



PUBLIC RELATIONS OFFICER REPORT TO DISTRICT COUNCIL - OCTOBER 19, 2011

1. Launched the following Brand Refresh awareness campaigns:
 - a. Write up with useful links sent to all members (Founder's eNewsletter)
 - b. Write up and links published on the Founder's website
 - c. Write up and links on the hardcopy "Founder's Magazine" that is distributed at contests and conference
 - d. Initiated PRO contest for "Brand Stewardship"
 - e. Message by example – website and newsletters conform to new brand.
2. Identified new printer and mailing service, negotiated good rates and completed printing and mailing of the District Conference postcards to all Founder's District Toastmasters
3. Researched projectors and purchased a 'future proof' projector for the District
4. Published the following eNewsletters:
 - a. July 15th Founder's eNewsletter
 - b. Aug 15th Founder's eNewsletter
 - c. Sept 15th Founder's eNewsletter
5. Published Founder's Journal – hardcopy on Sept 30th
 - a. Negotiated excellent rate and printed 2,000 copies
 - b. Distributed copies to DG, LGET, LGM; copies to be distributed at Division contests and District Conf
6. Published the following new articles (website and/or eNewsletter) in Sept/Oct:
 - a. Show the World – Have a Great Club Website
 - b. Toastmasters in the Corporate World – "Improved the Bottom Line" Declares the President of *ima*, Newport Beach
 - c. "Goodness Gracious" - Overheard in an Internet Chat Room...
 - d. Achievement Is the Product of Commitment
 - e. The Secret Club of 32 DTMs!
 - f. 25 Years of Service, Fun and Learning
 - g. Wind Beneath My Wings: Soaring with Toastmasters
 - h. Market Your Club to Future Leaders – Leverage the Toastmasters Brand Refresh to Appeal to X, Y and Baby Boomer Generations
 - i. Beef Up an Anemic Program in Your Club!
 - j. Chris Gregory, an Emblem of Affirmation, Busy Looking Out for Others, and Acknowledging Other's Strengths
 - k. 80th Annual International Convention: From a Volunteer's Perspective

Announcements:

- Please send your ideas for articles or articles for publication to Dr. Patricia Adelekan (p_adelekan@yahoo.com or call 714 628 9844)
- Judge's Bureau is seeking volunteer judges for exciting community contests; contact Avis French (eavisf@sbcglobal.net)

Submitted by: *Neel Sirosh, DTM*

THANK YOU FOR YOUR SUPPORT!

Goals: Build membership, gain public recognition and enhance local perception

Objectives: Build membership and increase awareness of Toastmasters International and its programs within the Founder's District

DISTRICT TECHNOLOGY CHAIR
Dan Cossack, DTM

CHIEF EDITOR WEB CONTENTS
Meline Talarian, ACB, ALB

DISTRICT JOURNALISTS CHAIR
Patricia Adelekan, DTM

CHIEF-EDITOR FOUNDER NEWSLETTER
Natalie King-Bhagat

PHOTOGRAPHY CHAIR
Harry Yan, DTM

AWARDS AND RECOGNITIONS CHAIR
Colette Gardner, DTM, PDG

JUDGES BUREAU
Avis French, CTM, CL

SOCIAL MEDIA CHAIR
Mahesh Patel, DTM

SPEAKERS' BUREAU
Victor Broski, ATM, CL

EMAIL LIST COORDINATOR
Camthy Nguyen /Ed Smith, ACS, CL

COMMUNITY RELATIONS CHAIR
Fred Springer, DTM

BULK MAIL CHAIR
Mary Berg, DTM

"Good public relations is anything that produces a positive result and stimulates the reader or listener to do something, such as visit a club meeting, check the District website or attend an open house."



**Public Relations
Toastrmasters International Web Resources and Materials**

Web Resources	
Toastrmasters International Media Center	http://mediacenter.toastmasters.org/
Officer Resources	toastmasters.org/Members/OfficerResources.aspx
Product Guide	toastmasters.org/1205
Virtual Brand Portal	toastmasters.org/VBP
Club website	toastmasters.org/Free_Web_Site
Communication Track	toastmasters.org/CommTrack
Conduct Club Business	toastmasters.org/ClubBusiness
DCP Rules and Requirements (PDF)	toastmasters.org/DCPmanual
District website List	toastmasters.org/Distwebsitelist
DVD Clips (from Welcome to Toastmasters)	toastmasters.org/DVDclips
Educational Program	toastmasters.org/EducProgram
Leadership Track	toastmasters.org/LeadTrack
Logos	toastmasters.org/Logos
Meeting Roles Descriptions	toastmasters.org/Meetingroles
M/PR Newsletter	toastmasters.org/M/PRNewsletter
Order Form (PDF)	toastmasters.org/Orderform
Shop the Online Store	toastmasters.org/Shop
Policies and Procedures	toastmasters.org/Policiesandprocedures
Promotional Materials	toastmasters.org/Brochures
Recognition Awards	toastmasters.org/Awards
Speechcraft Description	toastmasters.org/Speechcraft
Success/Communication and Success/Leadership	toastmasters.org/SuccessPrograms
Web Page Use	toastmasters.org/Web_Use
Toastrmasters Emails for Member Questions	toastmasters.org/Departments
Materials available for download	
Item Number	
99	Find Your Voice
101	Confidence. The Voice of Leadership
108	From Prospect to Guest to Member
211	Expanding Your Horizons
217	Training Club Leaders
354	Your Membership Provides Fliers
1151	Radio Spot Announcements
1140	Let the World Know: Publicity and Promotions Handbook
1205	Product Guide
1212	Educational Program Descriptions