General Chapter Information

Chapter Chartered: Aug 1968
Official Sorority Colors: Royal blue and gold
Official Mascot: The Poodle
Motto: Greater Service, Greater Progress
Website: www.gammachi1968.weebly.com
Chapter President: Jasmine Bell

Basic Entry Requirements:

Good Character
Full-time student
Volunteer Hours
Established GPA of at least 2.5
Financial Commitment
Time Commitment
Previous Leadership
Letters of Recommendation

Local Community Services

Mach of Dimes
Ronald McDonald House
Project Book Bag
Black Women’s Agenda

Sigma Gamma Rho Sorority, Inc. History

Sigma Gamma Rho Sorority, Inc., was organized on November 12, 1922, in Indianapolis, Indiana, by Mary Lou Allison Gardner Little and six teachers: Dorothy Hanley Whiteside, Vivian Irene White Marbury, Nannie Mae Gahn Johnson, Hattie Mae Annette Dulin Redford, Bessie Mae Downey Rhoades Martin, and Cubena McClure. The charter members are the founders of Sigma Gamma Rho. The group became an incorporated national collegiate sorority on December 30, 1929, when a charter was granted to Alpha chapter at Butler University.

Chapter Social Media

Twitter: @uofm_sgrhos
Facebook: Gorgeous Gamma Chi Chapter of Sigma Gamma Rho
Instagram: uofm_sgrhos
Snapchat: uofm_sgrhos
Email Address: gammachi1968@gmail.com

Sigma Gamma Rho Sorority, Inc. Mission Statement

It is the mission of Sigma Gamma Rho Sorority, Inc. to enhance the quality of life for women and their families in the U.S. and globally through community service, civil, and social action. Our goal is to achieve greater progress in the areas of education, health awareness, and leadership development. Our members, affiliates, staff, and community partners work to create and support initiatives align with our vision.

For more information, please visit our international page at www.sgrho1922.org
FOR IMMEDIATE RELEASE

Valentine Giveaway

Memphis, Tennessee — (February 8, 2017) The Gorgeous Gamma Chi Chapter of Sigma Gamma Rho Sorority, Incorporated and Active Minds at the University of Memphis will be hosting a Valentine’s Day secret-gift giveaway and sweet treats on Tuesday, February 14. All students are encouraged to stop by. This event will be taken place at the University Center Atrium from 8-9 a.m.

For some people, Valentine’s Day isn’t always as loving and heart-warming as it is for others. So, this Valentine’s Day the Gorgeous Gamma Chi chapter of Sigma Gamma Rho Sorority, Inc. has partnered with Active Minds to show the love to all of students, staff and visitors of the University of Memphis this year. The gifts will include, FREE candy and a FREE stress ball, as a courtesy of the organizations.

The organization, Active Minds, who is known for fighting against the stigmas of mental health, also want to rid the stigmas of having to have someone who is not feeling loved or appreciated on Valentine’s Day. By stopping by the table, people have the chance to see a smiling face and receive a gift. How can people say no to either of those?

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Gorgeous Gamma Chi President Jasmine Bell sophomore, says, “We want everyone who’s a part of the U of M family to have a chance to feel special and be uplifted on the start of the national day of love.” The first and the last attendee to the table for the Valentine Giveaway will receive a bonus gift with their secret gift.

Students who are interested in learning more information about Sigma Gamma Rho Sorority, Inc., please visit the university’s chapter website, www.gammachi1968.weebly.com. And for more information about Active Minds at the University of Memphis please visit the Tiger Zone website.

About Active Minds:
A national nonprofit organization that serves as an advocate to fight against the stigma of mental health and raise awareness about mental health among college students. Active Minds works closely with the Counseling Center and hold various Social events to help get rid of the stigma surrounding mental health with exercises like ‘Post Your Secret’, ‘Stress Less’, and Stomp Out Stigma.

About Sigma Gamma Rho Sorority, Inc.
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Reference:


Jasmine Bell
Press Release Writing Assignment

Why did you choose this news outlet/journalist?

I choose to use the Daily Helmsmen as my news outlet because the event is initially for students and faculty. So, the most effective way to have informed the students know about an on-campus event. I choose to give this release to Jurnee Taylor, because it seems that she would be interested in covering an event where the University is giving back to the students. I would email her via Daily Helmsmen with the subject line reading her name and the name of the event. Plus, I might just send a general one to the Daily Helmsmen itself just because I thought this would have left room to have the story told from a different light.

Jurnee Taylor:  
jurnee.taylor@gmail.com  
https://www.dailyhelmsman.com/users/profile/jurnee%20taylor/  
https://jurneetaylor.wordpress.com/contact/

Who are your publics?

Since this event is directed towards the U of M students, I figured that the publics would be all students on and off campus and maybe even some of the staff/faculty members. But I didn't want to just limit that to just students, because if (which there usually always is) the campus has visitors then they too would be able to participate in the event as well. This not only would encourage future students who want to join campus as well as the sorority. Which is always a great marketing tool, when you job is recruit new members to your organizations. Leaving the age range from age almost limitless. I choose to go with such a wide age range just because the number of enrolled students could vary from as early as 15 to as old as 60 plus. With the gender variation, would be both male and female. The races of the people would also be very different just because of the school itself.
Feature Release

Sigma Gamma Rho Sorority, Inc.
University of Memphis Gamma Chi Chapter
Contact: Jasmine Bell
gammachi1968@gmail.com

FOR IMMEDIATE RELEASE

*Sigma Gamma Rho Sorority, Inc., believes in the power of education.*

Memphis, Tennessee – (February 27, 2017) Have a high school student in need of supplies? Are you faced with choosing if you should eat or buy school materials? Well there is a program, called Operation Big Book Bag that is usually held in January and August, that would be able to provide the assist that you need.

Sigma Gamma Rho Sorority, Inc., an organization that promotes a sisterhood and a getting a well-rounded education believes that no child should have to go without their basic necessities. With Operation Big Book Bag, Sigma Gamm Rho Sorority, Inc., intends to help meet those student’s needs.

http://www.sgrho1922.org/operation-bigbookbag

“Sorority members make available, to selected facilities across the nation, bookbags, notebooks, writing and drawing paper, pencils and pens, dictionaries, thesauri, rulers, glue,
construction paper, textbooks, encyclopedia, typewriters, computers and many other needed school items. Made available also through the efforts of both memberships, is a nation-wide tutoring and mentoring program designed for the benefit of the children housed at said facilities.”, according to Sigma Gamma Rho Sorority, Inc. website. SGRho Gamma Chi Chapter members take their community as well as its education seriously, they team together the Omicron Sigma Alumnae Chapter of Sigma Gamma Rho Sorority, Inc. to host these events every year.

http://osigepistoleus.wixsite.com/osigmemphisalumsgrho/philanthropy

People from across the city are welcomed and encouraged to attend the local annual event. Sigma Gamma Rho understands that we live in a world where almost everything is done electronically and that even includes school work. From typing a paper to researching the information to write it. Not only does this program provides materialized help as well as mentors and tutoring.

According to the Sigma Gamma Rho Sorority, Inc., website, “The effective and overall implementation of OPERATION BigBookBag serves as an invaluable resource to the children by: (1) Affording children with quick and easy access to reference materials and other studying aids and tools that will help them in their educational endeavors; (2) Providing the children with the

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means of completing their homework assignments in order that they may remain current and up-to-date on course projects and requirements and (3) Assisting the shelters, centers, schools and hospitals in their efforts to meet some of the educational needs of the children and young adults housed at the facilities.”

With education being key to having a successful future, having all the things needed to succeed are necessary, whether it’s having paper and pencils or needing a tutor Sigma Gamma Rho Sorority, Inc., wants to help provide those essential needs in their local community. To find more information about the Operation Big Book Bag visit www.sgrho1922.org or check with your local news outlets to find out where the next event will be held. You could also follow their social pages for the latest updates on events hosted by Sigma Gamma Rho Sorority, Inc.

Gorgeous Gamma Chi Chapter.

Facebook.com/GorgeousGammaChiChapter
Twitter.com/MemphisSGRhos
Instagram.com/memphissgrhos

About Sigma Gamma Rho Sorority, Inc.

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I choose to do what considered an application feature about Sigma Gamma Rho because, I thought it would give people more insight as to what this organization is doing to help better the local community one book bag at a time. I think that this piece would appeal to not only to students that are looking for ways to give back to the community but to help locals to come together and help as well. Also, this would give people a chance to see that sororities aren’t just about step shows and college parties.

I would send my feature release to Felicia Bolton at WMC Action News 5 and Markova Reed at WREG 3 because both those ladies choose to do news segments about events that would benefit local students. Reed especially likes showcasing how locals are helping to give back to the community in a major way. I would also send the feature release to the CA as well as the Memphis Flyer.

Reference

www.sgrho1922.org
http://www.sgrho1922.org/operation-bigbookbag
https://www.evensi.us/operation-big-bookbag-school-supplies-giveaway-bridge/197621012
http://osigepistoleus.wixsite.com/osigmembetalumni/gphilanthropy
Sigma Gamma Rho Sorority, Inc. says no to hazing

Kerri Holiday

Public Relations Writing

March 20, 2017
EXECTIVE SUMMARY.

SIGMA GAMMA RHO SORORITY INC. ARE

WHAT IS HAZING?

At some point in some colleges during a student’s career, they are either informed about or experience first-hand what hazing is. But are they aware that they are even victims? First, let’s break down what hazing is; according to dictionary.com For some students, they believe that being hazed only comes in one level, extreme, which is when someone is seriously injured. Or when they are required to endure some extreme task. According to Sigma Gamma Rho Sorority, Inc. Gamma Chi chapter member Tondra Greene, senior, “Hazing includes any activity

Statistics of Hazing from 2000-2015 in the U.S.
that subject members to harassment, ridicule, intimidation, physical exhaustion, abuse, or mental distress.”

But what students aren’t aware of is that hazing comes in many levels, it doesn’t always have to get extreme, like it did back in 2014 with University of Memphis’ sorority Zata Phi Beta the Rho Gamma chapter. In this situation, a young lady was physically injured and required medical attention. That led to the sorority’s suspension, which last six years. According to Yasmin Aslam of MSNBC.com, “Three in five college students are subjected to hazing. This activity includes 47% of students before they even enter a college or university.”

**HOW DOES SIGMA GAMMA RHO FEEL ABOUT HAZING?**

It’s because of issues like serious injuries that could occur, that Sigma Gamma Rho Sorority, Inc. Gamma Chi chapter stands firmly against hazing of any form. As a requirement to seek membership into the sorority, a student must attend an Informal Intake, which is just a PowerPoint presentation of what other sororities and fraternities are offering on campus and have an open discussion about what hazing is and who to report if they witness that type of behavior.

Gamma Chi chapter president Jasmine Bell, sophomore, says,“I personally feel that hazing would be any words and/or actions that
causes an individual or individuals to feel uncomfortable and/or harms them physically or psychologically. I stand firmly behind our policy against hazing.”

The Gamma Chi Chapter of Sigma Gamma Rho Sorority, Inc. works closely with, Nikitia Shecole, the advisor of from the graduate chapter, the Memphis Omicron Sigma Alumnae Chapter. The advisor will provide guidance and resources to help the undergraduates operate during a Membership Intake process. Members of each chapter must participate in numerous seminars and educational training modules to ensure that standards continue to stay within the teaching of the policies to new members.

“As the President of the Gamma Chi Chapter here at the University of Memphis, as a Soror, as a student, and most importantly as a human being, I commit to making sure that myself and my chapter members do not condone, support, promote, or encourage any form of hazing. I pride my organization as a whole on their commitment to this, as well as other organizations, not only of the National Pan-Hellenic Council, but also of the Panhellenic Council and the Interfraternity Council as well,” says Bell.
Sigma Gamma Rho Sorority Inc., is an organization build on the ethics of sisterhood, education and community. Therefore, to condone behavior such as hazing your fellow sister would totally go against what the entire organization stands for. Nowhere in society is it okay to handle any situation with violence. Which is one more reason why each future member is educated on the strict no hazing policy that all Sigma Gamma Rho Sorority Inc., members are trained on.

**HOW CAN YOU HELP PREVENT HAZING?**

The University of Memphis’ Fraternity and Sorority Affairs, as well as the Student Involvement department center, located in the University Center, does a good job with clearly defining and outlining the policies and procedures relative to hazing, not just for students who may be interested in Greek Life, but also those who are members of the Greek Community. If there is any suspicion of hazing of any kind, whether a member, interested candidate, or unaffiliated student, it is our responsibility according to the university's policy to report it immediately. According to Fraternity and Sorority Affairs, "The University of Memphis has a zero-tolerance policy regarding hazing that is consistent with Tennessee state law."
"If you sense your student may be participating in inappropriate activities during intake membership into a fraternity or sorority, you should contact the Office of Fraternity/Sorority Affairs (901-678-8679). Calls will be handled in a discrete manner.", said Bell.

For more information about ways you can help prevent hazing:

http://www.memphis.edu/fsa/recruitment/parents-families.php For hazing policy on campus at the University of Memphis.

http://www.sgrho1922.org/membership For Sigma Gamma Rho Sorority Inc., policy on hazing within the organization.

www.Hazingprevention.org For more information on hazing across the country.
REFERENCE:

www.Hazingprevention.org


http://www.dictionary.com/browse/hazing

http://www.memphis.edu/fsa/recruitment/parents-families.php

http://www.sgrho1922.org/membership


http://www.msnbc.com/ronan-farrow-daily/the-call-stoptheless
Sigma Gamma Rho Sorority, Inc.
University of Memphis Gamma Chi Chapter
Contact: Jasmine Bell
gammachi1968@gmail.com

IMMEDIATE RELEASE

SIGMA GAMMA RHO SORORITY INC. PRESENTS THE 77TH SOUTHEASTERN REGIONAL CONFERENCE

(Orlando, Florida – February 1, 2017) The Delta Mu Sigma Chapter of Sigma Gamma Rho Sorority Inc. is hosting the 77th annual Southeastern Regional Conference this year March 30 – April 2, 2017. This year’s designated location is in sunny Orlando, Florida. This year’s slogan wants ever Sigma to experience “The Magic of Sisterhood.”

KEY POINTS

Each day will include meetings and workshops during the day leaving your afternoons free to explore the grounds and surrounding areas. “Service is what we do and no one does it better. Once again, the Sophisticated Southeastern Region will ensure that we leave an indelible mark on the city of Orlando, leaving a lasting impression as only women and affiliates
of Sigma Gamma Rho Sorority, Inc. can. We will have multiple opportunities to serve the Orlando community through our USA Swimming initiative and YSC Yabreon Kight’s PRHOvide for Preemies initiative. We are asking for every Soror, Philo & Rhoer to contribute to this very worthy cause. We want to share the power that Women of Sigma harness through giving to those in need. The March of Dimes will be present at the community reception to receive donations and we know that the Sophisticated Southeastern Region will show up and show out in the spirit of giving,” said Jakimva Martin of the Southeastern Region Syntaktes’ For more information about a detailed schedule and where to register for the event please visit www.seregionsgrgo.org or www.sgrho1922.org.

ABOUT THE ABOUT SIGMA GAMMA RHO SORORITY INC.

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**Reference**

www.seregionsgrgo.org

www.sgrho1922.org

www.facebook.com/GorgeousGammaChiChapter

www.twitter.com/MemphisSGRhos

www.instagram.com/memphissgrhos

**Targeted Media List**

1. Florida Times – Event Calendar – Online submission

2. Orlando Weekly – Event Calendar - Online.

   I would only choose to send this SMFR because, they are in which the event is located doesn’t have many newspapers outlet. This event would not apply to local colleges which is why I didn’t choose to send it to them. And I also choose to not send it to the local TV stations because even though it is a big conference, it isn’t a bigger event that would overshadow all the amusement parks that surround it the hotel. This might be a huge deal to the organization but it really doesn’t matter to the entire community.
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Sigma History
Sigma Gamma Rho Sorority, Inc., was organized on November 12, 1922, in Indianapolis, Indiana, by Mary Lou Allison Gardner Little and six teachers: Dorothy Hanley Whiteside, Vivian Irene White Marbury, Nannie Mae Gahn Johnson, Hattie Mae Annette Dulin Redford, Bessie Mae Downey Rhoades Martin, and Cubena McClure. The charter members are the founders of Sigma Gamma Rho. The group became an incorporated national collegiate sorority on December 30, 1929, when a charter was granted to Alpha chapter at Butler University.

Mission Statement:
Sigma Gamma Rho Sorority, Inc.
Gorgeous Gamma Chi Chapter

Basic Entry Requirements:
- Full-time student
- Volunteer Hours
- Established GPA of at least 2.5
- Previous Leadership
- Letters of Recommendation

About Gorgeous Gamma Chi
Sigma Gamma Rho was founded on November 12, 1922 at Butler University by 7 Educators. Gamma Chi was chartered August 17, 1968, and our goal is to achieve greater progress in the areas of education, healthcare, and leadership development. Our members, affiliates, staff and community partners work to create and support initiatives that align with our vision.

How Can Royalty Work for You
- Build Character
- Growth within Sisterhood
- Educating Ourselves
- Giving back to the community
- Build Professional Skills

Contact:
Jasmine Bell
(731)609-8452
gammachi1968@gmail.com

Visit Us:
3720 Alumni Ave
University Center 211

Connect with Us
Twitter: @uofm_sgrhos
Facebook: Gorgeous Gamma Chi Chapter of Sigma Gamma Rho
Instagram: uofm_sgrhos:

Sigma Gamma Rho Sorority, Inc.
University of Memphis
Gamma Chi Chapter
Overview of Media Kit

The organization that I choose to represent this semester was University of Memphis’ ungraduated chapter of Sigma Gamma Rho Sorority Inc., Gorgeous Gamm Chi. SGRho is a national American-American sorority founded in August 1922 at Butler University. By eight determined women who wanted to be known for more than just their pretty faces, but to be taken serious. Over time this organization is represented via university chapters in almost every state in the US along with some international chapters as well.

This organization is all about sisterhood, professional growth, and giving back to their community. For people looking outside in, only see the step shows and parties online but stop to think of this organization is more than a group women who like to have a good time. Just like most people, SGRho does wants its members and volunteers to feel welcomed to enjoy in the festivities but they also would like for this local community to be aware that this organization not only does work but they work hard.

Sigma Gamma Rho Sorority Inc., look to recruit members as earlier as middle schoolers and move all the way to senior members. Even though this organization is originally created as an outlet for African-American female students, to become a part of something bigger than themselves, over time women of different ages, races and nationalities are all welcomed with the loving embrace of this sisterhood. Through the teachings of SGRho meetings, help build not just professionals but build up a good character and communication skills. Because the sorority finds education its members extremely important all members are required to attend monthly seminar meetings to help edify those teaching to those future community leaders.
Seeing that education is one of the most important roles of membership, its only reasonable that member must be an active university student. Because of small dilemma, the organization is limited to only enrolling university students. Sigma Gamma Rho Sorority Inc., has no chapters that are on community colleges unfortunately. However, that still hasn’t stopped the growth of the sorority on a national and worldwide scale.

My focus in this media kit was to help create buzz for the sorority, because this chapter is so small. It’s not uncommon for people to unknowledgeable about this sorority just because of their live long competition with three other rival African-American sororities Alpha Kappa Alpha (AKA), Delta Sigma Theta (Delta) and Zeta Phi Beta (Zeta). SGRho would be considered the smaller of three sororities because of this, more students are willing to join opposing organization for the accolades.

So, I choose to showcase the more open-side of the organization. Wanted to make sure that I captured the essences of the sorority be writing a Press Release of the sororities Valentine’s Day Giveaway just to give them some light and some notoriety. Give their potential publics in idea of how the sorority feels about their school. Then I did a feature release to showcase the sororities community service and public services. With the position paper, I wanted to make sure that students who might be pledged with bullying or hazing see that this organization is totally against that type of violent behavior.

Because the Greek community is a rather private one, I still wanted to show the public that this sorority isn’t just making statements that they aren’t living up to their selves. So, I decided to create both a brochure and a factsheet. The brochure would be more focused on the main questions that potential members want and need to know about the sorority. Whereas the
factsheet is more so to be used on a social media platform. Overall I believe that I created a very effective media kit for this growing organization.