



PUBLIC RELATIONS OFFICER REPORT TO DISTRICT COUNCIL – FEBRUARY 29, 2012

1. Established GotoMeeting account to conduct District-sponsored webinars
 - a) "Transition to FreeToastHost 2.0" with Dan Cossack (Jan 2012)
 - b) "Speechcraft" with Alfred Herzing (Feb 2012)
2. Established non-profit bulk mailing account at the LA Post Office, close to cost-effective printers
 - a) Mailed out reminder postcards to 800 non-renewing members, in collaboration with LGM (Dec 2011)
 - b) Mailing out a second batch of 1200 post cards (Feb 2012)
3. Published the following eNewsletters:
 - a) Oct 17th Founder's eNewsletter
 - b) Nov 25th Founder's eNewsletter
 - c) Dec 17th Founder's eNewsletter
 - d) Jan 17th Founder's eNewsletter
4. Published the 2nd Edition of Founder's Journal in January 2012
 - a) Negotiated excellent rate and printed 2,000 copies
 - b) Distributed copies at LACE North and LACE South, and the Marketing Workshop, Rosemead
5. Published the following articles (website and/or eNewsletter) Nov-Jan:
 - a) Founder's District Fall 2011 Conference – Smiles Aplenty!
 - b) FreeToastHost 2.0
 - c) Grammarian's Corner: Non-Count Nouns
 - d) Founders District's Facebook Page
 - e) 21st Visionary Leaders Find a Need and Fill It
 - f) LACE - 15 Good Reasons to Attend
 - g) Seeking Leaders
 - h) The Roadmap for Success
 - i) A Convergence of Philosophies
 - j) Dragged, Kicking and Screaming - into the 21st Century
 - k) A Stronger Brand Means a Stronger Organization
 - l) Get the Point?
 - m) Membership Growth and Retention Promotions
 - n) Founder's Globe Award
 - o) Diamond Web Award
 - p) A stepping stone for Greatness
6. Judge's Bureau events completed by Avis French:
 - a) American Legion Oratorical (Dec 2011)
 - b) Orange County Academic Decathlon (OCAD) (Jan 2012)
 - c) Test Proctors, Super Quiz Proctors (Jan 2012)
 - d) La Habra Lions Club (Feb 2012)

Announcements:

- Please send your ideas for articles or articles for publication to PRO@foundersdistrict.org or Dr. Patricia Adelekan (p_adelekan@yahoo.com or call 714 628 9844)

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

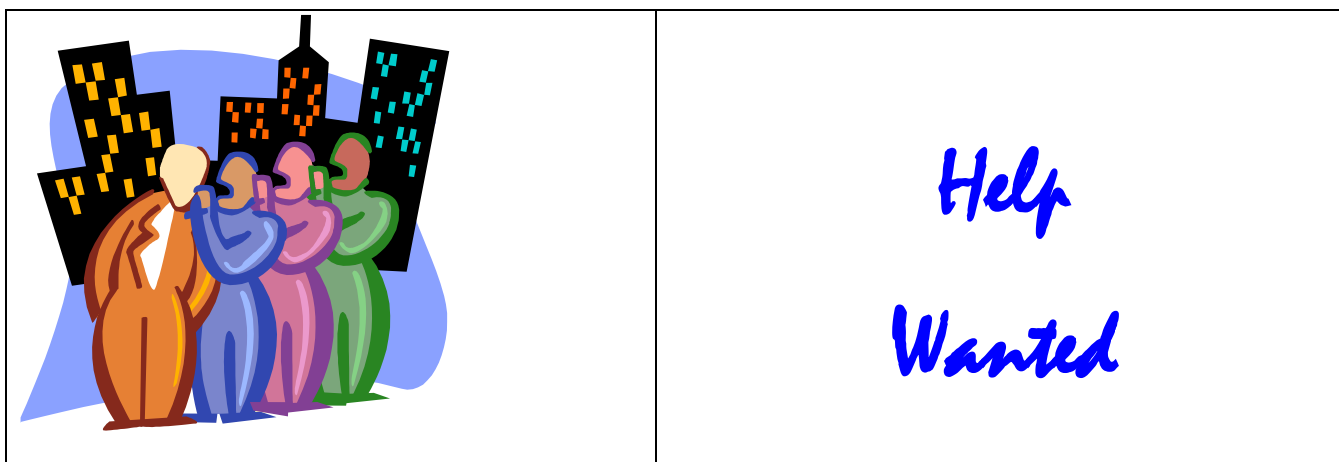
SPEAKERS' BUREAU
Victor Broski, ATM, CL

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."



The following community judging opportunities need help with their event.

Date	Event/Venue/Theme	Time	# Judges
03/03/2012	Reseda Zone Lions Club Contest 7901 Lindley Ave, Reseda <i>What could the America of yesterday teach the America of Tomorrow?"</i>	9:00 – 10:30 AM post contest snacks	1
03/12/2012	Saddleback Region Lions Contest Costa Mesa Golf Course <i>What could the America of yesterday teach the America of Tomorrow?"</i>	6:00 Social 6:30 dinner 7:30 contest	1
03/21/2012	Orange Sunrise Rotary Club YMCA, Orange <i>Reach Within to Embrace Humanity</i>	5:30 PM contest followed by light dinner	2
03/29 – 31/2012	HOSA Competitions Hyatt Regency, Garden Grove	All day	Many
03/31/2012	Rotary District 5320 Areas Contest, Orange Coast College <i>Reach Within to Embrace Humanity</i>	8:30 AM – 12:00 Noon	6

Please contact: Avis French, Chair, Founders District Judges Bureau

community@foundersdistrict.org

949-667-0682