

Public Relations Status Report

January 5, 2013

- I. Increase organizational visibility through more extensive PR efforts
 - a. Create and distribute monthly PR news bulletins to clubs beginning in December 2012
 - i. **Starting in January**
 - b. Provide standardized templates for PR purposes to clubs in December 2012
 - i. **Done**
 - c. Develop a plan for news media involvement by June 1, 2013
 - i. **We will begin this conversation in April**
 - d. Create and distribute 7 issues of the D12 newsletter (Outreach) during the biennium
 - i. **Kari**
- II. Improve District 12 Websites
 - a. Implement a new D12 website by January 30, 2013
 - i. **Susie has been busy working on this!!!**
 - b. Develop a plan to implement or assist in rolling out new club websites by March 1, 2013
 - i. **Once our website is done, we can concentrate on modeling club websites in the same fashion**
 - ii. **An email will go out to all President's introducing the new website and the plan for the club websites as well in January (or February when the D12 website is revealed)**
- III. Increase use of social media tools
 - a. Develop a plan for social media use by March 1, 2013
 - i. **The D12 facebook page is created. A calendar has been created for January. A hootsuite account will be set up to manage these facebook campaigns. Then we will contact clubs and monitor their campaigns and ask that they model their pages after D12's**