

Public Relations and Newsletter Editor

Since January I have been reading your newsletters and meeting many Republican Women on the TFRW board. I have often found myself thinking how beautiful Republican Women are. They are awesome people. It's incredible the things that Republican women are doing all across the state.

Here are some things I would like to bring to your attention concerning newsletters.

1. **Name of your club:** Be sure the name of your club is on the front or first page of your newsletter. Everyone in your club knows your acronym, but not everyone who looks at your newsletter knows it.
If you are using your newsletter as a recruiting tool and sending it to potential members, they need to see your complete name.
2. **Month or season:** Is it your May issue, or your spring issue? Be sure to include this information also.
3. **Color of paper:** We all want our newsletter to look attractive, but colors can make a newsletter hard to read. Some colors of blue or green are too dark and do not provide enough contrast between the print and the paper, making it difficult to read. Neon colors are just hard on the eyes. If you would like your newsletter printed on color paper, it's best to choose a pastel color. The print will still stand out and it will be easy on the eyes. Remember there's nothing easier to read than black type on white paper. If you want to spice up the look of your white paper newsletter, try using a little clip art.
4. **Address for PR and Newsletter Editor:** I am still not receiving all of the clubs' newsletters. Be sure to change to my name and address.

Glenda Piacenti
1730 Mustang Trail
Kingwood, TX 77339

Jo Konan is now our VP Bylaws. She has been gracious enough to bring to me the newsletters she is still receiving. Please update your mailing list. Some of the newsletters Jo has brought to me are ones that I already receive. Unless there is a particular reason you want her to receive your newsletter, you should delete her from your list. This will save you postage.

5. **Newsletter Award Forms:** The newsletter award forms have been updated and are available on the TFRW website. (www.tfrw.org)
The Best Newsletter Award form has been simplified to require two newsletters from 2008 and two from 2009. The features the newsletters should include remain the same.

If you have questions, don't hesitate to call. If I don't know the answer, I will find someone who does and get back to you.

Glenda Piacenti * 1730 Mustang Trail * Kingwood, TX 77339 * Phone: 281 361 8433