

## **Zonta Public Relations Presentation Script and Activities**

Slide 1. We will be reviewing some of the techniques and information for Public Relations campaigns provided by Zonta International, clubs within our district and you.

Slide 2. A question Zontians have been trying to answer since shortly after November 1919. Some clubs are better at educating their communities in the Zonta Brand. Then the majority of us are still answering that question year after year.

Slide 3. You work hard at planning an event, either fundraiser or community event. You assign committees, you set a budget, arrange a location, send out information to your members and then on the big day.

Slide 4. You have an empty hall. You put on an event, once again, with mostly Zontians, friends and family present. What did you miss? Getting the word out to the community.

Slide 5. Public Relations is an on going task for your club.

Slide 6. ZI website contains basic PR information and suggested events to gain media attention

Slide 7. Determine whose attention you are trying to get. Not all PR is directed outwardly. Sometimes we need to direct towards our members, other Zonta Clubs, the district or International. External – determine the purpose of the Public Relations Campaign and use the ZI tools to address those groups.

Slide 8. Club Calendar – be to include deadlines, special International Dates, Club events and other information pertinent to your club.

The newsletter should come out at regular intervals, should be professional looking a include information that is of interest to your members. Feature upcoming events, past events and speakers.

Remember, if you are going to share the newsletter with individuals outside of your club to be careful with the information you share about individual members.

E-Mail – The good, the bad and the ugly. We all use email and text messages to communicate with one another. To be an effective tool we must follow certain guidelines. First and foremost – Always include Zonta somewhere in the Subject line. We all get a lot of email. If I do not know that “Fill In An Attendee’s Name” is BootsyTootsie@aol.com her very important email telling me that I am filling in for the club president at the next meeting will probably go straight to trash.

Keep it short and simple. Many of us when reading emails seem to develop an extremely short attention span.

The one major DO NOT UNDER ANY CIRCUMSTANCE – Send to your Zonta Members mail group – chain spam or joke of the day.

Make sure your attachments can easily be read by all individuals receiving it.

Slide 9. Newspapers, television and radio can be used in a variety of ways. To attract new members, to inform the public and to advertise service events and fundraisers. If possible for special events have your club logo added to items. Use the internet to write about your club and activities. Provide all members with Zonta Business cards to distribute. Always wear your badges at Zonta Events Prepare club brochures explaining your mission and Zonta International.

Slide 10. Use your club website to inform club members and the public. Following ZI guidelines, develop your own social networking site to promote Zonta.

Slide 11. Media companies include – radio and television stations, newspapers, and magazines. These all take many shapes – daily, weekly, monthly, subscription, newsstand or free.

Check your local Chamber of Commerce, they usually will have a good list of all media outlets in your area.

Slide 12. The Zonta Press Kit has sample Press Releases and other information for you to use in preparing a press release. When contacting a larger media outlet be sure you are contacting the correct person or department.

Slide 13. Use the same method for television and radio media outlets.

Slide 14. For TV news, think of colorful, dramatic ways to demonstrate your story. The array of Zonta flags demonstrates our internationalism in a colorful way. For radio, a national anthem or other music provides an instant background. For print, a long list can be impressive.

Slide 15. Frequent contact is the best route. Get to know your local media outlets. You want them to know you by name.

Slide 16. If you prepare your own VNR or can get a copy of your interview – put a copy on YouTube and if possible link it to your website.

Slide 17. If you must use paid advertising, make it as professional as possible.

**Note to Presenter: Slides 18 – 19 are about local projects – you can substitute PR efforts in your area for these slides.**

Slide 18. What are clubs in District 11 doing to get rid of What is Zonta? The club did the upfront work of contacting the media, making an interesting story and follow up for continued coverage.

Slide 19. Read the entire story at [www.postandcourier.com/news/2009/jun/19/round\\_table\\_brings\\_agencies\\_together\\_tac86427/](http://www.postandcourier.com/news/2009/jun/19/round_table_brings_agencies_together_tac86427/)

Slide 20. The Charleston Club is branding their service projects to Zonta's mission and using that to promote the club in the local press. And, they are representing Zonta at public events.

Slide 21. Myrtle Beach is using high profile topics to garner attention in the local press.

Slide 22. Area 6 is fortunate to have such a close geographic area. The clubs are able to combine their efforts for a larger impact.

Slide 23. This is what is frequently called branding. It creates an identification of your club and your event with your mission.

Slide 24. How can you use the Zonta Calendar to promote your club?

Slide 25. Use the Zonta Calendar to your advantage. In January promote Amelia, March is Zonta Rose Day, May is International Action on Women's Health, October is Domestic Violence November and December 16 Days of Activism.

Slide 26. A powerpoint presentation and script are available on line.

Slide 27. Zonta International and ZIF are creating tools your club can use to promote our service projects.

Slide 28. At the 2010 Zonta International Convention in San Antonio delegates voted to support this project. This United Nations-supported project, which falls under the Zonta International Strategies to End Violence Against Women (ZISVAW) program, seeks to reduce the incidence of violence against women and girls by changing personal and/or political knowledge, attitudes and behaviors contributing to violence against women. ZISVAW projects are focused on preventing and ending violence against women.

The objectives of the ZISVAW Fund, UN Women and the UN Trust Fund to End Violence Against Women are identical.

Slide 29. This program responds to the urgent humanitarian and early recovery needs in the immediate aftermath of the earthquake in Haiti. It also builds on the foundation of the current UNIFEM programming around gender responsive governance, economic security and advancing women's rights.

Slide 30. It concerns a debilitating injury many women in some parts of the world suffer: obstetric fistula. And ZONTA's contribution to the fight against fistula.

Slide 31. Preventing and responding to the violence stemming from the brutalization of the society during the genocide is vital to the recovery of this war- torn country.

Slide 32. The focus of the *Safe Cities for Women Project in Guatemala City and San Salvador* is on urban security as a gender issue. This is because women in cities are increasingly vulnerable to gender-based violence in situations exacerbated by social violence.

Slide 33. This can be used at club orientations for new members or can be played at public events to help inform the public about Zonta and our mission.

Slide 34. In response to requests for more tools, Zonta District 11 created a Public Service Announcement (PSA) for use by our clubs. Clubs may purchase a copy to send to their local radio or cable providers to air in their community service segments. Order forms are available on line at [www.zonta-district11.org](http://www.zonta-district11.org).

Slide 35.

Slide 36. Discussion and listing of ideas to take back home.

Slide 37. Wrap up.

Show District PSA.

### Suggested group activities for PR Module:

Choose any of the activities depending on your time constraints.

1. Time – 20 minutes: Divide room into groups of about 5 – 6 members. Ask each group to create a Press Release for an event. Give each group a different event. Have them present the PR and have a short discussion of each. Sample Events:
  - a. Coordinated event at the local airport with the 99's to Honor Amelia Earhart and present a plaque.
  - b. Cancer survivor fashion show.
  - c. 16 Days of Activism activities
  - d. Open Forum on Human Trafficking
  - e. Zonta Rose Day
  - f. Major fundraising event for the club.
2. Time – 20 minutes: Using the same groups and topics a spokesperson for each group presents on a topic to a local television reporter. Role play between 2 members.