



Zonta International  
District 11

*Advancing the Status of Women Worldwide*

# ZI Public Relations & Communications

“The times they are a changing!”

## Alice Chick

District 11 PR&C Committee Chair

presentation September 29, 2006

58<sup>th</sup> Annual Conference at Hilton Head Island, SC

# Agenda

- What is Public Relations?
- What is Marketing and Branding?
- What is Communications?
- How can we use them?
- What resources are available?
- What is **our** plan?

# Public Relations (definition)

“Public Relations is the management of all "information" and "communication" between an organization, the general public and other entities which may influence or affect the organization. PR focuses strongly on the written word, and communication.”

Source: <http://www.tpac.com.au/page/whatispr>

# Purpose of **our** Public Relations program

To communicate **our** mission to the public in order to increase:

- Awareness
- Understanding
- Support

# Zonta's Mission is:

- improve the legal, political, economic, health, educational and professional status of women through service and advocacy;
- work for the advancement of understanding, goodwill and peace through a world fellowship of executives in business and the professions;
- promote justice and universal respect for human rights and fundamental freedoms;
- be united internationally to foster high ethical standards, implement service programs, and provide mutual support and fellowship for members who serve their communities, their nations and the world.

Or as PR&C International Chair Erlinda Panlilio says:

“Advancing the status of women worldwide through service and advocacy.”

# Who is **our** audience?

## Internal

- Members
- Clubs, District & International Leaders

## External

- Potential Members
- Donors & Potential Donors
- Government & Opinion Leaders
- Media
- Potential Speakers
- Service Recipients

# Marketing (definition)

“Marketing is the management of "bottom-line" strategies in the research and development of products and services which meet the organization’s aims for market share, growth, brand or service recognition and customer satisfaction. Marketing focuses strongly on sales and advertising campaigns.”

Source: <http://www.tpac.com.au/page/whatispr>

# Branding (definition)

“The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.

The foundation of your brand is your logo. Your website and promotional materials - all of which should integrate your logo.”

Source: <http://www.entrepreneur.com/sbe/terms/0,7548,325477,00.html>



I am sure that you recognize these Logos?



They spend millions of \$\$\$\$\$\$.

We know that Zonta is  
the best kept secret

**BUT....**

We know that you recognize this logo.



Now we need everyone else too!

# Communications

Source: Merriam-Webster Online Dictionary

**1** : an act or instance of transmitting

**2** : information [communicated](#) verbal or written message

**3 a** : a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior **b** : exchange of information **c** : personal rapport

**4 a** : a system (as of telephones) for [communicating](#) face to face, telephones, computers, and the internet

**5 a** : a technique for expressing ideas effectively (as in speech) **b** : the technology of the transmission of information (as by print or telecommunication)

# Early Communications

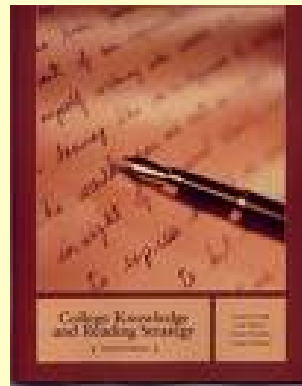
Communications has gone through an evolution from –

Face to Face →

Pen & Paper/ →

Radio

Snail mail



# Modern Communications

Then to -

Telephone →



Faxes →



Television



# Advanced Communications

Now -

Multimedia → Computer/ → World Wide Web  
Email





# How can we use it?

- Write a news release then send it to the newspapers, magazines, and online services
- Build an email list of Zonta club members
- Build an email list of potential prospects
- Publish a monthly club newsletter
- Maintain a club website
- Create a club brochure
- Post your meetings & events on a local calendar both in print and on the www
  
- AND -

# How can we use it? (continued)

- Wear your Zonta pin all of the time
- Plan service projects that get media coverage
- Prepare a 1 ½ minute elevator speech
- Post a road sign
- Print business cards for your club members
- Participate in Blogs.....

# Have a business card for each of your members



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[www.zonta-district11.org](http://www.zonta-district11.org)  
[www.zonta.org](http://www.zonta.org)

This is a template that has 10 cards to a page. You can purchase the business cards at another office supply store that carries Avery products.

The stock # for white #8877 & ivory #8876.

# What is a Blog? (definition)

“A **weblog**, which is usually shortened to **blog**, is a type of website where entries are made (such as in a [journal](#) or [diary](#)), displayed in a reverse [chronological order](#).

Blogs often provide commentary or news on a particular subject, such as food, politics, or local news; some function as more personal [online diaries](#). A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. Most blogs are primarily textual although many focus on [photographs](#), [videos](#) or [audio](#).”

Source: <http://en.wikipedia.org/wiki/Blog>

# What resources are available?

- E-Newsletters from the International PR&C Chair
- Club's Public Relations Chair
- Club members
- District Committee Chairs
- Zonta PR Tool Kit issued in the spring 2004  
(source for a lot of this presentation)

# What resources are available?

(continued)

- Zonta International website
  - Members Resources
    - Tools for Districts and Clubs
    - International Scholarships and Awards
    - Manuals and Publications
    - Logos
  - Member Profile
  - Directories

# Zonta logos

These logos are the only ones currently approved by ZI headquarters.

 Zonta Club of enter club name here  
Member of Zonta International  
*Advancing the Status of Women Worldwide*

 Zonta Club of enter club name here  
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 Zonta Club of  
enter club name here  
*Member of Zonta International*

 Zonta Club of  
enter club name here  
*Member of Zonta International*

# What is **our** plan?

- Work with your Club's Public Relation Chair
- Support your Club in locating online calendars to post your meetings and events notices
- Assist the District Officers, Board Members, Area Directors, and Clubs in notifying and updating Zontians of happenings in the Zonta world both locally and internationally
- Act as the liaison between District 11, its members and Zonta International



# What is our plan? (continued)

Make the World OURS!



All we need do is take it!

Thank you for your  
participations and let's  
go out there and make a  
difference!