



TOASTMASTERS
INTERNATIONAL

LET THE **WORLD** KNOW

Publicity and Promotion Handbook



**WHERE LEADERS
ARE MADE**



LET THE
WORLD
KNOW

Publicity and
Promotion Handbook

**TOASTMASTERS
INTERNATIONAL**

P.O. Box 9052 • Mission Viejo, CA 92690 • USA

Phone: +1 949-858-8255 • Fax: +1 949-858-1207

www.toastmasters.org/members

© 2013 Toastmasters International. All rights reserved. Toastmasters International, the Toastmasters International logo, and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International and may be used only with permission.

Rev. 10/2014 Item 1140



**WHERE LEADERS
ARE MADE**

Toastmasters International Mission

We empower individuals to become more effective communicators and leaders.

Club Mission

We provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Toastmasters International Values

- ▶ Integrity
- ▶ Respect
- ▶ Service
- ▶ Excellence

A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise

- ▶ To attend club meetings regularly
- ▶ To prepare all of my speech and leadership projects to the best of my ability, basing them on projects in the *Competent Communication*, *Advanced Communication*, or *Competent Leadership* manuals
- ▶ To prepare for and fulfill meeting assignments
- ▶ To provide fellow members with helpful, constructive evaluations
- ▶ To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- ▶ To serve my club as an officer when called upon to do so
- ▶ To treat my fellow club members and our guests with respect and courtesy
- ▶ To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- ▶ To adhere to the guidelines and rules for all Toastmasters education and recognition programs
- ▶ To maintain honest and highly ethical standards during the conduct of all Toastmasters activities

CONTENTS

INTRODUCTION	5
---------------------------	----------

SECTION 1:

AN OVERVIEW OF THE PUBLIC RELATIONS FUNCTION	6
---	----------

What Is Public Relations?	6
Public Relations Goals	6
Who is responsible for the Public Relations Role?	6
Duties and Responsibilities	7
Brand Stewardship: Protecting the Toastmasters Name	8
Public Relations vs. Advertising	9

SECTION 2:

CREATING AN EFFECTIVE PUBLIC RELATIONS PROGRAM	10
---	-----------

Make a Plan and Set Goals	10
Identify the Target Audience	12
Current Members	12
Prospective Members	12
News Media	12
Social Media	13
Creating a Media List	14
Promotions and Publicity	15
Fact Sheet	16
News Release	17
Home Run Headlines	18
Photos	20
Media Kits	20
Website	21
Videos	22
Public Service Announcements	24
Company Publications	24
Newsletters	25
Brand Portal	26

SECTION 3:

BASIC PR TACTICS TO REACH THE TARGET AUDIENCE 29

Approaching the Media	29
Writing Pitches: Selling Story Ideas	30
Broadcast Media	32
Interviews	33
Special Events.....	34
Techniques and Standards for Success.....	34
The Do's and Don'ts of PR.....	36

SECTION 4:

LEADING A PR TEAM 38

To Find Success as a Leader.....	38
Attend Club and District Officer Training	39
Attend Executive Committee Meetings.....	40
Attend Other Toastmasters Activities	40
Arrange for a Replacement or Assistance.....	40
Prepare Your Successor for Office	40

APPENDIX.....41

Brand Guidelines	42
Web Resources/Tools for Success	43
Handouts	45
Sample News Releases	47
Toastmasters PR Calendar and Club Checklist.....	52
Leadership Evaluation Guide	58
Index	59

INTRODUCTION

When you learn how to conduct good public relations (PR) in Toastmasters, you are helping your club and/or district achieve its goals by building and maintaining a positive image using a variety of communications channels and tools. Practicing good public relations will help you develop valuable professional and personal skills.

Good PR is vital to many activities you'll participate in throughout your lifetime. You can't run a business or expect an event to draw a large crowd without appropriate media attention. Likewise, the most vibrant Toastmasters club or district can't remain strong without attracting new members while retaining current members. The *Let the World Know Publicity and Promotion Handbook* (Item 1140) is designed to introduce you to public relations – how to attract attention for your club and district events through publicity.

You'll learn how to protect the Toastmasters brand, establish an *internal* communications program and develop an *external* public relations program for your club or district.

This manual is divided into four sections. The first section defines public relations. It also describes the primary responsibilities of Toastmasters who handle public relations for their club or district. The second part explains how to craft an effective public relations program using fundamental tools and techniques. The third section offers proven methods for implementing a public relations program. The final section gives tips on how to be a successful public relations leader in your club or district.

You will also find appendixes that include a list of online resources and sample news releases. Much of the material has been worded to be most applicable to the club level, but area, division and district leaders can use the information with slight modification.

It's helpful to study this manual as you prepare for your public relations role. Later, you can refer to it with your fellow members as you work to build the public's awareness about Toastmasters and increase your group's membership.

Please note, responsibilities of club and district members can vary due to cultural practices and established procedures. For this reason, members should amend the suggestions in this publication to fit their own club or district needs.

Additional copies of this manual can be downloaded for free at www.toastmasters.org/lettheworldknow.

If you have questions or comments about this manual, please direct them to:

Publications and Public Relations Department
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690-9052
USA
Phone: +1 949-858-8255
Email: pr@toastmasters.org

SECTION 1 AN OVERVIEW OF THE PUBLIC RELATIONS FUNCTION

WHAT IS PUBLIC RELATIONS?

Good public relations (PR) is the practice of creating, promoting and maintaining a favorable image of an institution among its various audiences through the use of a variety of communication channels and tools.

PUBLIC RELATIONS GOALS

The main goal of public relations is to generate positive awareness of the Toastmasters brand to attract and retain members. It requires keeping the public fully informed of club or district activities through effective communication and media relations. Overall, good PR will:

- ▶ Build membership
- ▶ Gain public recognition
- ▶ Enhance perception

WHO IS RESPONSIBLE FOR THE PUBLIC RELATIONS ROLE?

An effective public relations and publicity program requires the support and involvement of every Toastmaster. Well-planned, well-organized and well-conducted meetings, programs and events provide a solid foundation for good PR. For example, when prospective members attend a club meeting or district conference, they *are* the public. What they see, hear and feel at that meeting will determine their response to the club, district and its members. Their impressions and how they share them with their friends and family members constitute the crucial word-of-mouth promotion that is so important for the growth of Toastmasters International. And that's only the beginning. People who attend a meeting and then write about it in the local media or on Facebook or Twitter wield great power. For this reason all club members must make every effort to create a welcoming, positive environment for visitors.

In order to build and ensure a successful program, the club or district needs a good public relations team leader, or officer. The titles of those officers are as follows:

1. **Club: Vice President Public Relations (VPPR).** As VPPR, you are responsible for coordinating an active public relations and publicity program in your club. By establishing and maintaining lines of communication between the club and its members, as well as between the club and the public, you will work toward increased awareness of Toastmasters through local news and social media.
2. **District: Public Relations Officer (PRO).** As PRO, you are responsible for coordinating an active public relations and publicity program in the district. By establishing and maintaining lines of communication between the district and its clubs, as well as between the district and the public, you will work to increase awareness of Toastmasters through local news media. You are also responsible for training the VPPRs in clubs within your district. (See Club and District Training on page 39).
3. **Toastmasters International World Headquarters: Public Relations Department.** Toastmasters International World Headquarters Public Relations (PR) team is dedicated to providing the organization with media, public and press relations that clearly communicate the Toastmasters International mission, vision and values. This team initiates and quickly responds to media calls and coordinates media opportunities and interviews with Toastmasters members and leaders. It is also a resource for members who need

assistance with their club and district public relations efforts. Please refer to Toastmasters online Media Center: <http://mediacenter.toastmasters.org>.

Public Relations Committee

The tasks involved in carrying out a public relations program can be too great to do alone. That is why you have the option to form a public relations committee to assist you in developing and implementing your program.

If you decide to organize a committee, you should do so as soon as you are elected to the public relations role. The committee should also be involved in brainstorming and developing an action plan at the beginning of your official term. Create a plan that will address the target audience, strategies and tools, and events and activities to promote.

The committee will also spend time around prospective members – the public. For this reason, make sure you work with your fellow committee members to be as friendly and outgoing as possible. Remember, the function of public relations involves making good impressions, and these impressions begin with you, your committee members, and the materials you produce on behalf of the club, district and organization.

DUTIES AND RESPONSIBILITIES

As a guardian of the organization's image and reputation, your focus is to create a public relations program that will garner positive publicity. This will help your club and district create awareness and attract new members. But before you begin a public relations program, be sure that the club or event you are promoting is of high quality and places the organization's brand and reputation in the best possible light. Otherwise, the publicity you gain may not be as positive as you'd like to see.

Once your term begins, your responsibilities may include:

- ▶ Protecting the Toastmasters brand
- ▶ Developing a public relations program (internal)
- ▶ Promoting Toastmasters and your club or district in your community through the local news media (external)
- ▶ Working with other clubs (and district leaders) on activities or initiatives
- ▶ Monitoring status toward your committee goals, and report committee activities and progress to the club or district
- ▶ Using Toastmasters key messages when speaking in public
- ▶ Creating and maintaining a website and/or newsletter
- ▶ Managing social media engagement
- ▶ Collaborating with other leadership teams
- ▶ Planning and conducting regular committee meetings and activities

These responsibilities are very important to your success as a public relations officer. It's also important to know what you are *not* responsible for, so you can focus on your public relations job.

The following are *not* part of your role or responsibilities:

- ▶ Developing outreach and retention efforts within existing community and corporate clubs, or new markets
- ▶ Creating a marketing plan
- ▶ Developing or implementing marketing projects

- ▶ Managing recognition activities
- ▶ Managing the Club Coach Program
- ▶ Recruiting, training or supervising the club-building team
- ▶ Recruiting, training or supervising club sponsors, mentors or coaches
- ▶ Appointing public relations committee members to chair marketing committees

BRAND STEWARDSHIP: PROTECTING THE TOASTMASTERS NAME

The most important thing to remember of the public relations role is that you are a guardian of the organization's image: the Toastmasters brand. Members rely on a high level of quality in all their interactions with the organization and its various groups. A proper brand on all your materials informs members and prospective members of the quality they can expect. It also acknowledges all the effort your group has put into running an outstanding club or district. It's important that you consider Toastmasters' branding guidelines and properly brand your promotional material. Is it professional in appearance? Does it represent the Toastmasters organization at its best?

Whether you're sending an electronic newsletter, updating your website, or communicating to the public in any other way, always consider the image you want to project for your club, district, and Toastmasters. The first step in accomplishing this is in protecting the use of the Toastmasters logo and text emblem (see information about Brand Guidelines on page 42).

The Globe Logo and Word Mark

In 2011, for the first time in the history of Toastmasters International, the organization introduced a new logo and color palette. The new logo, which is a refreshed version of the original globe logo, is better suited for the growth of the organization and its programs in communities and organizations around the world.



LOGO

TOASTMASTERS
INTERNATIONAL

WORD MARK

Using Existing Toastmasters Products

Toastmasters' manuals, programs and other materials are copyrighted and may not be reproduced in any form without advance written permission from World Headquarters.

Using the Logo on Your Materials

The names "Toastmasters" and "Toastmasters International," as well as the logo are trademarks and cannot be printed, engraved, or placed on any other items (e.g. badges, trophies, plaques, certificates, coffee mugs, or clothing) without written approval from World Headquarters. Any such use is a violation of trademark law and Toastmasters International policy. For example, Club XYZ may not purchase trophies from a local shop and have "Toastmasters International" engraved on them. The logos can be used, however, for official Toastmasters *documents*, such as a club or district newsletter.

Be sure to visit www.toastmasters.org/BrandPortal and www.toastmasters.org/logos to read more about the appropriate use of the logo and word mark. You can also search the term “brand” in the website for information on protecting and promoting the Toastmasters brand.

PUBLIC RELATIONS VS. ADVERTISING

There is common confusion about the differences between PR, marketing and advertising.

PR is based on building relationships and generating goodwill, which leads to credibility. If a newspaper article mentions Toastmasters training as a great way to enhance one’s career, that article carries more credibility than if Toastmasters International had an advertisement on that same page. Advertising and marketing focus on buying and selling, with the intent to create a demand for a product or service. This is often expensive.

The result of a good PR program is free publicity. Whether you set up interviews with Toastmasters in local media, appear as a guest on a radio and television station, or have articles published in newspapers, trade publications or online, you’ll quickly discover that public relations is the most effective form of public contact – because it is more *credible* than paid advertising.

Because advertising is expensive, the focus in this manual is on ways to obtain free publicity.

SECTION 2 CREATING AN EFFECTIVE PUBLIC RELATIONS PROGRAM

An effective public relations program requires research and planning. You must know your brand and your target audience. The community will learn about Toastmasters through the media and by what others say about the organization, so informing members and local news media about your group's activities and projects is crucial to building a strong public relations program.

MAKE A PLAN AND SET GOALS

Solid preparation will lead to a productive year. To prepare for your term, learn what will be expected of you by your club, your district, and Toastmasters International. More importantly, planning helps you determine which tools to use and which to avoid. Here are the three most important steps in planning:

Step 1: Do your homework.

- ▶ Read this entire manual.
- ▶ Review your club's (and/or district's) bylaws to become familiar with your club, district and the organization's procedures and regulations.
- ▶ Meet with the departing club/district public relations officer – before taking office – to discuss your new role.
- ▶ Review with the president-elect your club's (and/or district's) goals and establish annual as well as long-term goals.

Step 2: Establish a plan.

Once you've done your homework and determined the goals of your club or district, you can create a public relations committee to help you develop and implement a public relations program. Use these tips to ensure an effective committee:

- ▶ Work with the president-elect to choose your public relations committee members.
- ▶ Research and understand your target audience groups.
 - Compile a media list (see page 14 for more information on creating media lists)
- ▶ Prepare your committee members for the coming year. Decide on committee goals.
- ▶ Create a public relations calendar of events. Then develop a list of duties for the committee members to help you stay on task. Update the calendar as new events are scheduled.

Step 3: Communicate the plan.

Once a PR plan is developed, you will need to share it with other club and district leaders. Be sure to include:

1. **PR Committee members.** Committees should meet regularly to review and identify available resources, discuss ongoing projects and new initiatives, and develop strategies to achieve committee, club and/or district goals.

2. **Your club.** Report your committee's activities, including action plans and progress toward goals, to your club or district.
3. **Your district.** If your committee needs guidance or information, you should contact your district PRO.

The following are examples of activities or announcements on club, area and district levels that merit media coverage:

Club level:

- ▶ A project that relates to a topic of interest for the local residents and/or business members in the community
- ▶ A successful club member who used their Toastmasters speaking or leadership skills to gain job promotions or otherwise enhance his or her life
- ▶ Officer elections or installations
- ▶ Speech contests – local person moving up to higher level after winning at club level
- ▶ Special presentations for the public, such as Speechcraft, Success/Leadership or Youth Leadership
- ▶ Important visitors or guest speakers
- ▶ Communication Achievement Award presentation to a prominent member in the community
- ▶ Club and member awards, such as Toastmaster of the Year, educational accomplishments, Distinguished Club recognition
- ▶ Club anniversary
- ▶ Club demonstration meetings
- ▶ Club charter meetings

Area level:

- ▶ Area speech contest
- ▶ Area-wide events that are open to the public (special workshops, for example)
- ▶ List of clubs in local area, mentioning any specialties

District level:

- ▶ Officer elections
- ▶ District conferences
- ▶ Communication and Leadership Award recipient
- ▶ Outstanding Toastmaster of the Year honorees
- ▶ Outstanding Area Governor of the Year honorees
- ▶ Advance publicity for speech contests
- ▶ Division speech contest winners
- ▶ District speech contest winners

- ▶ Distinguished District recognition (if applicable)
- ▶ Other international recognition (if applicable and allowed by Toastmasters policies [<http://www.toastmasters.org/policyprotocol>])
- ▶ Presidential visit
- ▶ Director visits
- ▶ New clubs chartered
- ▶ Speakers bureau available for presentations at local groups (if one has been created)

IDENTIFY THE TARGET AUDIENCE

Securing media coverage is an essential function of public relations. Be sure to define your target audience before approaching the media in order to ensure that your messages are well received.

Ensuring that Toastmasters clubs have a positive image in the community requires public relations efforts directed at different audience groups. In most cases, these audiences include:

1. Current Toastmasters members

- Club
- District
- Past leaders

2. Prospective Toastmasters members

- Participants in Toastmasters programs, such as Speechcraft or the Youth Leadership Program
- Members of community organizations
- High school and college students and educators
- Local government officials
- Business community members
- Civic leaders
- Members of specialized communities, reachable by media that cover a particular topic, such as education or health
- Members of the community at large, reachable by the media (newspaper, radio, television, Internet)

3. News Media

- Newspapers
- Television
- Wire services
- Publications of local organizations and institutions, including corporate newsletters
- Trade publications
- Public access cable shows
- Radio public affairs shows and talk radio
- Internet and online publications, including blogs and social media sites

As you can see, you must define your target audience before approaching the media, because it's important to ensure that the message you deliver will be well received.

Social Media

Gaining exposure in new media is crucial, especially as the Internet is quickly becoming the public's first stop for information. Engagement with news media has evolved considerably since the evolution of social media. It has become one of the most prevalent tactics used by PR professionals as it fosters two-way communication and builds public awareness and esteem. You are now able to distribute news about your group or event using both traditional (newspapers, television, radio) and nontraditional (social network sites) venues.

Social Media vs. Social Network

Toastmasters and prospective members around the world are connecting online through several social networking sites. So jump in and get involved!

Social networking allows you to be in direct contact with Toastmaster members and prospective members. With networks such as Facebook, Twitter, LinkedIn and YouTube, you can reach Toastmasters around the globe instantly and personally. Having a presence on social networking sites is crucial for public relations purposes; it allows you to receive and distribute news and information to people who truly want it without having to go through media gatekeepers.

Another important result of social media is the rise of nontraditional experts through blogging. Since anyone on the web can start a blog, everyone has the opportunity to be a journalist. In fact, some of the top bloggers are trusted news sources by mainstream media. It is important to recognize bloggers as an asset and build relationships with them. Reaching out to bloggers, like journalists, can yield credible coverage.

Social Media –
Web-based technology that offers at least one interactive component, such as a networking site, blog or other platform designed to encourage dialogue among readers.

Social Network –
An online social web-site that allows users to interact.

Getting Started

Three keys to being a successful communicator online are to get familiar with the virtual terrain, build and maintain meaningful relationships, and keep up with news and trends in society.

A good first step is to find official Toastmasters groups online. You can access them at www.toastmasters.org/socialnetworking or on the following sites:

1. Facebook.com

Key Word Search: The Official Toastmasters International Members Group

Key Word Search: The Official Toastmasters International Group Fan page

2. LinkedIn.com

Key Word Search: The Official Toastmasters International Members Group

Key Word Search: The Official Toastmasters International Group

3. YouTube.com

Channel Key Word Search: Toastmasters International

4. Twitter.com

Key Word Search: Toastmasters

Social networking environments are constantly changing, and Toastmasters International is committed to staying as up-to-date as possible. For this reason, it's critical that you stay informed of current events and trends, and maintain an innovative attitude toward emerging communication strategies. For the most current social networking groups used by Toastmasters, please visit: www.toastmasters.org/socialnetworking.

If you have any questions about social networking, please email: socialmedia@toastmasters.org.

Creating a Media List

Before you can pitch your message to members of the news media, you need to create a list of media contacts that is based on your target audience.

In order to be successful when you pitch, you first must learn about the editor, journalist or producer you are targeting. Do this *before* you contact that person. Start by reading the person's bio on the news outlet's website, then search for that person on a search engine like Google or Yahoo. You might find his or her Twitter, Facebook, or LinkedIn profile, and maybe even a personal blog or YouTube channel. Review all these sources to confirm if this person really is the right person to pitch your news story to.

Keep notes about the contacts on your media list. Your next step will be to formulate a plan to interact with them.

This goes back to social networking. Your best successes with the news media might not come from a direct pitch but rather as the reward for being a good listener and paying attention to a reporter's needs. Journalists like being *helped* more than they like being *pitched*. Find out what material they need to perform their jobs. All media outlets monitor news items constantly, and they often look for good stories or announcements to fill space. You might be able to help by providing this content.

For instance, if you're targeting single people as potential members, you will want to research and find a reporter, writer or newscaster who specializes in content for singles. In journalism this person is called a beat writer. Then contact that person to gauge his or her interest in highlighting Toastmasters as a place to meet and network with interesting people from a variety of professions and backgrounds. Similarly, if your local television affiliate broadcasts a weekly business program and you want to target business professionals, you could contact the program director or producer offering expert advice from Toastmasters – position yourself or someone in your club (or district) as a subject-matter expert. Try participating on local blogs to discuss the benefits of Toastmasters training. Many local news outlets offer blogs on their websites for public discussion.

Your media list should include journalists, writers and newscasters from your local:

- ▶ Daily and weekly newspapers
- ▶ Magazines
- ▶ Radio and TV stations
- ▶ Public access TV operators
- ▶ Professional journals and trade publications

Regarding the last bulleted item, you may ask your fellow members to provide you with a sample copy of publications they receive so you can evaluate their publicity potential. When you're issuing a release about a club member to the general media, it requires little additional effort to send a copy to one or two other outlets. You can acknowledge the member's achievements where it counts most for their careers and attract potential members who work in the same field.

Keep in mind that even if an outlet doesn't cover your news, you have notified its editors about your group – and you have positioned yourself as a subject-matter expert – so in time, they may contact you for information relating to Toastmasters or the activities you might be promoting.

PROMOTIONS AND PUBLICITY

No matter which PR tools you use to connect with members of the news media, the most important factor is the human one. Editors, producers and journalists are looking for stories of interest to their audience. They are not interested in simply promoting your club, district, contest or event. Remember, most prefer being *helped* rather than *pitched*.

Supplying information to the media is fairly straightforward. The key is to be absolutely certain of your facts. Also, you should have all the information they need so they can tell the full story.

Journalists often use this formula when gathering information for a news article:

$$1 \text{ Article} = 5 \text{ Ws} + 1 \text{ H}$$

The five Ws (and one H) represent:

- ▶ Who is it about?
- ▶ What happened (what's the story)?
- ▶ When did/does it take place?
- ▶ Where did/does it take place?
- ▶ Why did/does it happen?
- ▶ How did/does it happen?

Be sure that you can supply all of this information to your contact. Then you must decide how you're going to present it.

The most commonly used formats are fact sheets, news releases, photos and videos. Radio and TV outlets also use Public Service Announcements (PSAs).

Fact Sheet

A fact sheet is an at-a-glance document that educates new and prospective members or simply supplies the news media with a quick overview of the club, district or organization. It is a one-page document with the most basic and important information – the five Ws (and one H). Components of a fact sheet include:

- ▶ In the top left-hand margin, insert the Toastmasters International logo.
- ▶ Be sure to include a contact name, phone number and email address in the upper right-hand corner or at the very bottom of the page.
- ▶ Type the title, "Fact Sheet," centered, near the top of the page.
- ▶ Underneath the title, include a short historical description of your club or district.
- ▶ The body of the fact sheet should be set up in two columns.
 - The left side includes the headings such as *Founded*, *Mission*, *Vision*, *Leadership*, *Benefits* and *Purpose*. Under each heading, include basic information. For example, under "Leadership" you should add the titles and names of the club or district leaders, as relevant.
 - The right side column consists of statistics about the club, district and entire organization.

Here's an example of a fact sheet from Toastmasters International.

Toastmasters International Logo



Toastmasters International Fact Sheet

Toastmasters International is a non-profit educational organization that teaches public speaking and leadership skills through a worldwide network of meeting locations. Headquartered in Rancho Santa Margarita, California, the organization has more than 313,000 memberships in more than 14,650 clubs in 126 countries. Since 1924, Toastmasters International has helped people of all backgrounds become more confident in front of an audience.

Founded

October 22, 1924

Updated Brand

August 17, 2011

Leadership

Mohammed Murad, International President
 Jim Kokocki, President-Elect
 Mike Storkey, First Vice President
 Balraj Arunasalam, Second Vice President
 Daniel Rex, Chief Executive Officer

Benefits

- Clearer communication
- Improved leadership skills
- Enhanced teamwork
- Effective meetings
- Increased productivity
- Positive mentoring
- Complements existing training programs
- Cost effective

Number of Toastmaster Clubs

Worldwide clubs: 14,350+
 U.S. clubs: 8,500+
 International clubs (not including U.S.): 5,850+

Types of Clubs

- Community
- Corporate
- College
- Government agency
- Religious

Notable Corporate Clubs

- American Express
- Apple
- AT&T
- Coca-Cola
- Disney
- Google
- IBM
- Johnson & Johnson
- Microsoft
- Sony
- Toyota

Toastmasters Member Demographics

Gender distribution

- 52% female
- 48% male

Income level

- Average member annual household income is \$50,000-\$74,999
- 30% of members earn \$100,000+ annually

Level of education

- 74% of members have a bachelor's degree or higher
- 35% of members have a master's degree or higher

Statistical Information

Founded, Leadership, Benefits

For more information: www.toastmasters.org

Media Contacts:

Dennis Olson | 949-835-1305 | dolson@toastmasters.org
 Suzanne Frey | 949-835-1306 | sfrey@toastmasters.org

Contact Information

*For the most up-to-date demographic and membership information, visit Toastmasters' online Media Center at <http://mediacenter.toastmasters.org>.

News Release

The most widely used means of informing the media is with a news release. With a well-crafted and written pitch, the news release alerts the news journalists and editors about an event and serves as the basis for a potential news story.

The most difficult part of writing a good news release is selecting the most relevant material and organizing it coherently. Generally, it is best to answer all five Ws (and one H) in the first two sentences of the release (called the “lead”). The lead provides readers with an attention-grabbing “hook” and the basic information needed to decide whether to proceed with your story. The remainder of the release provides additional information to round out the story. A common news release outline:

- ▶ Begins by identifying the event (exact date, name and location) and previewing the topics to be discussed.
- ▶ Quotes the most important person in the second paragraph. (Be sure to provide this when applicable)
- ▶ Summarizes in the remaining paragraphs three to five main points that might benefit the targeted news outlet and its audience.
- ▶ Bullet points important information if needed. (Bullet information longer than three lines.)
- ▶ Closes by providing a club or district website or location address.

Ensure that the release is objective, concise and no longer than 300-500 words. Make it snappy and relevant. Don’t forget to include an attention-getting headline, summary, dateline, body and quote, as well as the Toastmasters International boilerplate (www.toastmasters.org/Boilerplate) and your group’s contact information.

Proper preparation of your news release will also improve the possibility that it will be accepted for use.

15 Tips for Creating a Professional-Looking News Release

Follow these guidelines:

- 1) The release should be typed. It cannot be handwritten. The text should be double-spaced on one side of the paper. Your margins should be one inch on all sides.
- 2) It should be formatted on one or two pages, at the most, in standard 8 1/2 by 11-inch size.
- 3) Be sure to include the “Media Contact” in the upper right-hand corner of the release. Under this title, include the first and last name, telephone number and email of the contact person (typically you).
- 4) In the top left-hand margin, insert the Toastmasters International logo.
- 5) Create a headline and center it in bold type just above the first line of the body of the release. Headlines highlight the most important, significant or surprising fact in the release.
- 6) The headline should also start with or emphasize the word “Toastmasters.” For example “Toastmasters District ...” or “Local Toastmasters club ...”
- 7) Create a dateline. It is the first line of the body of your release and includes the city where the release is generated and the date (e.g. Los Angeles, Calif. - Aug 1, 2012).
- 8) Follow the first line with the most important sentences – the lead. The lead is one or two sentences that will catch the readers’ attention and answers the question “Why should I care?” Then be sure you answer those six basic questions – who, what, when, where, why and how.
- 9) Remember that this is a news release – avoid technical jargon, “fluff” words and opinions.

Home Run Headlines

Tips for Grabbing the Media's Attention

In these busy times, news organizations are showered with news releases, and it becomes a sport just getting your message noticed. Your news release will strike out if you don't win the editor's attention right off the bat. What's the secret to attracting attention? Follow this game plan to help you reach your goal with the press:

- ❑ **Be honest.** A truthful headline is more likely to win. If you waste an editor's time with lies, she'll figure you don't know the real score.
- ❑ **Use the right equipment.** Avoid jargon; unless you're sending it to industry-related publications, editors won't find it readable, let alone useful. Using jargon in the wrong place is like trying to play Lacrosse with a baseball mitt.
- ❑ **Give them what they need, not what you want.** Unless you're famous, dropping your name in the headline will only make them drop the press release. You won't win with "Bob Snyder's Job-Hunting Tips," unless Bob's a business tycoon who's hiring. Avoid a fumble by naming something important to their readers, such as "The Key to Winning That Next Job."
- ❑ **Pitch helpful ideas.** Editors love stories and ideas presented to them in a simple format for their readers. So, the "Ten Tips for Talking" headline might score extra points with them.
- ❑ **Make team cuts.** Don't try to do too much with one news release or its headline. Take a look at your punctuation and the length of your headline. If it's long and has a lot of punctuation, you probably need to trim it down to one main idea.
- ❑ **Head toward the goal.** Use the active voice and present or future tense whenever possible. Editors like to know that you keep your eye on the ball and will help their readers overcome current challenges.
- ❑ **Start out sprinting.** Use a muscular verb to energize your headline. And let that verb rule the phrase by arriving early in the line-up.

- 10) No paragraph indentation is necessary. Do not include a space between paragraphs.
- 11) Wrap up the last paragraph before the boilerplate with a "for additional information" line, a place to find more details. An annual report or a website can be great sources of information.
- 12) Be sure to use the latest standardized boilerplate from Toastmasters International. You can find this at the bottom of the latest news release on the Toastmasters International website:
 - Boilerplate: <http://mediacenter.toastmasters.org>
- 13) At the end of the release, after the boilerplate, type "###" or "END."
- 14) Model your news releases after the example below or those in the Appendix of this manual.
- 15) Edit the release for typographical errors, mistakes in grammar or incorrect information.
- 16) Be sure to use the Toastmasters International logo and letterhead. You can find templates on the Toastmasters International website:
 - Letterhead: www.toastmasters.org/BrandPortal

Keep in mind your release may not be published in whole or as you have written it. It may be used as a news brief consisting of only one or two sentences. That is why it is so important to have as many facts as possible in the first paragraph.


See the next page to see an example of a well-written and formatted news release.

1. Prewriting Purpose: The reason of this news release is to persuade the journalist to write about a Toastmasters event.	2. Writing Research: Collect data about the event and valuable information to present to the general public. Get quotes from important leaders or members involved.	3. Revising Revise: Review first draft with your club president or district governor. Make sure all facts are correct. Revise to break up long paragraphs. Use bullet points if needed.
Anticipate: The journalist is familiar with news releases and will disregard it if it's not relevant to his beat.	Organize: Present the most important fact first. Explain in the body and conclude with offer of further information.	Proofread: Double-check all figures. Include a headline that is short, catchy and clear.
Adjust: Present the information in a direct, straightforward manner.	Compose: Write between 300-500 words. Once finished, print the first draft.	Evaluate: Does the release make sense? Will the reader see immediately what is happening? Will the release answer most of her questions?

Toastmasters International Logo

Lead – Identifies 5 Ws (and H)

Body – expand with additional details. Most important first, significant quotes and web link



Toastmasters Reveals 2014 International Convention Speakers

RANCHO SANTA MARGARITA, Calif., July 16, 2014 — Toastmasters announced the featured speakers for its upcoming 2014 International Convention. The lineup of presenters is highlighted by former Head of Development at BBC Television, Robin Sieger and Malaysian media CEO Rohana Rozhan.

“We have an impressive and diverse group of speakers who represent the excellence that Toastmasters speakers are known for,” says George Yen, Toastmasters 2013-14 International President. “In addition to an exceptional schedule of events, convention attendees will hear presentations that reinforce Toastmasters’ commitment to communication and leadership skills development.”

For the first time in its 90-year history, Toastmasters is holding its International Convention outside of North America at the Kuala Lumpur Convention Centre in Malaysia, Aug. 20-23.

Robin Sieger will deliver the keynote presentation during the Opening Ceremonies on Wednesday, Aug. 20. A former television executive and comedy writer, Sieger is a popular author and motivational speaker from Scotland who speaks about innovation to Fortune 100 companies around the world.

Astro Malaysia Holdings’ CEO Rohana Rozhan will be honored as the recipient of the nonprofit organization’s 2014 Golden Gavel award. The prestigious award is presented annually to an individual distinguished in the fields of communication and leadership. Rohana joins an illustrious list of Golden Gavel honorees, including Walter Cronkite, Stephen Covey, Deepak Chopra, Anthony Robbins and Zig Ziglar. Another Malaysian celebrity, Datuk John Lau, who served as Toastmasters International President in 2012-13 will give an introductory speech at the event. He is the owner and chief executive officer of the Acme Group of Companies in Sarawak, Malaysia

Other expert presenters include:

- **Jana Barnhill**, Accredited Speaker and Toastmasters 2008-2009 International President from Lubbock, Texas. She is a five-time winner of the District 44 International Speech Contest, and has placed second and third in the Toastmasters World Championship of Public Speaking.
- **Mark Brown**, 1995 Toastmasters World Champion of Public Speaking. Originally from Kingston, Jamaica, Mark now lives in the U.S., in Lizelle, Georgia. He is a member of the National Speakers Association and delivers more than 200 presentations per year.
- **Douglas Kruger**, Author, motivational speaker and presentation skills coach based in Johannesburg, South Africa. He delivers motivational presentations and training seminars for large organizations, including Old Mutual, Caltex and Vodacom.
- **Lance Miller**, 2005 World Champion of Public Speaking. A resident of Glendale, California, he is a former executive for Nestle and Anheuser-Busch. Miller engages his audience with a unique mix of talent and life experience that bring his messages to life.
- **Mueck**, A speaker, coach and author based in Barcelona, Spain, who speaks three languages (English, German and Spanish). In 2010, he gave a talk for TEDxBarcelona titled “Europe: How to Unleash a Common Spirit.”
- **Rory Vaden**, Entrepreneur, consultant and author from Nashville, Tennessee who speaks to audiences about how to say no to things that don’t matter, and yes to things that do. At age 23, he placed second in the 2007 World Championship of Public Speaking.

To learn more about the 2014 International Convention, Aug. 20-23, and obtain a complete schedule of events, including the Opening Ceremonies, Education Sessions and the Toastmasters World Championship of Public Speaking, visit <http://www.toastmasters.org/Convention>. The public is welcome to attend.

About Toastmasters International
 Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of meeting locations. Headquartered in Rancho Santa Margarita, California, the organization’s membership exceeds 313,000 in more than 14,650 clubs in 126 countries. Since 1924, Toastmasters International has helped people of all backgrounds become more confident in front of an audience. For information about local Toastmasters clubs, visit www.toastmasters.org. Follow @Toastmasters on Twitter.

###

Media Contact:
 First Name, Last Name
 +1 949-858-8255
 pr@toastmasters.org

Contact Information

Quotes most important person in organization

Toastmasters International boilerplate

Photos

Take pictures of your event and make them readily available to email to a journalist. Most outlets' websites that allow you to upload a news release will also have a section for you to upload a photo.

It is important to let a journalist know in your email or phone call to them that you have images available. It may increase the likelihood that your topic will be covered, because many local newspapers and magazines do not have enough staff to send out a photographer to the event. Do not attach a photo (or news release) to an email unless requested to do so. Most of the time, attachments cause emails to be caught by spam filters.

General submission guidelines for photos:

- ▶ **High Resolution.** Be sure the photo is of good quality: clear, in focus, and in high-resolution (300 dpi or more).
- ▶ **Digital.** Most publications require digital photos. If you attach a requested photo to an email, make sure it is no larger than 3 MB in size. A link to a viewing platform (i.e., Flickr, YouSendIt, webshots or Twitpic) may also be submitted. Do not mail hard-copy photos.
- ▶ **Simplicity is key.** Plan what you want in the photo before taking it. Try to avoid hand-shaking and other staged poses. Use "action shots" whenever feasible. Strive for "natural" poses. The best photos are candid, close and clear.
- ▶ **Group photos.** When group photos are necessary, try to limit the number of people in the picture. Avoid showing a group of grinning faces staring at the camera.
- ▶ **Captions.** Although you may be submitting the photo along with your news release on the same subject, you still need to include a brief description. Your description should include the member(s) first and last name, club name and location. A two- or three-sentence description for each photo is good. Do not provide a lengthier description unless the journalist requests it. Also, include your name and phone number.
- ▶ **Release forms.** Before you submit the photo, be sure to receive consent from everyone in the image. Written consent is best. You can find official Toastmaster release forms by visiting www.toastmasters.org/PRresources.
- ▶ **Be patiently persistent.** If your photo is not used, remember it was in competition for space with many other news events and not all material submitted can be used. Re-examine your picture and story. Think of ways to make your next submission more interesting, lively or unique enough to attract the editor's attention. Perhaps other members will have suggestions as well. This is an opportunity to exercise your creativity and develop outstanding PR materials.

Media Kits

Media kits are traditionally a collection of informative materials gathered in a physical folder. A Toastmasters media kit should offer ample information about the Toastmasters International organization with additional information about your specific group.

Today, it's common to use a PDF (electronic) version of a document that can be downloaded directly from a website or emailed to a journalist. Professionals most often use the Adobe Acrobat Professional program (or similar product) to create a PDF package – a combined document that includes several individual components in PDF format. You can download a Toastmasters International electronic media kit in the form of a PDF package from the online Media Center section of the Toastmasters website at:

<http://mediacenter.toastmasters.org/media-kit>.

The Media Center is an essential online tool for Toastmasters and members of the news media. It displays and offers a wide range of content such as an electronic media kit, news releases and multimedia assets such as images, podcasts and videos. One of the greatest features of the Media Center is that anyone can subscribe directly to receive news via email and RSS.

Whether you choose to use the Toastmasters International media kit or compile your own hard-copy version, a basic media kit includes these documents:

- ▶ **News release.** The most important of all collateral materials to include is the news release; it describes the reason for contacting the news media.
- ▶ **Fact sheet.** A fact sheet provides basic information on Toastmasters International and your club or district: the history, objectives and educational program. The fact sheet answers the five Ws (and one H) about the organization. Your club or district fact sheet should be updated regularly. (See page 16.)
- ▶ **Brochures and fliers.** Include a few of these resources to illustrate the benefits of Toastmasters membership. Type “Marketing Resources” in the search tool of toastmasters.org.
- ▶ **Toastmaster magazine.** One of the many benefits of Toastmasters membership is a subscription to the printed edition of the magazine. Anyone who has Adobe Acrobat Professional can download PDFs of the past articles from the webpages. With some articles, you can simply provide a link to that webpage. If you can’t determine which way to handle a particular article, email pr@toastmasters.org for assistance. You can also order hard copy *Toastmaster* magazines from supplyorders@toastmasters.org.
- ▶ **Biographical data.** Bio on any individual who is the subject of the news release.
- ▶ **Photography.** Take hi-res photos of the club meeting or district conference, and include downloadable jpegs on the club or district site.
- ▶ **Contact information.** Include your contact information in the folder or on the media webpage. Include the club or district name, one or more contact persons' names, phone numbers and email addresses. Remember, news is a 24-hour a day business, and morning newspapers require that a lot of reporters work evenings. Contact information should be listed on all materials included in the kit.
- ▶ **Packaging.** Toastmasters International does not offer printed folders for media kits. A simple, professional-looking presentation folder is acceptable. And, if you do have a budget for pre-printed folders, be sure to follow Toastmasters branding guidelines. To save money, do not send out media kits unless requested. Remember, most media kits can be assembled in a PDF version and emailed or made viewable online.

Website

A professional-looking website is important for publicizing your club or district and attracting new members. Toastmasters International has a free web-hosting service, **FreeToastHost.org**, that your club or district can use to create, maintain and host its own website.

FreeToastHost.org is a web-hosting service created by a Toastmaster for all Toastmasters. But it is more than just a free hosting solution; it is a pre-designed website to help you build your club or district site, complete with templates that allow you to select brand-appropriate colors and designs.

No experience in website design is necessary. **FreeToastHost.org** provides step-by-step instructions to create and customize your club or district website. Toastmasters International strongly recommends that you use **FreeToastHost.org** for your club and district website.

Webpage Reminders

- ☐ Useful information to include on a Webpage.
- ☐ The club/district name, meeting time and location, and an accurate contact phone number.
- ☐ The mission and purpose of the club/district.
- ☐ The features and benefits of Toastmasters club/district membership.
- ☐ A link to the Toastmasters International website.
- ☐ If it is a club site, then include a link to the district website.
- ☐ Links to helpful information on how to conduct meeting roles.
- ☐ A calendar listing information about club and district deadlines and events.
- ☐ The Distinguished Club/District Program goals and progress.

Important Webpage Reminders

All webpages must carry the Toastmasters International trademark acknowledgement statement provided by World Headquarters. As the trademark owner, Toastmasters International reserves the right to determine how clubs use trademarks as part of domain names. While it's the public relations person or webmaster who designs and maintains the webpage, the club president or district governor is the publisher and is responsible for its content.

Club and district websites should contain only material that is relevant to achieving the mission of the club/district. Clubs and districts may place on their websites only information about candidates for club, district or International officers who are members of that club.

Clubs and districts may include on the webpages the names, photos, addresses, telephone numbers and email addresses of club officers, the webmaster, club/district support personnel only after receiving express written permission from each individual mentioned or depicted. Individual member information, such as addresses, email addresses or telephone numbers, may be placed on websites only if placed in a password-protected area.

Videos

Additional tools available to promote your club or district online include videos. While using these tools, be sure you adhere to Toastmasters International's policies and procedures and follow the branding and logo guidelines listed in the Brand Manual at www.toastmasters.org/BrandManual.

An exciting and unique way to make your club or district website stand out is to produce video. With a single, all-encompassing message, you can share your story and welcome potential members in a lively fashion. Video can be embedded on a website or uploaded to YouTube. Before beginning your project, view Toastmasters videos for a point of reference at www.toastmasters.org/videos, www.youtube.com/toastmasters or at <http://mediacenter.toastmasters.org>. Send your completed video for approval to brand@toastmasters.org and trademarks@toastmasters.org.

Some members may find the thought of producing a video daunting. The good news is that it doesn't have to be a professional-level film to succeed.

On the next page are a few secrets to creating a winning video, condensed from Barbara Seymour Giordano's article on video production that appeared in the January 2011 issue of the *Toastmaster* magazine.

The process is broken down in to three phases: preproduction, production, and post-production.

1. Preproduction

Before shooting, designate two key positions: producer/videographer and writer/director. For the first video, it's best to keep the team lean so the process will be simple and fast.

- **Brainstorm the Key Message**

To determine your focus, consider these questions before writing: What problem are you solving for the viewer? How is your club/district (or clubs within the district) uniquely positioned to help potential members? What action do you want the viewers to take after they've watched the video?

- **Story/ Script / Idea**

Your script should reflect a short promotional video; either 30 seconds (approximately 65 words) or 60 seconds (100 words). Open with a "hook" by asking a question or stating a problem. Dedicate the body of the script to the answer: your club. Then, leave the audience with a memorable tagline, a catchy phrase that should be no more than seven words in length.

- **Talent**

Once you've finalized your story, recruit a couple of active club/district members to fill the starring roles.

- **Shot List**

Planning is everything. Plan what you want to shoot and map it out in advance. This will save you time and effort. Create a shot list – a planned chronological series of video scenes that will correspond with the script or idea. Listing each scene to be filmed will save time on the day of the shoot and during editing.

- **Camera**

If you're using a small camera or smartphone, use a tripod as well to avoid shaky-looking scenes. This means your camera will have to remain stationary. Your sound will be recorded by the camera, and so you won't be able to record someone speaking clearly from a distance.

2. Production

With the location set and the production crew and talent in place, it's time to start filming!

- **Writer/Director**

The shot list will be the director's guide to help keep the videographer and production on track and running on time. Be sure to film audience reaction shots.

- **Videographer / Camera / Sound**

When filming, consider the background. Does a flagpole appear to be sticking out of the talent's head? Don't forget to do sound checks and make sure your equipment can record what the script describes.

3. Postproduction

All of the video has been shot and now it's time to upload the footage, do the editing and add the finishing touches.

- **Editing**

You'll need to download video editing software that you can use with your camera. Once installed, you can import the footage you've shot, edit and arrange your video in the sequence you desire.

- **Music**

When adding music, choose tunes without lyrics or heavy drumbeats so that they won't compete with your speakers.

- **Uploading for Maximum Exposure**

A video is a phenomenal marketing tool that works for your club 24 hours a day. Search engines include video in integrated search results, which can then drive traffic directly to your website and in turn get the word out about your club or district. Check with your web hosting company to find out how to upload the video to your website.

If you have video that you would like to share with Toastmasters International World Headquarters you can send it using an online site such as Dropbox, SendBigFile or YouSendIt. You may also send a YouTube link to the video. Please email the files to pr@toastmasters.org.

Public Service Announcements

Radio and television stations rarely use news releases as often as print publications do. Instead, broadcast media use a special kind of release called the public service announcement (PSA). PSAs are free commercials broadcast for nonprofit organizations to meet the licensing requirements of the U.S. Federal Communications Commission (many other countries have similar arrangements).

Call or email the station to find out who to contact regarding the PSA submission. Contact this person to obtain full information about the style and format preferred for PSAs.

You may view and download a copy of the Toastmasters International PSA from the Audio and Video Gallery of the online media center at <http://mediacenter.toastmasters.org/videos>. You may also access five audio PSAs, each approximately 30 seconds in length, promoting the importance of joining Toastmasters.

Company Publications

It's common for companies to have internal publications and communications available to their employees. Corporate newsletters and magazines are examples of internal publications. Many companies use an intranet, which is an internal online network for employees.

If your club is a corporate club, in-house publicity of this sort may be your best membership building tool. For closed corporate clubs, it might be your only avenue to success. However, members who belong to community clubs can also promote Toastmasters in their respective places of employment or in local companies from the surrounding neighborhood. For all of these groups, company publications represent a cost-effective means of reaching potential members.

To have your club featured in an organization's publication:

1. **Contact the Human Resources department** to ask if the organization is interested in Toastmasters. If they are, ask if it would be appropriate to include a mention of Toastmasters in the organization's publication(s) and intranet. Be sure to clarify how to submit information to the publication.
2. **Invite the management and executive teams** to a club meeting or open house.
3. **Write an article about a member** who had an excellent experience with a corporate Toastmasters club. Or, seek out and interview a leader in the organization who is a Toastmaster or promotes the Toastmasters program. Take pictures to include with the article. Be sure to include all club members' names in the story. Employees will love the publicity and managers will be able to see who is participating.
4. **Create a calendar listing** that includes the meeting time and place, and your contact information. Some corporations have online submissions for their calendar listings and provide a form with preset fields. Others might require you to email a more formal announcement. The details should be presented in an easy to read format. A sample calendar listing format appears on the next page.
5. **Follow up** with the "target" HR or other executive. Check to make sure that the correct person has received your information. Send that person a hand-written note.

Information to include in a calendar listing:

Who:	Name of club.
Time/Date:	Club meeting time and day. Specify if it's a lunch-hour meeting and whether members can bring lunch.
Location:	The exact address of the club meeting place or event, with specific directions to its location within a company building, if necessary.
Contact:	A phone number or email address with each listing.
Event Title:	"Everyone is Welcome at Toastmasters Weekly Meeting"
Event Info:	A brief description of the club or club event (i.e., open house). No more than four or five sentences.
Photo:	Including a web-ready photo can increase your chances of prominent placement.

NEWSLETTERS

A newsletter is a tool historically used by clubs and districts to promote their groups to internal and external audiences. Creating newsletters can be good practice for similar projects in your career, though many groups opt for other avenues of communication these days. A good website can offer the same kinds of material for both audiences. For example, the most important message you can present to potential members is correct contact information. With this – and more – provided on a single website, your group may decide not to start a newsletter.

If your club or district has already created a regular newsletter, there's no reason to stop. However, if you're sending out hard copies, you can save printing and postage costs by switching to a digital newsletter (templates are available in the stationery section at www.toastmasters.org/BrandPortal). Be sure to discuss this option with your group's leaders before you move forward. You might want to consider focusing your efforts on creating or updating a website.

Remember, whether you're distributing a digital newsletter or sending members to a website, it's important to follow the Toastmasters International branding guidelines. Visit the Brand Portal at www.toastmasters.org/BrandPortal for links to the Toastmasters logo and other resources.

The World Headquarters public relations team produces a quarterly newsletter called M/PR Tips and Tools. In addition to providing guidance and resources, the newsletter offers public relations officers, lieutenant governors marketing and vice presidents public relations consistent direction to better unify communication efforts across the organization. The online publication is generally published at the beginning of the month in the quarter it is issued. View archived issues at www.toastmasters.org/MPRNewsletter.

Newsletter Considerations

Design your newsletter to make it visually attractive to potential members by appearing professional and polished. One way to do that is to follow Toastmasters branding guidelines.

Simple rules for creating an appealing newsletter:

- ▶ **Content:** The primary functions of the newsletter are to educate, motivate and inform its readers.
 - Publish unique and interesting educational articles. You can even reference articles from the *Toastmaster* magazine (but be sure to credit the author and the magazine).
 - Call attention to items you want to emphasize by placing them prominently at the top of the page, giving each a brief, memorable headline and shading or outlining it.
 - Use members' names; people love seeing their name in print. Be sure to get permission to use that person's name or picture, first.

- Keep articles brief and write simply and clearly.
 - Ensure the text is distinct and easy to read.
 - Keep the style and appearance consistent from issue to issue.
- ▶ **Relevant information:** It's your responsibility to include relevant information you receive from World Headquarters. Keep your audience in mind and make sure they are informed of upcoming events and deadlines.
 - ▶ **Contact information:** Include the editor's name, email address and telephone number somewhere on the newsletter. Be sure to include the club or district name, meeting time, location, contact telephone number, email address, and website address in each issue. If your newsletter contains contact information of other members, you must keep written permission from each member for its use.
 - ▶ **Graphics:** Incorporate related graphics in and around the text. Be careful to avoid cluttering the page with too many graphics or using graphics that are unrelated to the text. Try to achieve page balance – where each page looks interesting and inviting to read. It's important to create a style that can be consistently recreated from issue to issue. Be sure to refer to www.toastmasters.org/BrandPortal frequently for current branding requirements on all Toastmasters-related documents created by your group.
 - ▶ **White space:** Leave white space between copy – a “gray” page full of text is visually unappealing. Break up solid blocks of typed copy with boxes, borders and artwork.
 - ▶ **Headers:** Include a masthead or a heading on the newsletter. The main feature of the masthead is the name of the newsletter. It should include the Toastmasters logo.
 - ▶ **Links:** Include links to information presented on the group website or www.toastmasters.org. This form of newsletter has the benefit of streamlining the email and allows members to select what they want to read quickly.
 - ▶ **Policies and Procedures:** An executive committee should meet to establish policies regarding editorial content, submissions, and production schedules. Once the policies are formalized, they should be strictly followed.
 - ▶ **Email distribution:** You can send the newsletter as an attachment in an email. If you do, be sure to include instructions on how to open the attachment in the body of the email. The document should be locked. For this reason, saving and sending it as a PDF is a good idea. Otherwise, insert the newsletter into the body of the email.
 - ▶ **Circulation:** Send your newsletter to anyone who might find it interesting and beneficial. In addition to club or district members, include officers, guests, and prospective members.
 - ▶ **Publication disclaimer:** The following disclaimer must be included in any publication (directory, newsletter, website) in which contact information appears:

The information in this directory, newsletter, or website is for the sole use of Toastmasters members for Toastmasters business only. It is not to be used for solicitation and distribution of non-Toastmasters materials or information.

BRAND PORTAL

As a public relations officer, you are a guardian of the organization's image and reputation – the Toastmasters International brand.

Toastmasters International refreshed its brand on August 17, 2011. When you create your club or district marketing materials, make sure they are branded. You can find club or district promotional materials, such as fliers, business cards and letterhead in the Brand Portal at www.toastmasters.org/BrandPortal.

Brand Portal

Toastmasters International is a growing organization; therefore building brand recognition is a priority. The key to building brand recognition is maintaining consistency in how the organization's name and logo are used, as well as how the materials are designed and messages used to position Toastmasters in the minds of members and prospective members. When the members of the general public recognize the Toastmasters brand, it means their awareness of the organization has been raised, which ultimately helps you build clubs and recruit members.

Toastmasters International has created materials for you to use and has posted them in a handy one-stop location. Visit the Toastmasters Brand Portal (www.toastmasters.org/BrandPortal) to learn more about fonts to use or to download or copy templates for the following collateral materials:

- ▶ News release and boilerplate
- ▶ Meeting agenda
- ▶ Business cards
- ▶ Letterhead
- ▶ Name tent
- ▶ PowerPoint
- ▶ Meeting invitation
- ▶ Event flier
- ▶ Plus links to official Toastmasters logo and word mark, a corporate marketing letter and a blank PowerPoint template.

Why reinvent the wheel? When you need a PowerPoint presentation show for your open house, be sure to use the one provided. If you make a habit of checking the Brand Portal for materials, you'll be a step closer to success at public relations for your club or district. Remember, using materials from the Brand Portal really helps to build brand recognition. Plus, they're easy, fast and free!

Please Note: Following these tips will allow you to create materials that are polished and professional, but remember, for them to be *helpful*; you must include your contact information on everything. This is especially important for your website. Without a way to get in touch, people will go elsewhere for answers and you'll lose potential members.

Copyrights and Trademarks

To preserve the organization's copyright and trademarks, please be aware of the following:

Toastmaster's manuals, programs, and other materials are copyrighted and may not be reproduced in any form without advance written permission from World Headquarters. Items currently posted on the Toastmasters website for marketing or PR purposes, such as promotional brochures and forms, may be reproduced without written permission and may be posted on club websites (but be sure to link to the Toastmasters website so that the club has the most current document). However, any other items, such as the *Competent Communication* manual, advanced manuals, speech contest judge's guides and ballots and other contest forms and materials, in part or in their entirety, may not be photocopied or posted on websites, nor may they be reprinted or excerpted in newsletters and handouts.

The names "Toastmasters" and "Toastmasters International" as well as the logo are trademarks and cannot be printed, engraved or placed on any other items (e.g. badges, trophies, plaques, certificates, coffee mugs, clothing, etc.) without advance written approval from Toastmasters International. Any such use is a violation of trademark law and Toastmasters policy. For example, Club 9999 may not purchase trophies from a local shop and have "Toastmasters International" engraved on them. Similarly, a Toastmasters logo removed from an official Toastmasters name badge cannot be placed on a trophy or other item purchased locally, as this use of the logo is not licensed. Permission to use our trademarks has not been granted to any outside vendors, so please notify Toastmasters International of any unauthorized uses.

Your support in following these branding and copyright guidelines is greatly appreciated.



Sample letterhead and business card

SECTION 3 BASIC PR TACTICS TO REACH THE TARGET AUDIENCE

APPROACHING THE MEDIA

You've crafted a perfect news release and have a newsworthy story to share. Now what? Toastmasters clubs and districts most often find success by pitching stories to the local news media. Your selection of local news outlets is better than ever: bloggers, news websites, webcasts, TV, radio, magazines and newspapers. In this section, you will receive tips on approaching the news media and crafting a successful pitch. This section also provides more information on interviewing and special events.

Getting started

You'll handle most of your activities online, in one of two ways:

- ▶ Sending an email to a contact you've made.
- ▶ Searching online for local news organizations.

The second option is easier for people who don't already have contacts.

For example, if you live in Lake Havasu City, Arizona, USA, simply go online and search for "Lake Havasu City, Arizona, USA news." On Google, this leads to a local news organization, *Today's News-Herald*, owned by River City Newspapers, which also provides www.havasunews.com.

Visit the website and click on the "Contact Us" page to send the news desk an email with your news release text pasted into the body of the email. The "Contact Us" page is standard and offered by most news organizations around the globe.

Find out who the contact person is and the correct spelling of his or her name. The contact person at a newspaper, for instance, could be the features editor, the city news editor, or a reporter. At a radio or television station, your contact might be the program director, producer or assignment editor.

Regardless of how you submit your news, be sure the contact information you provide is correct so they can call or email you with any questions. And let World Headquarters know when an article is published about your group! You can email the coverage or send a link to the article to pr@toastmasters.org.

Tips on Working with the News Media

Always research the news outlets you plan to target. Once your research is finished, you will be:

- ▶ Familiar with the local print and online publications and broadcast networks, shows and programs.
- ▶ Able to recognize the names of the journalists, editors and producers and what topics they cover.
- ▶ Knowledgeable of who your main media representatives are and how to contact them.

Once you know the outlet, be sure that you are prepared to explain who the target audience is for your planned event, and why your idea will appeal to them. Do not make any promises or try to twist the story to make it sound bigger and better than it actually is, just for coverage.

If a producer or assignment editor turns you down, still be sure to thank them for the opportunity and ask to be considered for future stories related to communication, public speaking and leadership.

Whether you're submitting a taped public service announcement or requesting an interview, be professional in your approach. Plan ahead and always pitch your idea via email first; then follow up with a phone call in a day or two. See the next section to learn how to craft an effective pitch.

WRITING PITCHES: SELLING STORY IDEAS

One of the most common misconceptions about PR is that you must distribute a news release to get media coverage. Actually, you can get media exposure without writing a news release.

Engagement with the news media has evolved considerably with the emergence of social media. Sometimes the most efficient way to receive coverage is by simply pitching your story idea to a member of the news media.

A media pitch is a succinct email to a producer, editor, or reporter, intended to persuade them to write about your club or district. A well-written pitch can take the place of a news release. If you strongly believe that you have timely and important information to share with the public, but you're not able to get a news release out in time, then go ahead and write a media pitch instead.

On the other hand, if you have a newsworthy item, such as an event or contest, or you have tips or new information to share, then a news release is the best way to get the word out. If you do write a news release, be sure to paste the text of the news release into your email below the pitch and your signature. Never send an attachment to a reporter unless they request it.

Writing a pitch is easy: just three short paragraphs will do. Here's a sample format:

Email Subject Line (10 words or less)	Use a short catchy subject line with no punctuation marks or numbers.
Greeting/Salutation	If the letter is addressed to an individual, use that person's courtesy title and last name (Dear Mr. Smith).
First Paragraph (1-2 sentences)	Introduce your news and explain why it is unique. Get to the point; you have only a few seconds to grab the reader's attention. .
Second Paragraph (2-3 sentences)	Tell the reader how your news will benefit listeners, readers, or viewers. Similar to the format of a news release, address the who, what, when, where, why, and how of your offering (5 Ws & H).
Bulleted Points: Maximum 3 bullets, (no more than 2 sentences each)	If you're not providing a news release at the end of the pitch, place a bulleted list here instead. The list can detail benefits of the program, summarize news you're sharing, or offer specifics in a testimonial. Show, don't tell.
Third Paragraph: (2-3 sentences)	End with a call to action. Provide topics your club or district members can speak about. Be sure to indicate that you will follow up with them.
Signature:	Include your name, email address, telephone number, and a link to your club or district website.
News Release (if you have one):	If you have written a news release, paste it in below your signature. Never provide a news release as an attachment. Spam filters often catch attachments.

1. Prewriting Purpose: The reason for this pitch the news release and write about a Toastmasters event.	2. Writing Research: Collect data about event, emailing. What statistics can you use in the lead? What type of lead would spark their interest?	3. Revising Revise: Review the pitch with another officer to make sure it is clear.
Anticipate: The journalist is familiar with pitch letters and releases and will delete your email if it's not relevant to her beat.	Organize: Present the most interesting fact or information first. Conclude why this event or information will benefit their readers.	Proofread: Double-check all names and numbers. Be sure the subject line is short, catchy and not misleading.
Adjust: Present the information in a direct, straightforward manner. Do not mislead the reader or use fluff language.	Compose: Write no more than 200 words. Once finished, print the first draft.	Evaluate: Does the pitch make sense? Will the reader see immediately what is happening? Don't forget to include the release below your signature line.

Subject line:
Make it short
and catchy
so journalist
opens the
email.

Signature block:
Include your
name, email
address, tele-
phone number
and a link to
your website.

Include news
release below
signature block:
not as an
attachment

Toastmasters' public speaking skills give debaters the edge - Inbox

Delete Reply Reply All Forward Move Junk Unread Categorize Follow Up

Toastmasters' public speaking skills give debaters the edge

Dennis Olson
To: Weston Smith

Dear Weston,

Looking for an expert who can analyze the candidates' public speaking skills? Toastmasters International experts can offer effective communication tips and techniques that can give debaters the edge. (See news release below.)

Please let me know of your interest in scheduling a critique interview prior to or after the upcoming presidential debates.

Best regards,

Dennis Olson
Public Relations Strategist
Toastmasters International
Where Leaders Are Made
P 949-858-8255 ext. 323
www.toastmasters.org

Toastmasters' public speaking skills give debaters the edge
Proven techniques that even presidential candidates can use to persuade voters

RANCHO SANTA MARGARITA, Calif., Oct. 9, 2012 — Since the very first televised presidential debate between John F. Kennedy and Richard M. Nixon in 1960, a candidate's debate performance, including facial expressions, gestures, vocal tone, clarity and ability to influence, have meant the difference between winning and losing voters' confidence. Toastmasters International, a global organization devoted to communication and leadership skills development, has taught millions of people around the world winning public speaking skills since 1924. Its proven program can help anyone, including presidential candidates, persuade an audience and dominate the debate.

"To be persuasive, candidates must be succinct, passionate and memorable," says Toastmasters Past International President Gary Schmidt. "Candidates in a debate have only minutes to express their knowledge and reassure voters they are the best person to lead our nation at this time. It is a tall order. The most prepared candidates pull it off and make it look easy," says Schmidt, a former staff member of two U.S. senators.

With two more presidential debates scheduled, on October 16 and October 22, both President Obama and Governor Romney could benefit from these proven strategies:

- 1. Describe the problem, outline its cause and state a solution.** A thorough description of the problem and why it needs attention will position the audience to support your cause. Underlining its severity will help sell its significance. For instance, give specifics on how a recession will affect people in one community and lay out a solution to create more jobs.
- 2. Speak with authority.** You may not have a Ph.D., but you do have personal knowledge and life experience. Leverage your experience on this topic and give the audience a reason to believe you and shift their perspective.
- 3. Appeal to the listener's emotions.** Start with a funny or heartwarming story, then move into logic and fact.
- 4. Use logic.** Create compelling content by basing your message on research, facts and statistics. Illustrate your points with personal stories. Use descriptive words and create strong, vivid images.
- 5. Find common ground.** Establish mutual values, and talk with your audience as one of them by using personal pronouns such as "we," "us" and "ours." Ask rhetorical questions and share personal experiences to show commonality.
- 6. Align nonverbal communication.** More than 90% of communication is nonverbal. Match your gestures, voice and movement to your message. Eye contact is crucial in building trust.
- 7. Conclude.** Finish by restating your message. Incorporate a strong call to action, a solution to the problem or issue.
- 8. Prepare for rebuttals.** Acknowledge opposing viewpoints or concerns of others. Then tactfully explain why you disagree. Back up your assertions with facts and research.

The ability to convince and persuade is important in more than just debates. It can help an individual get a new job, obtain a promotion or make better business deals. For more information about Toastmasters' education program, visit www.toastmasters.org.

About Toastmasters International
Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of meeting locations. Headquartered in Rancho Santa Margarita, California, the organization's membership exceeds 313,000 in more than 14,650 clubs in 126 countries. Since 1924, Toastmasters International has helped people of all backgrounds become more confident in front of an audience. For information about local Toastmasters clubs, visit www.toastmasters.org. Follow @Toastmasters on Twitter.

###

Body:
Make
it short
(Max 200
words)

You received a response!

Once you've sent your pitch, be sure to check your email frequently for replies from the media contact. If they decide to call you, be sure you always call them back – immediately. If you have to stall them because you don't have the information they need, or need to check with your group to make sure you want to be a part of the story, return the call. An unreturned call is a red flag to many media people, so it's better to call twice than to delay calling.

When you do reply to their email, or call them back, be sure to thank them for the opportunity as well as ask them for any thoughts they have to share, for whatever details they need from you, their deadline, and the best time and phone number so you can call them back. You should respond to any requests within 24 hours.

BROADCAST MEDIA

When you think about different television and radio shows, consider the many local news shows that need compelling stories from guests. These include the early-morning feature shows, mid-morning talk shows, noon and nightly news shows, and weekend public affairs programs. Toastmasters' members who have an interesting story to tell or tips to share with viewers and listeners are all likely prospects.

Here are a few ways to get into the local broadcast media:

- ▶ **Local angle to network shows, movies or circulating news stories.** Broadcast directors and assignment editors want a local angle to a potentially national story. Therefore, keep your pulse on what is happening in the news and for upcoming films on topics of communication and leadership. Try to tie your story to an issue in the news or a subject people in the community are concerned about.
- ▶ **People stories.** Particularly on slow news days, TV and radio news shows often feature profiles of interesting people who have achieved a goal, overcome a handicap, or simply made the community a better place. If a member from your club or district just won a Toastmasters contest or has a heart-warming story to share about a challenge and achievement, let your local stations know.
- ▶ **Free advice.** If there's a hot story in the news and you can provide tips or free advice that will help viewers, offer yourself or a longtime Toastmaster member from your group as an expert source. Be sure to get approval from the members you plan on pitching to the media.
- ▶ **Great visuals for upcoming events.** Assignment editors and producers love community stories that will have great visuals. Radio producers can place videos and photos on their websites. So, if your club or district started a Youth Leadership or Speechcraft program, go ahead and call the assignment editor. The reason you can call (rather than email) is that you're offering them a timely story. Tell them about the program and how it benefits the community. Then ask if they would like to shoot footage. Alternately, you can make a video of the program and email it to them. Either way, be sure to request permission from everyone in the program to be certain they agree to be in the public's eye. If you are dealing with people 18 or younger, you will need written permission from their parent or legal guardian. Download a copy of the video or photo release form at www.toastmasters.org/PRResources.
- ▶ **Be resourceful, knowledgeable and accessible.** If you offer ideas and people for a broadcast show or news story, be sure you know all details of the story you are pitching and be accessible to the producer. Be sure the members you describe in your pitch are available and flexible. The lack of any of these elements will kill your story.
- ▶ **Public Service Announcement (PSA).** Call or email the station to find out who to contact regarding PSA submissions. Then check with this person to obtain full information about the style and format preferred for PSAs. See page 24 for more information about the PSA.

INTERVIEWS

An interview is a question-and-answer session with one or more representatives of the media. The person being interviewed must be prepared, knowledgeable about the program or event being promoted and the mission of the organization.

As a PRO or VPPR, you may suggest an interview to a media representative, or a reporter may initiate it by asking to meet with you or another member in your club or district. You may be interviewed in person, live or on pre-recorded video, or on air during a radio or television program.

Journalists use interviews to gather information and verify the statements in their stories. It is the basic tool of newsgathering and is also a great opportunity for you to showcase your Toastmasters skills. It's very important for you to focus and practice your interview skills, especially with the member who will act as a spokesperson for your club or district. It's well worth the time and effort, and will help you avoid common communication mistakes. These might include saying too much, sounding desperate, or using filler words or sounds, such as, "you know," "like," "I guess" and "um."

Here are guidelines for anyone taking part in media interviews. As you review these instructions, keep in mind that – no matter how friendly or seemingly harmless an interviewer appears – no interview is a casual conversation. Your group's interviewee must always represent the organization in a professional manner.

Guidelines for Those Interviewed

- ▶ **Do your research and know your facts.** Simple things, like knowing how long your club/district has been in existence or the number of clubs and members in the area, are easy to obtain.
- ▶ **Be direct and brief.** The reporter will ask for more information if he or she wants it.
- ▶ **Ask for clarification if you need it.** Be sure you understand the question before you answer.
- ▶ **Use examples to illustrate your answers.** Tell about actual Toastmasters situations to help make a point. Anecdotes provide valuable material for the reporter's story.
- ▶ **Admit that you don't know.** If you're asked a question that you don't know the answer to, it's okay to say you don't know. Make a note of the question and offer to get the answer.
- ▶ **Always avoid "off-the-record" comments** or saying anything that is not intended for publication. If you say it, they will print it.
- ▶ **Keep it professional and personal.** Talk about more personal experiences and involvements to support your replies and point of view.
- ▶ **Stick with the facts.** Avoid guesswork and unsupported opinions.
- ▶ **Maintain your poise and sense of humor.** Let the reporter see you as a real human being who enjoys life and enjoys being a Toastmaster.
- ▶ **Refer to Toastmasters' website (toastmasters.org)** so the audience can find out more about the organization.
- ▶ **Dress up and smile.** This is your time to shine. Be sure to dress professionally and smile.

SPECIAL EVENTS

Special events hosted by Toastmasters, such as contests, conferences, guest speakers, new-officer installations and “open house” meetings are wonderful opportunities for you to gain publicity for your club or district.

In addition to many of the regular Toastmasters events, it is the public relations function to assist club or district leaders in stimulating interest among current and potential members (the public) while promoting the group’s mission.

The best and most successful promotions result simply from imaginative use of the members’ talents. The following events and activities are great ways to make the most of members’ gifts and community involvement while promoting a club:

- ▶ Invite the public to a round of the annual Toastmasters International Speech Contest or other Toastmasters speech contests.
- ▶ Host an “open house,” offering speakers and a demonstration meeting.
- ▶ Present an annual comedy night featuring sketches or humorous speeches, with comic prizes for the winning entry.
- ▶ Give a talk on effective PowerPoint presentations to members of an engineering society.
- ▶ Organize a speakers’ bureau offering services to public organizations in your area.
- ▶ Produce a local television show on public-access TV (or online), featuring a community leader who explains how her Toastmasters training boosted her career.
- ▶ Offer a free half-day workshop on effective public speaking. Make it educational, informative and a true service to the community. Demonstrate a sample round of Table Topics™ to show workshop attendees one of the weekly features of club meetings.
- ▶ Give free feedback to students. Visit a local high school’s speech club, class or debate team and offer free Toastmasters evaluations to help them achieve their goals.
- ▶ Host a screening of *SPEAK*, the movie (www.speakthemovie.com).

TECHNIQUES AND STANDARDS FOR SUCCESS

Let the Media Know

When you receive news coverage, make a point of letting the journalist and people who were responsible for its success know that you saw the story and greatly appreciate their efforts. Just one note of caution: Don’t overdo it. A brief and friendly “thank you” is sufficient.

Let Your Members Know—Now and in the Future

Many PROs and VPPRs keep a binder to hold clippings of news stories and also materials used by the electronic media. The names of the media and dates used are noted on the material for future reference. The binder of clippings can be a good resource to showcase how Toastmasters helps members be successful.

Let Toastmasters International Know

When your club, area, or district scores a promotional goal of more than routine interest, it’s important that you let Toastmasters International know. Email a scanned copy of the clipping or webpage to the Communications Department at pr@toastmasters.org. Explain in the body of your email the article’s story (if you feel it necessary) and how the publicity was obtained. Your idea may be mentioned in the *Toastmaster* magazine.

Make Sure You Stay in the Know

Be sure to check Toastmasters International's website and online Media Center regularly for new promotional items and organizational news to incorporate in your publicity efforts.

Review the Brand Portal often to see what new materials will become available for you to use as you promote your group.

Finally, see Appendix I for additional web recourses and organizational collateral materials.

Quick List of Ideas on How and Where to Promote Toastmasters in Your Community

1. **Newspapers.** The best way to secure media coverage is by pitching newsworthy events and information to your local newspapers. Newspapers are usually more accessible than radio and television stations, and they allow you to communicate more information. This is especially important when it comes to addresses and phone numbers for club information.
2. **Broadcast Media.** Many local news shows need compelling stories. These include the early-morning feature shows, mid-morning talk shows, noon and nightly news shows, and weekend public affairs programs. Local talk shows might be interested in featuring a Toastmasters officer discussing the importance of communication training in the workplace.
3. **Social Media and Blogs.** Toastmasters around the world are connecting online through several social network and blog sites. These online platforms provide you with a great opportunity to connect with members and to participate in real-time discussions and offer advice.
4. **Local Government.** Contact your City Hall for information on how to get your message displayed on the city's online community services calendar, which in the U.S. is published through the Parks and Recreation Department.
5. **Chamber of Commerce.** An ad in its newsletter or a presentation by a Toastmaster at one of its meetings will reach influential local business people. If someone in your district is a chamber member, a group of Toastmasters may want to host a Chamber of Commerce social hour.
6. **Libraries.** Submit extra copies of the *Toastmaster* magazine to the library's periodicals department and attach a card with club contact information. Also post fliers and ads on bulletin boards.
7. **Company Publications and Websites.** Human resources representatives at businesses and corporations may be interested in including Toastmaster ads or member stories in the company's newsletter. If the company has an internal Toastmasters club, by all means use the newsletter and intranet site as a vehicle for sharing your Toastmasters activities with other employees.
8. **Employee Orientations.** Make sure in-house Toastmasters clubs in corporations, hospitals, government agencies or organizations have their clubs mentioned during new employee orientation seminars.
9. **Community Packets.** These are distributed to residents in a city and contain promotional materials from local merchants and organizations. Your ad or flier should be included in this package.
10. **Universities and Community Colleges.** Like cities, universities usually have internal cable TV and radio stations, as well as publications reaching students, staff and faculty. Arrange to have a Toastmaster give a presentation as a guest lecturer in a speech communication class. Or better yet, try to participate in communication related campus events – like "Communications Week," for example – and be prepared to host a booth and offer promotional information. If your district already has a university club, make sure it is publicized in campus media, as well as in new-student or freshman orientations.

11. **High Schools.** Organize or judge speech contests for seniors, or give seminars on career planning. Even if students don't join your club, this could provide media exposure and gives parents, staff and teachers a good impression of our organization.
12. **Community Events.** Wear your Toastmasters pin, display your club banner and ribbons, and offer handouts at a booth. Contact the Community Services or Recreation departments in your city for a list of events.
13. **Billboards.** Just as television, radio stations or signs on public transportation are required to regularly air free public service announcements, billboards along highways also must frequently exhibit messages by nonprofit organizations as a public service. The only cost involved is for the printing of the message, which could be done surprisingly inexpensively. Contact a public affairs representative in your area for more information.
14. **Websites and Newsletters.** Having a professional-looking and current website and newsletter allow members to stay informed and feel proud of their club's individuality. They also are great ways to let prospective members know what your club is all about.
15. **Offer Speechcraft and Youth Leadership Programs.** This is a great way of showing the public what your Toastmasters club is all about.
16. **Create Club Business Cards** indicating your meeting time and place, and distribute them to friends and coworkers along with a personal comment of how Toastmasters training has benefited you. Be sure to use the ready-made templates available on Toastmasters' website's Brand Portal.
17. **Display Toastmasters Products.** Use Toastmasters International bumper stickers and mugs. Wear the official T-shirts. And put your Toastmasters trophies in a prominent place in your home or office.
18. **Wear Your Toastmasters Pin.** It's a good conversation starter.

THE DO'S AND DON'TS OF PR

Do

- ▶ Read your local print publications such as newspapers and magazines for writers who cover community clubs and events. Review the journalist's style of writing and how the articles are written so you can tailor your pitch.
- ▶ Tune in to TV and radio news programs frequently to learn how they handle publicity – especially public service announcements or routine meeting announcements.
- ▶ Complete your homework before the event. Develop several newsworthy angles that showcase your message.
- ▶ Treat news contacts as busy, hard-working professionals. Determine what they expect and look for in news releases. Provide information that is news worthy. Always remember that timeliness is important for most stories, so submit your news releases well in advance of media deadlines.
- ▶ Make sure your pitch and news release include the most important information about the event.

- ▶ Submit good photos with your story, or at least have them available in digital form.
- ▶ Accept the possibility that the media will not be responsive to you and you will get turned down. Be grateful for those you win.
- ▶ Encourage all members of your club to come up with original ideas for member activities and be sure to promote the best ones – the ones of interest to the community.

Don't

- ▶ Carelessly fire off a pitch or news release with vague, general statements. Your story has to show not tell, and you must convince the editor to cover your news. Getting editorial coverage is fiercely competitive.
- ▶ Make the mistake of telling the media what you want from them. Instead, ask the editor if he or she is interested in your story, or if there are any other reporters in their newsroom who would be interested.
- ▶ Harass your contact by complaining or asking why they weren't interested in covering your event or running your news release.
- ▶ Embarrass yourself by asking your newspaper contact for a clipping or a copy of the paper in which your article appeared. If you want one, buy it or find it online.
- ▶ Find fault or complain if your release is re-worked or even totally rewritten. (Unless facts have been significantly altered.) Be grateful for the free publicity you received.
- ▶ Offend your contacts by telling one media contact that another media source used your news release. You could alienate your contacts.
- ▶ Fret about publicity that didn't happen. Focus on the future.
- ▶ Abuse a friendship or business connections with unfair pressure to use your publicity materials.

SECTION 4 LEADING A PR TEAM

When you take a role in public relations, you gain the opportunity to build your leadership skills by developing open lines of communication for your club and/or district. Of equal importance, this role provides you with an opportunity to create an internal communications plan. At some point, you may find yourself in charge of a team that will provide your club or district with PR efforts on multiple fronts. Being a leader is a very rewarding experience if you manage your responsibilities with care. These tips will help you lead successfully and exceed member expectations in regard to publicity, and ultimately, membership growth.

TO FIND SUCCESS AS A LEADER:

1. **Set realistic and attainable goals.** Work with your district or club to set overall group goals for the term. Then discuss what type of PR goals they might have. For example, a realistic and attainable goal would be to have a representative of your group, such as a club president or district governor, appear on a local talk show. This person has likely been a Toastmaster for quite a while and can provide the show's audience with credible information.
2. **Plan how to accomplish goals.** Once the PR goals are established, create a plan of action to accomplish them. Present these goals to your group leaders. Create a committee to generate strategies, tactics and a timetable from which to work. For example, to have that representative appear on a local television show, you would begin by researching local news stations, discovering the right producer or program director to target, writing a good pitch and then approaching the producer. You will need to provide your spokesperson with some basic information about the group and also the organization on an international level. You might also try a brief rehearsal with this person.
3. **Delegate.** Delegation is the process of transferring responsibility from one person to another and empowering that individual to accomplish a specific goal. If you decide to have a public relations committee, or simply have other members help you with some of the necessary tasks, then you will need to delegate. The five steps of delegation are:
 - Prioritize what needs to be done. Look at your overall workload (such as maintaining the website or hosting an event), then identify what can be delegated.
 - Match the requirements of each responsibility with who is available and the level of work they can handle.
 - Assign responsibility. Explain clearly what the individual would be responsible for and what your expectations are, so he or she can decide whether to accept or decline the responsibility.
 - Empower the individual to make the decisions necessary to achieve results and ensure that he or she has the tools and resources required to complete the work.
 - Establish milestones, timelines, and a method to report progress toward the ultimate goal. You must establish a solid foundation for accountability and a clear path to success. Remember, the idea is to delegate – not abdicate. Be sure to make yourself available to support your team along the way.
4. **Monitor progress.** Are your strategies working? Are you obtaining news coverage? If not news coverage, are you receiving positive feedback from the news media you've contacted? How about the community? How about your club or district members? Leaders track progress toward goals and make alterations as

necessary. If you find that you are not getting very far, simply revise your strategy. Seek advice from other members. Be sure to read the “Leadership Evaluation Guide” in the Appendix of this manual. For feedback on your team management skills, ask members of your group to evaluate your work as their leader.

5. **Coach team members when necessary.** Coaching is essential to help team members recognize and develop their strengths while controlling any weaknesses. The four steps to coaching someone past a challenge are:
 - **Agree that a problem exists.** You can’t solve a problem until you and the team member agree there is a problem.
 - **Discuss solutions.** Work with the team member to outline possible solutions to the problem.
 - **Agree on an action.** Explain what behavior is necessary to produce the desired result. And develop a timetable for carrying it out.
 - **Follow up.** Check periodically to see if your group’s members are acting according to the unofficial agreement. For example, a club member has volunteered to maintain the club’s website. However, the member has repeatedly been late in updating it. Since the site contains a program schedule and assignments, as well as meeting dates and locations, the member’s actions have caused some problems for the club. You should:
 - ♦ Speak with the member privately. Start the conversation by acknowledging that there is an issue and obtain an agreement that it is important to keep the web current. Determine whether the member wants a resolution.
 - ♦ Share your side of the story and ask for the member’s side. Discuss how the problem can be resolved. Give specific examples.
 - ♦ Make sure the member understands his or her responsibilities. Offer to find another volunteer to help if the member needs it.
 - ♦ Get a commitment from the member to update the website once a week.
 - ♦ Monitor the site over the next few months to see if the problem has been resolved.
6. **Recognize achievement.** One part of public relations is to excite the club with external opportunities. You’ll also have a chance to reward team members who perform well. The reward doesn’t have to be tangible – a “thank you” or a smile will often suffice, as will a grateful announcement during a meeting. For ideas on achievement recognition, go to www.toastmasters.org/awards.

ATTEND CLUB AND DISTRICT OFFICER TRAINING

Every June, July, and August, as well as December, January, and February each district conducts club officer training. Training includes a review of each officer’s responsibilities and tips for fulfilling them. On the district level, it allows club officers to meet officers from other clubs and provides an opportunity to share ideas and keep up on current information. If you are a VPPR, contact the district lieutenant governor education and training (LGET) or visit your district website for information about the next training workshop. Links to district websites are available at www.toastmasters.org/districtwebsites. If you are a PRO, Toastmasters International conducts a yearly webinar for incoming officers. For more information about the PRO webinars, email pr@toastmasters.org.

ATTEND EXECUTIVE COMMITTEE MEETINGS

Club

At the club level, an executive committee consists of all seven club officers (president, vice president education, vice president membership, vice president public relations, secretary, treasurer, and sergeant at arms) and the immediate past club president. The club president serves as the committee chairman. The executive committee is in charge of all business and administrative club affairs such as creating a club budget, completing a Club Success Plan and tracking the club's progress in the Distinguished Club Program (DCP), and overseeing the other club committees such as the reception committee. The executive committee's decisions must be submitted to the club for confirmation at a club business meeting. The club may vote to affirm or reject the action of the executive committee and the result of the vote is binding.

District

At the district level, an executive committee consists of all selected officers. The district governor serves as the committee chairman. The executive committee is in charge of all business and administrative district affairs such as creating a district budget, completing a district success plan and tracking the district's progress in the distinguished district program, and overseeing the other district committees. The executive committee's decisions must be submitted to the district for confirmation at the district business meeting. The district may vote to affirm or reject the action of the executive committee and the result of the vote is binding.

ATTEND OTHER TOASTMASTERS ACTIVITIES

Since you will represent your group to the media and to the public, you should be familiar not only with your own group, but with other local Toastmasters activities. These activities may include area, division, and district speech contests and district conferences. Attending these events will give you a more well-rounded knowledge of the Toastmasters organization and the opportunities it offers and this will help you in your public relations efforts.

ARRANGE FOR A REPLACEMENT OR ASSISTANCE

Occasionally you may be unable to attend a meeting. On such occasions, arrange for someone – perhaps another officer or a former public relations officer – to carry out your duties.

PREPARE YOUR SUCCESSOR FOR OFFICE

Once your successor is elected, help him or her to assume leadership. Consider how you felt when you first took office. What could your predecessor have done to make your job easier? Make sure the newly elected public relations official has a manual, review the standards for the office, and remind him or her to attend officer training. Encourage the new officer to ask questions as you discuss any unfinished business and turn over any files you may have. Share advice and information as much as possible. You may even suggest the incoming officer observe you over several weeks. Don't let the success you've helped to build for your club lose its momentum.

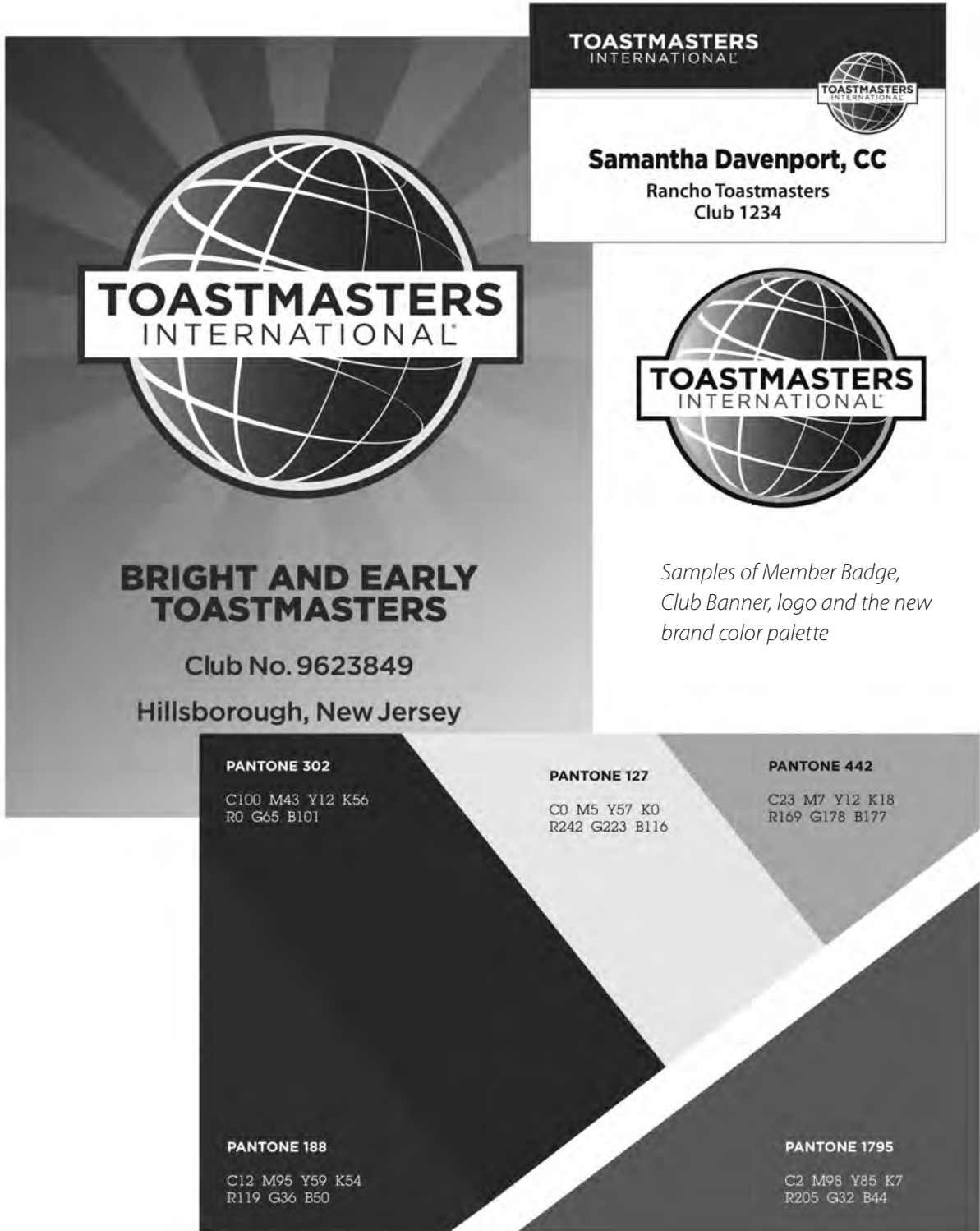
APPENDIX

In this appendix you will find:

1. Brand Guidelines
2. Web Resources/ Tools for Success
3. Handouts
 - Fact Sheet
 - Speaking and Leadership Tips
4. Sample News Releases
5. Toastmasters PR Calendar and Club Checklist
6. Leadership Evaluation Guide

BRAND GUIDELINES

Be sure to visit the Toastmasters members website at www.toastmasters.org/BrandManual to download the official Toastmasters International brand guidelines.



WEB RESOURCES

Brand Training	toastmasters.org/BrandTraining
Brand FAQs	toastmasters.org/FAQ
Brand Portal	toastmasters.org/BrandPortal
Club and District Websites	toastmasters.org/Freewebsites
Communication Track	toastmasters.org/CommTrack
Conduct Club Business	toastmasters.org/ClubBusiness
Distinguished Club Program	toastmasters.org/DCP
District Website List	toastmasters.org/DistrictWebsites
Educational Program	toastmasters.org/EducationalProgram
Leader Letter Newsletter	toastmasters.org/LeaderLetter
Leadership Track	toastmasters.org/LeadTrack
Logos	toastmasters.org/Logos
Media Center	http://mediacenter.toastmasters.org
Media Guide	http://mondotimes.com
Meeting Roles Descriptions	toastmasters.org/Meetingroles
M/PR Newsletter	toastmasters.org/MPRNewsletter
Officer Resources	toastmasters.org/OfficerResources
Policies and Protocol	toastmasters.org/Policies
Photo Library	toastmasters.org/PhotoLibrary
PR Corner	toastmasters.org/PRCorner
Product Guide Listing	toastmasters.org/TIPProducts
Product Order Form (PDF)	toastmasters.org/Orderform
Promotional Materials	toastmasters.org/Marketing
Public Service Announcement (PSA)	http://mediacenter.toastmasters.org/videos
Recognition Awards	toastmasters.org/Awards
Shop the Online Store	toastmasters.org/Shop
Speechcraft Description	toastmasters.org/Speechcraft
Stationery	toastmasters.org/Stationery
Success Programs	toastmasters.org/SuccessPrograms
Videos (Time-tested Communication Tips)	toastmasters.org/videos
Webpage Use	toastmasters.org/Web_Use

AVAILABLE MATERIALS

Following are some materials you may want to order to ensure a successful term as Public Relations Officer or Vice President Public Relations:

ITEM NUMBER	ITEM NAME
99	Find your voice.
101	Confidence. The voice of leadership.
211	Expanding Your Horizons
217	<i>Training Club Leaders</i>
354	The Benefits of Toastmasters Membership
1140	<i>Let the World Know Publicity and Promotions Handbook</i>
1205	Product Guide
1212	Toastmasters Recognition

ITEM NUMBER	ITEM NAME
1311A.4	<i>Achieving Success as Vice President Public Relations</i>
1622	Success 101
1972A	Communication Achievement Award Brochure
124	All About Toastmasters
105	10 Tips for Successful Public Speaking

CONTACT INFORMATION

DEPARTMENT

EMAIL

Magazine

Letters to the editor
Missing your magazine
Photo submissions
General questions

letters@toastmasters.org
tracking@toastmasters.org
photos@toastmasters.org
magazine@toastmasters.org

Marketing

Corporate Relations
Product Suggestions and Feedback

corporaterelations@toastmasters.org
products@toastmasters.org

Membership

Club operations/club meeting
Dues Renewals
Membership Building Contests
Membership Related Issues
Speech Contests

membership@toastmasters.org
renewals@toastmasters.org
membership@toastmasters.org
membership@toastmasters.org
speechcontests@toastmasters.org

New Clubs

Gavel Clubs
Starting a New Club
Sponsor/mentor

newclubs@toastmasters.org
newclubs@toastmasters.org
newclubs@toastmasters.org

Officers

Club Coach Program
Club Meeting Place and Time
Club Officer Administration
Club Officer Training
District, Division and Area Administration
Duplicate Club Charter

clubcoach@toastmasters.org
clubofficers@toastmasters.org
clubofficers@toastmasters.org
membership@toastmasters.org
districts@toastmasters.org
supplyorders@toastmasters.org

Product Orders

District Orders/Returns
Individual Orders/Returns

supplyorders@toastmasters.org
supplyorders@toastmasters.org

Public Relations

Publicity and Promotion
The Toastmasters Podcast

pr@toastmasters.org
podcast@toastmasters.org

Toastmasters Learning Connection (TLC)

E-learning

e-Learning@toastmasters.org

SAMPLE FACT SHEET

Toastmasters International

Toastmasters International is a nonprofit educational organization that teaches communication and leadership skills through a worldwide network of clubs. The organization currently has more than 313,000 members in more than 14,650 clubs in 126 countries. Since its founding in October 1924, by Ralph C. Smedley in Santa Ana, California, the organization has helped more than 4 million men and women lead and communicate with poise and confidence. Today, organizations around the world recognize the value of incorporating Toastmasters training to help employees improve their communication and leadership skills.

Center City Toastmasters Club

- ▶ Affiliated with Toastmasters International, the world's leading organization devoted to the improvement of individual communication and leadership skills.
- ▶ One of 14,650 Toastmasters Clubs and more than _____ clubs in the state of _____.
(Get these statistics from your Club President)
- ▶ Founded in _____.
- ▶ Meets each Wednesday at 7:30 p.m. at the Globe Restaurant, Broadway and 20th St., Center City.
- ▶ Club officers: (Include list of first/last names here)
- ▶ Visitors are welcome.

Member benefits:

- ▶ give better sales presentations
- ▶ hone management skills
- ▶ work better with fellow employees
- ▶ effectively develop and present ideas
- ▶ offer constructive criticism
- ▶ accept feedback more objectively

SPEAKING AND LEADERSHIP TIPS FROM TOASTMASTERS INTERNATIONAL

Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental. Here are 10 proven tips from Toastmasters International on how to control your butterflies and give better presentations:

- 1. Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
- 2. Practice. Practice. Practice!** Rehearse aloud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
- 3. Know that audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
- 4. Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
- 5. Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.) Transform nervous energy into enthusiasm.
- 6. Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
- 7. Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
- 8. Don't apologize** for any nervousness or problem – the audience probably never noticed it.
- 9. Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
- 10. Gain experience.** Mainly, your speech should represent you – as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

While it's true that motivating people involves more than just changing the way you speak, here are some guidelines you can follow to help build team motivation with only your words and your voice:

- 1. Be enthusiastic.** Enthusiasm is contagious! Before you present your ideas, think about the aspects of the subject that you find the most interesting, and don't be afraid to let that interest come through in your voice.
- 2. Use quotes, stories and anecdotes.** Along with their obvious entertainment value, quotes and stories can lend authority to your topic and provide concrete examples that people can relate to.
- 3. Speak with confidence.** Deliver your message loud and clear. Maintain eye contact with your listeners. Don't mumble or slouch.
- 4. Say you and we, not I and me.** Instead of telling people what you want them to do, present ways for them to work together to achieve their goals. Involve listeners in the success of the group.
- 5. Keep it simple.** People aren't motivated by what you say; they're motivated by what they understand. The best way to ensure audience understanding is to break down complex ideas into simple components.

Visit a local Toastmasters meeting

Each club has a different personality – you may wish to visit more than one. Use the 'Find a Club' tool on the Toastmasters website to find meetings near you: <http://reports.toastmasters.org/findaclub>. Call or email in advance (if possible) to confirm meeting time and location.

SAMPLE NEWS RELEASES

The following pages contain sample news releases. The fill-in-the-blanks templates provide ideas about how to promote:

- ▶ Anniversaries
- ▶ Award announcements
- ▶ Open houses and special events

To access the templates electronically, visit www.toastmasters.org/PRResources. See current news releases issued by World Headquarters at <http://mediacenter.toastmasters.org>. Subscribe to receive automatic updates.

As the public relations officer, you should research and put together a list of local newspaper, radio and television news media contacts. Once you have compiled the contact information, you should first email the appropriate editors, reporters or producers a short note to briefly explain your news, why it is important to your community and why the media should attend and write a story about it. Your email should not be longer than 200 words (see page 31).

Mention toward the end of the email that you will provide them with information about the progress of the club and its members throughout the year and that you will be available at any time to provide further information.

Copy and paste the news release in the body of your email below your signature. Do not include it as an attachment to the email.

Remember to make sure every news release you distribute to the news media is complete and accurate, with all names spelled properly.

**Media Contact:**

Dennis Olson

+1 949-858-8255x323

dolson@toastmasters.org**Sri Lankan wins Toastmasters' 2014 World Championship of Public Speaking**

Dananjaya Hettiarachchi rises above 30,000 participants to win world's largest speech contest

RANCHO SANTA MARGARITA, Calif., Aug. 26, 2014 /PRNewswire/ – With a humorous speech titled "I See Something," a human resource development (HRD) specialist from Colombo, Sri Lanka, won the Toastmasters World Championship of Public Speaking on Saturday, Aug. 23. Hettiarachchi, along with eight other final contestants, reached the championship level after several eliminating rounds that began six months ago with 30,000 participants from 126 countries. Watch Hettiarachchi compete here.

"You always think this moment will never come," said the happy winner, who had entered the contest every year for 10 years, reaching the semifinals four times until finally bringing home the World Championship trophy. His speech was an immediate favorite with the capacity crowd of nearly 3,000 people from around the world who attended the contest in the Kuala Lumpur Convention Centre in Kuala Lumpur, Malaysia. His winning speech was a personal tale about being a rebellious teenager whose life was changed because mentors took an interest in him, saying "I see something in you... but I don't know what it is."

"Sometimes you have to be lost to be found," said Hettiarachchi, who now is a successful trainer, speech coach and HR consultant for organizations throughout South East Asia.

Hettiarachchi joined Toastmasters 10 years ago and competed in hundreds of speech contests before reaching his goal of earning the title of World Champion of Public Speaking. In his acceptance speech, he said, "Toastmasters saved my life 10 years ago. When I failed my first speech, someone in the back said, 'I see something in you.' Now it's my turn to give back and be a role model for youth in South East Asia."

Contestants delivered five-to seven-minute speeches on wide-ranging topics and were judged on content, organization and delivery.

Hettiarachchi claimed the title of Toastmasters' 2014 World Champion of Public Speaking during the organization's annual convention held in Kuala Lumpur, Malaysia, Aug. 20-23.

Second- and third-place winners were KwongYue Yang from Guangzhou, China, with his speech titled "Four Words" and Kelly Sargeant from Missouri City, Texas, with her speech, "Goodbye Wi-Fi."

About Toastmasters International

Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of meeting locations. Headquartered in Rancho Santa Margarita, California, the organization's membership exceeds 313,000 in more than 14,650 clubs in 126 countries. Since 1924, Toastmasters International has helped people of all backgrounds become more confident in front of an audience. For information about local Toastmasters clubs, please visit www.toastmasters.org. Follow [@Toastmasters](https://twitter.com/Toastmasters) on Twitter.

#

**Media Contact:**

First Name, Last Name

Phone Number

Email

(Club city/name) Toastmasters reaches XX years of shaping lives

XX will be held to mark the club's anniversary on XX

(YOUR CITY, STATE, COUNTRY, date of submission) — (Club Name) Toastmasters (www.clubname.com) [hyperlink text to club website], will mark its **XX** anniversary on **Date**. In honor of the occasion, (event or action) will be held on **Date/Location**. Members of the public are invited to learn more about Toastmasters or may attend the event by **(emailing or calling contact info)**. Since **(Year)**, the club has been dedicated to helping people become better speakers and leaders.

"(Club name) Toastmasters provides a supportive and positive environment where members have the opportunity to overcome their fear of public speaking and sharpen presentation skills," says **(Club spokesperson), club title for club name**. (Alternatively, this could be a quote from the club's president, if it's not your role.) "Other benefits include the opportunity to increase one's confidence, build critical thinking skills and become an effective listener," says **(Spokesperson's last name)**.

Some of the club's notable members (or their achievements) include (list at least two or three).

Include a quote of a member saying how Toastmasters has helped him/her in life or career wise.

Chartered with **XX** members in **XXXX**, Toastmasters **(club X)** is located in District **XX**. The **(club X)** meets each **(Day of the week)** at **(Time) (a.m. or p.m.)** at the **(Location name)** between **(main cross streets)** in **(City)**. For more information about the club, please visit www.clubname.com (hyperlink text to club website).

About District XX

District **(XX)** comprises more than **(XX)** corporate and community clubs in **(City, State/Province)**. To learn more about District **(XX)** please visit: www.district123.com [hyperlink text to district website].

About Toastmasters International

Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of meeting locations. Headquartered in Rancho Santa Margarita, California, the organization's membership exceeds 313,000 in more than 14,650 clubs in 126 countries. Since 1924, Toastmasters International has helped people of all backgrounds become more confident in front of an audience. For information about local Toastmasters clubs, please visit www.toastmasters.org. Follow [@Toastmasters](https://twitter.com/Toastmasters) on Twitter.

#

**Media Contact:**

First Name, Last Name

Phone Number

Email

(City name) resident to receive Toastmasters Communication Achievement Award

(YOUR CITY, STATE, COUNTRY, date of submission — (First name, Last name), (Occupation Title) at (Company) in (City) will be honored by (Club Name) Toastmasters of (City) for (his/her) achievement in the field of (communication or leadership). The event will be held on (Day of week) at (Time) (a.m. or p.m.) at the (Location name) in (City).

“(Insert quote from the honoree about the importance of communication skills),” says (Last name of honoree).

(Honoree’s Last name) communication achievements include, (include a short blurb here about why the honoree earned the award and his or her brief biography).

“(Insert quote here from the club president about why the honoree is a worthy recipient and how she or he demonstrates excellence in communication and/or leadership),” says (First name, Last name), (Club President) for Toastmasters (club X).

Toastmasters International is a nonprofit educational organization that teaches communication and leadership skills through a worldwide network of more than 14,650 clubs in 126 countries. In (XX) (City or County) there are (XX) Toastmasters clubs: (if there are only a couple clubs, feel free to list them here).

The Toastmasters’ Communication Achievement Award is for a non-Toastmasters member, someone outside a Toastmasters club, either in the community or an organization – a distinguished individual in the fields of communication or leadership.

Toastmasters (club X) meets regularly each (Day of the week) at (Time) (a.m. or p.m.) at the (Location name) between (main cross streets) in (City). For more information about the event and club, please visit www.clubname.com (hyperlink text to club website).

About Toastmasters International

Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of meeting locations. Headquartered in Rancho Santa Margarita, California, the organization’s membership exceeds 313,000 in more than 14,650 clubs in 126 countries. Since 1924, Toastmasters International has helped people of all backgrounds become more confident in front of an audience. For information about local Toastmasters clubs, please visit www.toastmasters.org. Follow [@Toastmasters](https://twitter.com/Toastmasters) on Twitter.

#

**Media Contact:**

First Name, Last Name

Phone Number

Email

(Club name) Toastmasters host open house with guest speaker

Event is free to the public

(YOUR CITY, STATE, COUNTRY, date of submission) — (Club Name) Toastmasters (www.clubname.com) [hyperlink text to club website], invites residents to its open house to meet members and watch special guest speaker, **(First name, Last name), (Occupation Title)** of **(Company)** talk about the importance of communication skills for today's professional.

"(Club name) Toastmasters provides a supportive and positive environment where members have the opportunity to develop their communication and leadership skills," says **(First name, Last name), (Club President)** for Toastmasters **(club X)**."

After hearing from **(special guest speaker, Last name)**, members and guests will enjoy a regular Toastmasters meeting that will include prepared speeches, Table Topics™ (impromptu speeches) and evaluations.

Club **(Title) (First name, Last name)**, who has served in various club positions, will be the Table Topics master. "Table Topics are one of my favorite parts of the meeting," says **(Last name)**. "This is where guests and members are randomly selected to speak for one to two minutes. It helps you think and speak clearly on your feet."

Other speakers include **(First name, Last name), (Occupation Title)** of **(Company)**; **(First name, Last name), (Occupation Title)** of **(Company)** and **(First name, Last name), (Occupation Title)** of **(Company)**.

(Club X) Toastmasters Open House

Date: **(Day, Date, Year)**

Location: **(Location Name, Address)**

Time: **(Time a.m./p.m. –Time a.m./p.m.)**

For more information, email **(First name, Last name)** at **(email@address.com)**.

Toastmasters **(club X)** meets each **(Day of the week)** at **(Time) (a.m. or p.m.)** at the **(Location name)** between **(main cross streets)** in **(City)**. For more information about this event and the club, please visit **www.clubname.com** [hyperlink text to club website].

About District XX

District **(XX)** comprises more than **(XX)** corporate and community clubs in **(City, State/Province)**. To learn more about District **(XX)** please visit: **www.district123.com** [hyperlink text to district website].

About Toastmasters International

Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of meeting locations. Headquartered in Rancho Santa Margarita, California, the organization's membership exceeds 313,000 in more than 14,650 clubs in 126 countries. Since 1924, Toastmasters International has helped people of all backgrounds become more confident in front of an audience. For information about local Toastmasters clubs, please visit **www.toastmasters.org**. Follow **[@Toastmasters](https://twitter.com/Toastmasters)** on Twitter.

###

TOASTMASTERS PR CALENDAR AND CLUB CHECKLIST

The following calendar and checklist shows, by month, the activities and events a club Vice President Public Relations should address. Use the blank lines to add items.

June (Before taking office in July)

- ☐ Attend district-sponsored club officer training.
- ☐ Meet with the outgoing executive committee and obtain files from the outgoing vice president public relations.
- ☐ Ask 1-3 members to be on your public relations committee.
- ☐ Meet with the executive committee to complete the Club Success Plan.
- ☐ Work with the executive committee to develop a club budget.
- ☐ Obtain the VPPR manual from the incoming president and read it.
- ☐ Review and download public relations materials from www.toastmasters.org/BrandPortal.
- ☐ Remember: This manual, *Let the World Know*, is always available for free download at www.toastmasters.org/lettheworldknow. Check it out!
- ☐ Solicit articles for the club website.
- ☐ Make arrangements to create a news email or take over an existing emailed club newsletter. Do you have the list of email addresses?
- ☐ Visit some of the Toastmasters social networking sites, such as Facebook, Twitter, LinkedIn and YouTube at www.toastmasters.org/socialnetworking. Follow @Toastmasters on Twitter.
- ☐ _____
- ☐ _____

July

- ☐ Attend district-sponsored club officer training if you didn't attend in June.
- ☐ Meet with the public relations committee to plan public relations activities.
- ☐ Attend the executive committee meeting and report on public relations activities/accomplishments/plans.
- ☐ Research and create a localized media list.
- ☐ Review and refresh any existing publicity kit for the media. If none exists, consider creating one.
- ☐ Continue regular production of the club newsletter. If none exists, consider pointing people to your group's website instead (if you have one).
- ☐ Solicit articles for next month's club newsletter or the club website.
- ☐ Update the club website with calendar information and any other updates as available.
- ☐ Begin to form a regular presence on at least one social networking site. Interact with other Toastmasters and chat with the public to promote your club.
- ☐ _____
- ☐ _____

August

- ☐ Attend district-sponsored club officer training if you didn't attend in June or July.
- ☐ Meet with the public relations committee to plan public relations activities.
- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Prepare and distribute news releases about club activities.
- ☐ Continue regular production of the club newsletter.
- ☐ Visit **www.toastmasters.org/BrandPortal** to find posters, brochures and fliers. Print out the PDFs for free and display them at libraries, shopping areas and community bulletin boards. If your group meets in a restaurant, be sure to leave a poster and fliers with the manager.
- ☐ Post a notice on **www.craigslist.org** inviting the public to a meeting.
- ☐ Solicit articles for next month's club newsletter or the club website.
- ☐ Update the club website with calendar information and any other updates as available.
- ☐ Ensure that the club's meeting location and time are listed correctly with World Headquarters.
- ☐ Continue to develop a presence on social networking sites. Be sure to visit sites recommended in this manual. Also, remember to protect the Toastmasters brand when you post messages. Always try to present a professional, polished image.
- ☐ _____
- ☐ _____

September

- ☐ Meet with the public relations committee to plan public relations activities.
- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Write and distribute news releases about upcoming club activities.
- ☐ Solicit articles for next month's club newsletter or the club website.
- ☐ Update the club website with calendar information and any other updates as available.
- ☐ Visit **www.toastmasters.org/BrandPortal** to find posters, brochures and fliers. Print out the PDFs for free and display them at libraries, shopping areas and community bulletin boards. If your group meets in a restaurant, be sure to leave a poster and fliers with the manager.
- ☐ Post a fresh notice on **www.craigslist.org** inviting the public to a meeting.
- ☐ Publicize upcoming speech contests.
- ☐ Publicize the upcoming district conference.
- ☐ Visit the blogs of local reporters and news outlets. Find discussions related to public speaking and leadership and promote Toastmasters as appropriate.
- ☐ _____
- ☐ _____

October

- ☐ Meet with the public relations committee to plan public relations activities.
- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Prepare and distribute news releases about upcoming club activities.
- ☐ Continue regular production of the club newsletter.
- ☐ Display more of your posters, fliers and brochures at libraries, shopping areas, and community bulletin boards.
- ☐ Post a fresh notice on www.craigslist.org inviting the public to a meeting.
- ☐ Continue to regularly solicit articles for the club newsletter and website.
- ☐ Update club website.
- ☐ Ensure that the club's meeting location and time are listed correctly with World Headquarters.
- ☐ Ask the club members to leave spare copies of the *Toastmaster* magazine in waiting rooms for local doctors, dentists, hospitals, jury duty, businesses and more.
- ☐ _____
- ☐ _____

November

- ☐ Meet with the public relations committee to plan public relations activities.
- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Prepare and distribute news releases about upcoming club activities.
- ☐ Continue regular production of the club newsletter.
- ☐ Display more of your posters and brochures around town. Try colleges, community centers, and public bulletin boards.
- ☐ Post a fresh notice on www.craigslist.org inviting the public to a meeting. If your group meets in a restaurant, be sure to leave fliers with the manager.
- ☐ Continue to solicit articles for the club newsletter and website.
- ☐ Update the club website.
- ☐ If your club elects semiannually, prepare to give files to the incoming VPPR.
- ☐ _____
- ☐ _____

December

- ☐ Attend district-sponsored club officer training.
- ☐ Meet with the public relations committee to plan public relations activities.
- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Prepare and distribute news releases about upcoming club activities.
- ☐ Continue regular production of the club newsletter.
- ☐ Update the club website.

☐ If your club elects semiannually, give files and manual to incoming vice president public relations.

☐ _____

☐ _____

If the club elects semiannually, the incoming vice president public relations must:

☐ Attend district-sponsored club officer training.

☐ Meet with the outgoing executive committee and obtain files from the outgoing VPPR.

☐ Complete the Club Success Plan with the executive committee.

☐ With the executive committee: develop, finalize, and approve a budget.

☐ Ask one to three members to serve on the membership committee.

☐ Visit www.toastmasters.org/BrandPortal to find posters, brochures and fliers. Print out the PDFs for free and display them at libraries, shopping areas and community bulletin boards. If your group meets in a restaurant, be sure to leave a poster and fliers with the manager.

☐ Post a notice on www.craigslist.org inviting the public to a meeting.

☐ Remember: This manual, *Let the World Know*, is always available for free download at www.toastmasters.org/lettheworldknow. Check it out!

☐ _____

☐ _____

January

☐ Attend district-sponsored club officer training if you didn't attend in December.

☐ Meet with the public relations committee to plan activities.

☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.

☐ Prepare and distribute press releases about upcoming club activities.

☐ Prepare and distribute the club newsletter.

☐ Visit www.toastmasters.org/BrandPortal to find posters, brochures and fliers. Print out the PDFs for free and display them at libraries, shopping areas and community bulletin boards. If your group meets in a restaurant, be sure to leave a poster and fliers with the manager.

☐ Post a fresh notice on www.craigslist.org inviting the public to a meeting.

☐ Continue to regularly solicit articles for the club newsletter and website.

☐ Update the club website.

☐ _____

☐ _____

February

☐ Attend district-sponsored club officer training if you didn't attend in December or January.

☐ Meet with the public relations committee to plan activities.

☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.

☐ Prepare and distribute press releases about upcoming club activities.

- ☐ Continue regular production of the club newsletter.
- ☐ Continue regularly soliciting articles for the club newsletter and website.
- ☐ Update the club website.
- ☐ _____
- ☐ _____

March

- ☐ Meet with the public relations committee to plan activities.
- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Prepare and distribute news releases about upcoming club activities.
- ☐ Continue regular production of the club newsletter.
- ☐ Continue regularly soliciting articles for the club newsletter and website.
- ☐ Publicize upcoming speech contests.
- ☐ Publicize the upcoming district conference.
- ☐ Update the club website.
- ☐ Continue your online presence with regular postings on local blogs and social networking sites.
- ☐ Ensure that the club's meeting location and time are listed correctly with World Headquarters.
- ☐ _____
- ☐ _____

April

- ☐ Meet with the public relations committee to plan activities.
- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Prepare and distribute news releases about upcoming club activities.
- ☐ Continue regular production of the club newsletter.
- ☐ Continue regularly soliciting articles for the club newsletter and website.
- ☐ Update the club website.
- ☐ Visit www.toastmasters.org/BrandPortal to find posters, brochures and fliers. Print out the PDFs for free and display them at libraries, shopping areas and community bulletin boards. If your group meets in a restaurant, be sure to leave a poster and fliers with the manager.
- ☐ Post a fresh notice on www.craigslist.org inviting the public to a meeting.
- ☐ _____
- ☐ _____

May

- ☐ Meet with the public relations committee to plan activities.
- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Prepare and distribute news releases about upcoming club activities.

- ☐ Continue regular production of the club newsletter.
- ☐ Continue regularly soliciting articles for the club newsletter and website.
- ☐ Update the club website.
- ☐ Prepare to give public relations files, including the club media kit, to the newly elected vice president public relations.
- ☐ Visit **www.toastmasters.org/BrandPortal** to find posters, brochures and fliers. Print out the PDFs for free and display them at libraries, shopping areas and community bulletin boards. If your group meets in a restaurant, be sure to leave a poster and fliers with the manager.
- ☐ Post a fresh notice on **www.craigslist.org** inviting the public to a meeting.
- ☐ _____
- ☐ _____

June

- ☐ Attend executive committee meetings and report on public relations activities/accomplishments/plans.
- ☐ Continue regular production of the club newsletter.
- ☐ Prepare and distribute news releases about upcoming club activities.
- ☐ Update the club website.
- ☐ Visit **www.toastmasters.org/BrandPortal** to find posters, brochures and fliers. Print out the PDFs for free and display them at libraries, shopping areas and community bulletin boards. If your group meets in a restaurant, be sure to leave a poster and fliers with the manager.
- ☐ Post a fresh notice on **www.craigslist.org** inviting the public to a meeting.
- ☐ Meet with the incoming executive committee and give files to the newly elected vice president public relations. Help prepare the new vice president public relations for office.
- ☐ _____
- ☐ _____

LEADERSHIP EVALUATION GUIDE

All Toastmasters know that feedback is essential to learning. This is true for leadership roles as well as for pre-presenting speeches. Before you leave office, make copies of this evaluation guide, distribute it to club members, and ask them to evaluate your performance as vice president public relations. You can use the information to improve your performance in your next leadership role and to help you prepare your successor for office.

Note to the Evaluator: Each officer must meet performance standards. These standards guide officers in understanding their roles while helping members identify the performance they should expect from officers. Please answer the questions below pertaining to the Vice President of Public Relations' or Public Relations Officers' standards and offer comments or specific recommendations where warranted.

- ☐ What new information or practices did the VPPR/PRO learn at club/district officer training and other district events that he or she shared with the club/district?
- ☐ Which of the VPPR's/PRO's promotions of the club/district to the local media do you believe was most effective? Why?
- ☐ Did the VPPR/PRO engage with the local media and send out news releases?
- ☐ Did any of the clubs/districts news releases result in publicity?
- ☐ Did the VPPR/PRO assist with keeping the club/district newsletter and website current?
- ☐ How do you think the newsletter and/or website helped promote the club and/or district to the public and the media?
- ☐ Did the VPPR/PRO promote club/district membership campaigns and incorporate them into public relations efforts? Describe the method you observed to be most effective and why do you believe it was successful?
- ☐ How did the VPPR/PRO keep club/district members abreast of upcoming events and programs? Do you believe his/her methods were effective? Why or why not?

INDEX

A

- Advertising vs. Public Relations 9
- Approaching the News Media 29
- Artwork, Newsletter 25
- Arrange for a Replacement or Assistance 40
- Attend Club and District Officer Training 39
- Attend Executive Committee Meetings 40
- Attend Other Toastmasters Activities 40

B

- Brand Stewardship: Protecting the
 Toastmasters Name 8
- Brand Guidelines 42
- Brand Portal 26

C

- Calendar Listings 24, 25
- Club and District Newsletter, Producing a 25
- Company Publications 24
- Content, Newsletter 25
- Copyright and Trademarks 27
- Creating a Media List 14

D

- Design, Newsletter 25
- Duties and Responsibilities 7
- Do's and Don'ts of PR 36

E

- Evaluation Guide, Leadership 58
- Events to Publicize 11, 35

F

- Fact Sheet, Creating a 15, 16, 45
- Find Success as a Leader, Club and District Officers 38

G

- Goal-setting 10
- Goals of Public Relations 6

H

- Headlines, Home Run 18

I

- Interview Guidelines 33
- Introduction to Public Relations 5

L

- Layout, Fact Sheet 16, 45
- Layout, Newsletter 25
- Layout, News Release 17, 18, 19
- Leadership Evaluation Guide 58
- Leadership and Speaking Tips 46
- Leading a Team 38
- Logo, Toastmasters 8, 42

M

- Media Center, Online 18, 20, 47
- Media, Contacting the 29
- Media Coverage, Securing 30
- Media Kit, Creating a 20
- Media List, Creating a 14
- Media Placement 30
- Meetings, Executive Committee 40
- Mission of Toastmasters International 2
- Monitoring Progress 32, 38

N

- News Media, Tips on Working With 29
- News Release, Writing a 17
- News Releases, Sample 19, 47-51
- Newsletter 25

P

- Photos 20
- Pitch, Writing a 30
- Pitch, Sample 31
- Planning a Public Relations Program 10
- Prepare Your Successor for Office 40
- Promote Toastmasters in Your Community 35
- PR Calendar and Club Checklist, Toastmasters 52
- PR Resources 43, 44
- Public Relations Committee 7
- Public Relations, Definition of 6
- Public Relations Goals 6
- Public Relations Officer, Define Role of 6
- Public Relations Program, Planning a 10
- Public Service Announcements (PSAs) 24
- Publicity Materials, Prepare 15

S

Social Media 13
Speaking and Leadership Tips 46
Special Events 34
Successor, Prepare Your 40

T

Target Audience, Identify the 12
Techniques and Standards for Success 34
Tips for Creating a Professional-Looking
News Release 17
Toastmasters Club Mission 2
Toastmasters International Mission 2
Toastmaster's Promise 2
Tools for Success 43
Trademark 27
Training, Club and District Officers 39

V

Vice President Public Relations (VPPR),
define role of 6
Video, Creating a 22

W

Website, Club and District 21
Web Resources 43
Who is Responsible for the PR role 6
Writing a News Release 17
Writing Pitches: Selling Story Ideas 30



www.toastmasters.org