



PUBLIC RELATIONS

by Glenda Piacenti

1730 Mustang Trail
Kingwood, Texas 77339
281-361-8433

As I write this article, the judging for the “Best Newsletter” and “Most Improved Newsletter” awards has been completed. My committee and I agree that it was a very difficult task.

Over the last two years, I have scanned hundreds of newsletters, looking for tidbits of news for “Round About Texas”. While doing so, I was not overly concerned about the form of the newsletters themselves. However when judging for the awards, I became aware of things which I could share that might be helpful to newsletters editors.

In some of the smaller clubs the newsletter editor seems left to herself to come up with content. This may also be true of some of the larger clubs. As soon as you have your officers in the place, the board, including committee chairs need to submit articles and information to the newsletter editor. When you meet for your board meetings, the editor should inform the board of her deadline. A deadline is necessary in order for your newsletter to be published in a reasonable time before your next general meeting. Your by-laws may be specific about this.

The form of a newsletter is always easier and more pleasant to read when it is in columns. This is the way newspapers are formatted. Highlight the subject or title of the article along with the officer or chairman responsible. You can do this by underlining, bold type, capitals or the use of all three. Here is an example.

LITERACY Mary Smith

This month ---RW has donated dictionaries toetc.

Cartoons, jokes, stories and quotes should be kept to a minimum. They are fun to read, but the purpose of your newsletter is to tell members and prospective members about your club and its activities. If your newsletter is 1/3 or more of cartoons, jokes, and stories, you have **too much fluff**. Use these items as fillers. When you have all the news placed and you still need to fill some space, add a story, joke or quote.

It has truly been wonderful reading about the generous contributions made by Texas Republican Women. You ladies are awesome. God bless you all. Be looking for some changes in our newsletter award forms.