

FOUNDER'S DISTRICT

WHERE LEADERS ARE MADE



FOUNDER'S DISTRICT PUBLIC RELATIONS REPORT AUGUST 2012

We have a lot of big plans this year and we are just getting started. Here's what's been done so far:

1. New website design is underway. Plans to unveil the new site in time for the District Conference registrations.
2. Plans are being made to move all of the division websites to Google sites and consolidate the domain names under the foundersdistrict.org domain. This will make it easier for our members by having a consistent presence ever year.
3. Many clubs still have old and outdated web sites. We will be working with as many clubs as possible to get them updated.
4. Launched new Founder's District TV video podcasts and published first two episodes. Episode 3 and 4 are already in plans to begin shooting.
5. All articles are in for the first newsletter this year. The newsletter will be available at the beginning of September and available for the Marketing Workshop and Division contests.
6. Sent email blasts for the contest training, marketing workshop, and Founders District TV announcement. The email response for the Founders District TV announce was our most successful ever but is still far below than what I want to achieve. We will continue to improve this area.
7. Set up a new phone number for the District Governor. The permanent phone number is 714-643-2490.

Announcements:

1. We are accepting articles for either the web site or the newsletter. Articles should be 400-750 words and best if accompanied by a photo. Author should submit photo and bio. Please send your submissions to PRO@FoundersDistrict.org.
2. Please let us know when anything special is happening in your area. Perhaps something that would be appropriate for a spot on the new Founder's District TV. Send me your ideas and suggestions to PRO@FoundersDistrict.org
3. We are still looking for a few good people to join the team. If interested, send me an email at PRO@FoundersDistrict.org or call me at 949-836-9500.

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

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"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."

Submitted by: Daniel Cossack, DTM
2012-2013 Public Relations Officer