



## PR & C E-News

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Editor: Erlinda E. Panlilio



### *Chairman's Message*

Erlinda E. Panlilio

*A Fond Farewell  
and Best Wishes!*

Based on reports I've read, a lot of clubs have been successful in getting their press releases published in the media on their various activities—YWPA and Jane M. Klausman awards, Rose Day/International Women's Day, UN Day, Zonta Founders Day, Anti-VAW or the 16 Days of Activism Against Gender Violence, Amelia Earhart—along with their own local service projects and advocacies for women's health, legal rights, and economic self-sufficiency. Kudos to you all!

Zontians are hopefully now better aware of the Zonta brand, and are projecting it through their use of the Zonta pin in their daily attire, and by displaying the Zonta banner at meetings and club events. As Karen points out, your club and its Web site is your brand! For "each time a prospective member visits your club or Web site, she is actually undergoing a branding experience."

Ina Edens and Alice Chick are to be commended for their thorough review of Web sites, checking them for correctness on their use of the Zonta logo and emblem, and for consistency of look.

I'd like to thank again all clubs that participated in the survey this Committee was mandated by the Board to do on the use of the Zonta name and emblem, particularly in public places. Oh, and it was wonderful receiving the photos you submitted for our Rotterdam PowerPoint on local service projects around the world. There are so many outstanding ones! Wish we could include them all. Unfortunately, so many were sent to us way past our March 1

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BY JULY 2, 2008, when the Rotterdam Convention ends, this Committee may well be a memory, if the Bylaws amendment of Article XII, "Committees, Section 7. Public Relations and Communications Committee," passes. The amendment is proposed by the International Board with the following rationale: "It is the responsibility of the International Board to communicate and promote the objects of Zonta International with other organizations, associations, agencies, or other entities as well as to develop and create internal awareness of achievements made. Knowledge of how to communicate in various countries is best known in districts and clubs. Note: This proposal would not affect committees at the district and club level."

So it will now be up to the districts and clubs to work out their PR strategies and improve their internal communications. I hope that our PR & C Newsletters containing guidelines, pointers and tips can be kept in the ZI Web site under "Member Resources" as reference. Karen Macier has so many valuable tips in her "Branding Matters" column that clubs can use. There is a Press Release template Linda Jacobsen made, and one of tips on getting press releases published, by Vanida Tulalamba. I had also suggested that clubs might think of having a blog, if a Web site is too complicated to handle. In the informal blog, clubs can keep members informed on projects and activities, success stories, and guest speakers at meetings. Perhaps outside readers will even be encouraged to contribute to its service projects!

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deadline! Others had less than optimum photographic quality.

Finally, let us applaud Linda Jacobsen and Local Service Coordinator Jackie Beaudry for the brilliant job they've done in producing the PowerPoint. They had to look at over 1,000 photos sent by clubs from all over the world. Jackie and Linda worked together in a marathon session in Linda's home over the weekend of March 7 to 9. Even Linda's husband Kevin helped! CDs of the PowerPoint will be available at Convention.

Watch out for the raffle of treasures from Zonta districts; prizes donated by the Governors. Photos submitted up to two weeks after the deadline will also be eligible for the lucky draw, with 1/3 of the net proceeds going to ZIF and 2/3 to the club whose photo is drawn.



Thank you all—Governors, district PR & C Chairs, club presidents. Your cooperation and support have been invaluable. Good luck in all your future endeavors, and best wishes to Zonta. Cheers!

## ZONTA WEBSITES



**Ina S. Edens**

Internal  
Communications  
Subcommittee

A major goal this biennium of the Internal Communications Subcommittee of Zonta International's Public Relations & Communications (PR& C) Committee has been to build name recognition for Zonta throughout the world.

The thrust of our efforts has been to achieve consistency of form and substance in the use of the Zonta Logo, including colors, styles of text, backgrounds and design. This consistency will advance our efforts to build instant name recognition and, thus, attain our desired goal of "branding."

There were three other requests for conformity -- effective links to other sites, especially to Zonta International, with a return to the home website; appropriate email contact information for the leadership offices and Webmaster; and up-to-date information on the number of countries we represent, our number of clubs and our total membership.

The process of evaluating the achievement of this consistency on the district level proved to be quite arduous. Ultimately, it became necessary to rely on each Webmaster to provide information on the status of their efforts at achieving consistency. I am pleased to report that the Webmasters for the following districts have reported they have basically achieved these initial goals:

- |            |             |             |             |
|------------|-------------|-------------|-------------|
| District 1 | District 7  | District 12 | District 24 |
| District 3 | District 8  | District 19 | District 25 |
| District 4 | District 9  | District 20 | District 27 |
| District 5 | District 10 | District 21 | District 30 |
| District 6 | District 11 | District 23 | District 31 |

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**Karen Macier**  
Coordinator, Marketing  
& Branding  
Subcommittee

## *Branding Matters*

### TRANSITIONS!

“Leadership transition between old and new officers is like the passing of a baton between two members of a relay team at a track meet. Just as a smooth transfer of the baton reduces time and creates the potential for placing, so leadership transitions make the critical difference between a successful year or one in which officers feel like they are always running behind trying to catch up.” (Source Unknown)

As we begin the transition from one biennium to another, it is always a good time to reflect on both our successes and failures. Many of you have shared with me the progress you have made in raising the visibility of our clubs in your areas.

And, as we know, others are at various stages in adopting a marketing orientation for the work that we do. Kudos to all of you for your efforts; marketing is not always easy! Further, it has been a new concept for many.

How we present ourselves as Zontians and how we present our clubs to prospective members – continue to be a challenge. At its heart, marketing is about raising the public’s awareness of our mission and vision; it’s about attracting support for our service projects; and it’s about getting and retaining members. Engaging in marketing activities helps our organization shine and stand out among all the clutter that is out there. Marketing Zonta is an on-going effort, one that never ends.

As you work your way through this time of transition, it is important that we evaluate our efforts and share the results with those who are coming behind us. Consider sharing a status report with the new committee chair. In your report consider a section on the lessons you have learned along with suggestions and ideas you have for the incoming group.

If I were to leave you with one thought regarding marketing, it would be to tell the story. Too often, we focus on our fundraisers or some other Zonta activity and forget to show the impact of how our efforts have actually enhanced the status of women. The emotional impact of what we do is so great, yet so often ignored. What stories does your club have to tell?

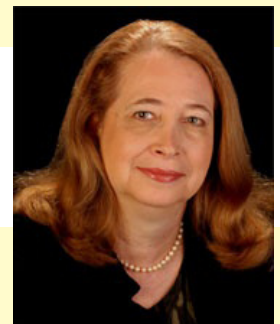
To those who are taking over - Good Luck! And to those retiring, enjoy yourself—but don’t forget to share your knowledge in the coming year.

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The remainder of the districts responded that they are still in the process of complying. Some did not respond to my emailed request. Several of the Districts were not available by email.

Webmasters, for the most part, indicated the clubs in their districts are still in the early stages of getting websites up and running. This is the perfect time for input regarding the suggested ZI guidelines. Webmasters were asked to continue working with the clubs in their districts as we all move forward in our efforts to achieve instant name recognition. This will be an ongoing effort on the part of all.

A sincere Thank You to all the Webmasters who were so responsive and helpful, and to Alice Chick who served with me on this subcommittee.



**Alice Chick**

## Our Superheroes!

ZI Local Service Coordinator Jackie Beaudry and Linda Jacobsen, External Communications Subcommittee Member, worked long and hard viewing and vetting over a thousand photos for the PowerPoint on Local Service for the Rotterdam Convention. Photo below captures their marathon session in Linda's home. CDs of the PowerPoint will be available for sale at Convention care of Barbara Devin and Marianne Dwars of the International PR & C Committee.

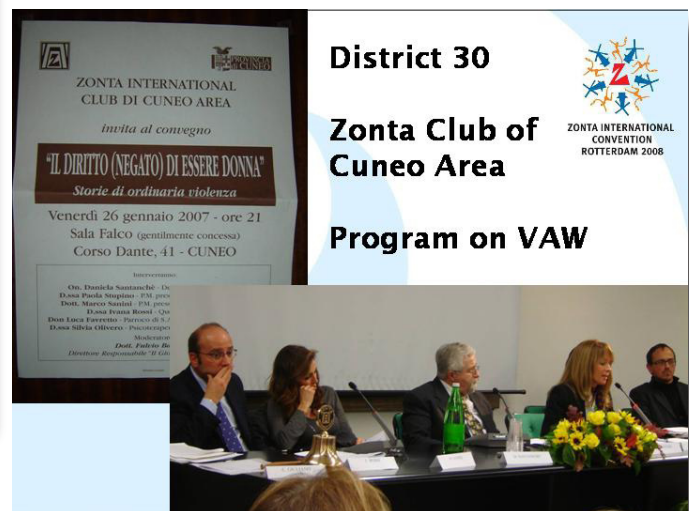


**See you in Rotterdam!**



**District 14**  
**Zonta Club of Fünf Seen Land Feldafing**  
**Services for Women in Afghanistan**

Sample slides in the  
 Local Service PowerPoint...



**District 30**  
**Zonta Club of**  
**Cuneo Area**  
**Program on VAW**