PR Notes…

A Newsletter for District 12 Zontians from the D12 External PR Committee

**WELCOME to 2013.** It’s time to clean up, clear out and get organized! Your District 12 External PR committee wants to remind you to check your club’s website for the following:

1. Are you showing your true colors? Please be sure you have the updated registered Zonta logo on your main page and on all subsequent pages and letterhead.
2. Can potential members find you? Keep your current meeting information (day, time and place) prominently displayed.
3. How can I become a Zontian just like you? Have your up-to-date contact names and telephone numbers easy to find for website visitors.

**These are the top priorities for all D12 club websites. If changes need to be made, please contact D12 Webmaster – Susie Nulty:** nulty@csdco.com

**+NEW! D12 facebook page**

External PR Co-Chair, Angela VerPloeg has developed a fb page for our district! “Like” Zonta District 12 and post your club and individual Zontian happenings. Get your instant up-to-date info on District 12 people and events. If you do not have a facebook page and would like to have a news item posted or if you would like information on setting up a facebook page for your club, contact Angela at angela.verploeg@gmail.com The External PR Committee will host a social networking webinar later in this biennium!

**Zonta Says NO! Orange is the color and the 2013 advocacy project starts NOW! Send us your best ideas for promoting Awareness of Violence Against Women & Girls. We will begin sharing these ideas in the next issue of PR Notes. Will your club bring home the big award???**

**EXPAND your reach!**

District 12 has three PR/recruitment items for sale. You can share the Zonta District 12 message with our full-color brochure. Contact D12 Lt. Governor Marcy O’Toole at motoole48@comcast.net for more information. Present new members of the club and Zontians outside D12 with an official D12 pin. They are $1.50 each and you can contact Andrea Hovey to purchase. Coming soon – the D12 lens cloth in its own protective pouch. These lens cloths are popular with Zontians around the world. More details coming soon.

**READ all about it!**

Coming soon to [www.zontadistrict12.org](http://www.zontadistrict12.org) – in the TEMPLATES section, a fill-in-the-blank news release for District 12 events and news. Use this form to GET YOUR STORY OUT THERE! We want to hear from you!

**\*\*\*It’s GO RED FOR WOMEN! Wear your red and show your support to fight the #1 KILLER OF AMERICAN WOMEN…Heart disease. Take a photo and upload it to ZontaDistrict12 facebook page or send it to us.**

**In the next issue:**

ZISVAW Advocacy Awards

Service Awards

International Women’s Day

PR Photo Contest

Brought to you by your D12 External PR Committee:

Andrea Hovey & Angela VerPloeg – Co-Chair

Janet Bergin

Bridget Masters

Susie Nulty – Webmaster

Kristin O’Toole

Kari Winter