school relationships.
6. Plan the local public-relations program and share it with those that can get the word out in your community.
7. Develop a step-by-step script of the event(s) itself, including suggested remarks for the master of ceremonies, and timing estimations to keep the event(s) flowing.
8. Conduct the event or events, and quickly follow up with a separate after-action discussion to go over what worked and what did not in order to improve future efforts.

The earlier you start putting the pieces together, the more likely it will be successful.



Share Your Story through a Media Campaign

The official hashtag for the Kappa Kappa Psi Centennial is **#KKPsi100**.

Reaching out to the public ensures that people know all the good things you're doing, which stimulates support and even membership interest in your band.

An essential connection to consider are the various forms of media that you can access – school newspapers, chapter websites, social media channels, etc. Local media are eager to deliver interesting content that appeals to their audiences, and the Kappa Kappa Psi Centennial Celebration has multiple opportunities.

Your chapter's Centennial Celebration social media can be a valuable focal point. It distills the legacy of your chapter's work in one place in an easily navigated format. The chapter's regular website (and social media channels) can and should feature messaging about the centennial, including interesting facts from the chapter's history, national history, bios of notable alumni, along with a strong message about the chapter's vision for the next 100 years.

Social media is an outstanding forum for centennial message-sharing and celebration. Some of the most significant channels of social media Kappa Kappa Psi can use include:

Facebook - Family members are avid users of this social media channel, and will enjoy sharing in the celebration.

Twitter - Although restricted to 280 characters, Twitter is a great place to share links and deliver short messages about the Kappa Kappa Psi centennial.

Photo-dominant social media channels such as **Instagram** provide excellent platforms to upload and share images of your chapter's history and identity. Consider, for instance, a campaign to share images of historical and unique artifacts found within your chapter.

YouTube is a video-sharing website that has been ranked as the third-most-visited web page behind only Google.com and Facebook. Consider making a mini-documentary about your chapter history and uploading it to YouTube.



No matter the social media platform, make sure to include links back to your chapter's website and the national Kappa Kappa Psi Centennial Celebration website. Always link back so the visitor can dig deeper, learn more and join the excitement.

Kappa Kappa Psi Centennial information campaign is a hundred-year event that can be indexed according to three key elements:

- 1. National and chapter history and legacy – its stories, characters, accomplishments and notable beneficiaries through the past 100 years**
- 2. The present good works that your chapter delivers every day**
- 3. The future vision of your chapter, to include testimonial voices of young veteran members, their reasons for joining and their commitment to continue serving**

To assist you in your centennial campaign, the Kappa Kappa Psi Centennial Committee, in conjunction with the National Council, has created a set of templates that can help get the word out in your local community. When accessed online, you can customize the templates with information specific to your chapter and its events. Using these as part of our media message, with background on who your chapter is and what Kappa Kappa Psi does, can increase the visibility and awareness of the Fraternity as a whole.



100

CENTENNIAL MESSAGE POINTS

November 27, 2019 marks the 100th year of Kappa Kappa Psi and its service to college and university bands. During this celebratory time, we will reflect on our past, reaffirm our commitment to our values, and focus on the advancement of the fraternity. This will be achieved through the following goals:

- We will celebrate college bands and Kappa Kappa Psi's leadership in the collegiate band movement.
- We will celebrate our fraternity values, creed, and purposes and use them to influence and shape the future of our fraternity.
- We will celebrate organizations and individuals who have advanced our mission over the past 100 years.

Among those serving on the national Kappa Kappa Psi Centennial Committee are:

Ken Corbett, Co-Chair
Jack Lee, Co-Chair
Adam Cantley
Scott Stowell
Tim Greenwell
Colter Comstock
Makenzie Darby
Bang Co
Anthony Walker

Jen DiBenedetto
Bill Welch
Kelly Nellis
Brent Cannon
Robert Bratcher
Steve Nelson
Evan Thompson
Marco Krcatovich
Jonathan Markowski

The Kappa Kappa Psi National Honorary Band Fraternity 100th Anniversary mantra is “We Did Strive. We Still Strive. We Will Strive.” – both a celebration of past accomplishments and a renewal of the organization’s resolve to serve college & university bands.



SAMPLE MEDIA ADVISORY
(chapter designation) of Kappa Kappa Psi planning
celebration of KΚΨ’s 100th anniversary

WHO	(CHAPTER) of Kappa Kappa Psi on the campus of (COLLEGE/UNIVERSITY)
WHAT	The (CHAPTER) of Kappa Kappa Psi is celebrating the Kappa Kappa Psi Centennial with several events in a demonstration of the legacy and vision of the national and local chapter alike. The events will include: (LIST OF EVENTS)
WHEN	(DAY /DATE /LOCAL START TIME.)
WHERE	(ADDRESS FOR EACH EVENT)
WHY	Kappa Kappa Psi is a co-educational fraternal organization that advances college and university bands for the benefit of its members and society through dedicated service and support to bands, encouragement of musical growth, lifelong educational experiences, leadership opportunities, and recognition. The (CHAPTER) on the campus of (COLLEGE/UNIVERSITY) has been in service since (CHARTER YEAR) through programs such as (SHORT LIST OF YOUR MOST HIGH-PROFILE PROGRAMS).
HOW	Learn more online at (CENTENNIAL WEBSITE ADDRESS) Call (NAME AND PHONE NUMBER).



SAMPLE PRESS RELEASE

The (Chapter) of Kappa Kappa Psi National Honorary Band Fraternity to celebrate centennial

(CITY) (MONTH DATE, YEAR) – Kappa Kappa Psi National Honorary Band Fraternity is turning 100, and the (CHAPTER) on the campus of (COLLEGE/UNIVERSITY) is planning to celebrate.

Kappa Kappa Psi is a co-educational fraternal organization that advances college and university bands for the benefit of its members and society through dedicated service and support to bands, encouragement of musical growth, lifelong educational experiences, leadership opportunities, and recognition. Founded on the campus of Oklahoma State University on November 27, 1919, Kappa Kappa Psi is a guiding light with which band students can grow, learn, and develop themselves and their band programs. The (CHAPTER) of Kappa Kappa Psi was chartered on (MONTH DATE, YEAR). Kappa Kappa Psi is an organization of opportunity and quality, brimming with historic, well-developed leadership and membership programming that students use to become great leaders, better band members and better adapted young adults prepared for what lies ahead of them.

Kappa Kappa Psi operates primarily as a student service and leadership recognition society whose chief aim is to assist the Director of Bands in developing the leadership and enthusiasm that is required of his/her band. Our goals are to provide the band not only with organized and concentrated service activities, but to give our membership valid and wholesome experiences in organization, leadership and social contacts. The honorary nature of membership is based on our premise that “it is an honor to be selected to serve” this band, its department of music, its sponsoring institution, and the cause of band music in the nation’s colleges and universities.

The (CHAPTER) of Kappa Kappa Psi at (COLLEGE/UNIVERSITY) is excited to share both the legacy and the vision of our organization!

(PROVIDE DETAILS OF EVENTS; WHAT, WHERE AND WHEN; ANY CHARGES; IF VOLUNTEERS WOULD BE WELCOME)



(City) proclaims Nov. 27 ‘Kappa Kappa Psi Day’

(CITY) (MONTH DATE, YEAR) – The mayor of (CITY) has declared November 27, 2019, to be “Kappa Kappa Psi Day.”

During the presentation of the proclamation, Mayor (NAME) praised Kappa Kappa Psi’s legacy of service to college and university bands. Kappa Kappa Psi was founded at the former Oklahoma A&M College on November 27, 1919 by Director of Bands Bohumil Makovsky and 10 outstanding bandsmen. November 27, 2019 marks 100 years of honoring band members through privilege of membership in Kappa Kappa Psi and for brothers serving as the “backbone” of their respective band programs.

(NAME) also hailed the student service and leadership recognition society’s achievement in its chief aim to assist Directors of Bands with developing the leadership and enthusiasm required of college bands.

Kappa Kappa Psi is an organization of opportunity and quality, brimming with historic, well-developed leadership and membership programming that students use to become great leaders, better band members and better adapted young adults prepared for what lies ahead of them.

The brothers of Kappa Kappa Psi, believe that service to the college or university band program fosters responsibility, loyalty, and leadership; that a spirit of brotherhood is enhanced by the participation in a band program; that music is a universal language and truly the greatest of the arts; and that through fraternal participation, each member will Strive for the Highest.

-30-

Media contact: (NAME, OFFICE & CELLULAR PHONE NUMBERS; E-MAIL ADDRESS)



Kappa Kappa Psi Day

WHEREAS The ((chapter name)) of Kappa Kappa Psi dedicates itself to the bands at ((name of university)) through Leadership, Musicianship, and Service.

WHEREAS Kappa Kappa Psi is a co-educational fraternal organization with active members who serve more than 200 band programs across the United States. Brothers are often referred to as the “backbone” of their respective band program.

WHEREAS Kappa Kappa Psi Strives for the Highest as a student service and leadership recognition society whose chief aim is to assist Directors of Bands in developing the leadership and enthusiasm required of their bands.

WHEREAS ((Chapter name)) has fulfilled Kappa Kappa Psi’s mission since it was chartered in ((year)) through their service to university bands.

WHEREAS Kappa Kappa Psi was founded at the former Oklahoma A&M College on November 27, 1919 by band director Bohumil Makovsky and 10 outstanding bandsmen, and is celebrating its centennial.

THEREFORE I, (add Mayor’s name) Mayor of (add name of City) do hereby proclaim November 27, 2019 as the Kappa Kappa Psi Day in (add name of City).

DATED AT CITY HALL, (add name of City), the xx day of (add month), 2019

(insert Mayor’s name), Mayor