

FOUNDER'S DISTRICT

WHERE LEADERS ARE MADE



FOUNDER'S DISTRICT PUBLIC RELATIONS REPORT OCTOBER 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. Work on the new web site is delayed because of time spent on the video podcasts. I did not want to disrupt the conference registration so will roll it out after the conference is over.
2. Working with George Day to record a tutorial for division webmasters to transfer over to the Google web sites. As soon as this is done, we start the process of division web site transition.
3. We now have published 7 episodes of the Founder's District TV. We have also recorded 4 conference promos and highlights of division contests that will be released this month.
4. There are about 9 community events in 2013 that will need judges from Founder's District. Avis French and Siri Payakapan will be splitting the work to fill the judges positions. We are trying to increase the awareness of these judging opportunities to all of our members in the District.
5. We did not print the September newsletter and only distributed it electronically. We do plan to print and distribute the December newsletter.
6. Jim Paget will be joining the team as the District Webmaster.

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

DISTRICT WEBMASTER

Jim Paget, DTM

EDITOR-IN-CHIEF

Robin Itzler, ACB

DISTRICT JOURNALISTS CHAIR

Open

MANAGING-EDITOR

Rachel McCallum

PHOTOGRAPHY CHAIRS

Richard Daugherty, DTM

Linda Daugherty

VIDEOGRAPHY

Jon Hartowicz

AWARDS AND RECOGNITIONS CHAIR

John Barry

JUDGES BUREAU

Avis French, CTM, CL

Siri Payakapan, DTM

SOCIAL MEDIA CHAIR

Chris Gregory, DTM

SPEAKERS' BUREAU

Victor Broski, ATM, CL

EMAIL LIST COORDINATOR

Open

COMMUNITY RELATIONS CHAIR

John Barry

"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