

TOASTMASTERS
INTERNATIONAL®

When You Are the

Vice President Public Relations

**A Guide to
Effective Club
Leadership**



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Vice President Public Relations

A Guide to Effective Club Leadership

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The Mission of the Club

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

The Mission of Toastmasters International

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

Vision

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member and respect for the individual. These are values worthy of a great organization, and we believe we should incorporate them as anchor points in every decision we make. Our core values provide us with a means of not only guiding but also evaluating our operations, our planning and our vision for the future.



Being a Toastmaster means more than simply making a commitment to self-development. Everyone who joins a Toastmasters club is making a commitment to the club, to its members and to the organization as a whole.

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 educational and recognition programs;
- To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.



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You Are the Vice President Public Relations

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As vice president public relations, you – with your public relations committee – are responsible for coordinating an active public relations and publicity program. Your job is vital to the growth and success of the club; your efforts help to attract new members. Not only do new members bring fresh personalities and ideas, they provide your club with a stronger base of leaders.

This office carries many responsibilities, yet it also has many rewards. During your term you will have the opportunity to develop and practice skills that you can use in all areas of your life. You will also learn leadership skills, such as how to set goals, plan, develop strategies, delegate, coach and recognize people for their efforts. These skills will be discussed later in this book.

You will serve as part of a team with the president, immediate past president, vice president education, vice president membership, secretary, treasurer and sergeant at arms. Brief explanations of their duties are listed in the appendix. All of you are responsible for making your club dynamic and enjoyable for all members and for seeing that the club is a Distinguished Club. You can accomplish this through regular, productive executive committee meetings and through careful goal setting, planning and monitoring of progress.

As you plan your term, activities and goals, remember that a Toastmasters club is a volunteer organization. Like any volunteer organization, its funds are limited. Members who volunteer for office may not be reimbursed for many of the expenses they incur while serving in that office, including, but not limited to expenses related to phone usage and mileage. Any expenditures

for which you want reimbursement must be authorized in advance by the club and supported by receipts or other documentation.

This manual contains all the basic information you need to administer an effective public relations program. In it you will find:

- A brief outline of the standards for the vice president public relations.
- Detailed explanations of how to meet these standards.
- Leadership techniques you can use to carry out these responsibilities.
- An explanation of your role at a club meeting.
- The tools and resources available to ensure a successful public relations program that meets the club's needs, and a calendar listing important dates.

This manual will be invaluable to you throughout your term of office. However, it should not be your only resource. Note the references throughout this book to other materials you'll want to have on hand. The Calendar/Check-list will be especially helpful to you. It lists by month the activities and events you should be addressing. The club-officer training programs conducted by your district, also are invaluable.

Standards for Success

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Each club officer must meet performance standards. Following is a brief outline of your standards as vice president public relations; the rest of this book explains how to fulfill these standards.

Outside of the Club Meeting

1. Attend district-sponsored club-officer training.
2. Protect and publicize the TI brand.
3. Promote the club to local media.
4. Maintain a club Web site.
5. Join a Toastmasters-moderated social networking Web site.
6. Produce and distribute a club newsletter, preferably via e-mail.
7. Promote membership programs.
5. Attend club executive committee meetings.
6. Attend other Toastmasters events.
7. Arrange for a replacement if unable to attend a club meeting.
8. Prepare your successor for office.

At the Club Meeting

1. Announce upcoming events and programs.
2. Gather information for the newsletter or Web site by asking for story contributions or covering club news yourself.
3. Greet members and guests.

Club Officer Training

Every June, July and August, and every December, January and February, your district conducts club officer training. These programs include a review of each officer's responsibilities and tips for fulfilling them. The programs allow you to meet officers from other clubs and

provide an opportunity to share ideas and keep up on current information. You should make every effort to attend. Contact your district lieutenant governor education and training or visit your district Web site for information about the next program where you will learn more about the duties involved with handling public relations for your club. Links to district Web sites are available at www.toastmasters.org/distwebsitelist.

Protect the Toastmasters Name

As VPPR, you're a guardian of the organization's image. It's important that you consider Toastmasters' branding guidelines and properly brand your club's promotional material. Is it professional in appearance? Does it represent TI as an organization at its best? Whether you're sending an e-mailed newsletter, updating your club's Web site or communicating to the public in any other way, always consider the image you want to project for your club and Toastmasters International. The first step in accomplishing this is in protecting the use of the Toastmasters logo and text emblem.

The Globe Logo vs. the Text Emblem: Which to use?

The Toastmasters "globe" logo is recognized worldwide. But over the years, the organization has also used a graphic image of the Toastmasters name as an alterna-

tive or in addition to using the official logo. This text emblem can, at times, be a better representative of Toastmasters International, depending on the project at hand. Both the logo and the alternative text emblem are acceptable to use on official Toastmasters materials. You're encouraged to use the text emblem as it best suits your needs: in addition to the logo or instead of the logo. But you should know the rules for using the logo and the text emblem, in any case:

- **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 WHQ. If you find materials that carry a logo or text emblem, be sure to ask for permission by e-mailing trademarks@toastmasters.org before copying and distributing any of it.
- **Using the Logo or Text Emblem on Your Own 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, clothing, etc.) without written approval from WHQ. Any such use is a violation of trademark law and TI policy. For example, Club 9999 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.

This is only part of the story. Be sure to visit www.toastmasters.org/brandtm and www.toastmasters.org/logos to read more about the appropriate use of the logo and the text emblem. You can also search for "brand" for information on protecting and promoting the Toastmasters brand.

What is Public Relations?

What motivated you to attend your first Toastmasters meeting? Maybe you were invited by a friend, saw an ad on a bulletin board or read about Toastmasters in a magazine or newspaper. Whatever the reason, it was public relations that got you there.

Good public relations is anything that produces a positive response and stimulates the reader or listener to do something, such as visit a club meeting, attend a Speechcraft program or stop by the Toastmasters booth at a trade show.

The "How To" of Public Relations

Most people join Toastmasters with a goal in mind – to gain confidence, improve communication skills or develop leadership abilities. Similarly, there are goals involved when embarking on a public relations campaign:

- **Build membership.** A good public relations program will attract prospective members.
- **Increase benefits.** Those members actively involved in a public relations campaign will gain experience not just in public relations, but in writing, advertising, publicity, promotion and marketing.
- **Gain public recognition.** This benefits the club and the individual members. Members will find that public relations efforts can lead to outside speaking engagements.

Public Relations vs. Advertising

The best aspect of public relations is that it's free. Interviews with the local media, press releases in newspapers, and public service announcements or appearances on radio and television are the most effective forms of public contact. And they are all free.

Debbi Fields, the founder of Mrs. Fields Cookies, says she never spent a penny on advertising. She built a multi-million dollar franchise by giving away cookies on street corners. Mrs. Fields did not need advertising. She used public relations.

Promote the Club to Local Media

Every activity of your club is a potential news story. Many are relatively routine and may receive only a brief mention. Others have greater news value with the opportunity for more extensive media coverage. Here are some examples:

- Announcements of regular meetings (calendar listings).

- Success stories about how club members have used their speaking or leadership skills to gain a job promotion or otherwise enhance their lives.
- Special club meetings on topics of interest to the community.
- Election or installation of officers.
- Important visitors or guest speakers.
- Club Communication Achievement Award presentation to someone prominent in the community or company.
- Major club and member awards such as Toastmaster of the Year, AC, AL and DTM awards.
- Speakers bureau.
- Club anniversary.
- Joint meetings.
- Club demonstration meetings.
- Club charter nights.
- Speech contest – club, area, division, district and regional levels.
- Special programs open to the public, such as Speechcraft, Youth Leadership, *Success/Leadership* and *Success/Communication*.

Every club should have a copy of *Let the World Know* (The pdf is available for free download at www.toastmasters.org/Let_World_Know), the Toastmasters International publicity and promotion manual. In addition to helping you prepare a public relations program, this manual lists events that deserve media coverage.

Working with the Media

Getting coverage in the media is an essential function of public relations. This process, known as “successful media placement,” is more an art than a technique. In order to master the art, the following questions must be considered:

1. Who is the audience being targeted?
You determine the target audience. Are you looking to kindle interest in corporate executives, doctors and nurses, single people or just people in general? Do you want to attract men and women of a certain age group or educational background? What kind of response do you expect from each audience?
2. How should the media be approached?

3. What kind of message will be appealing to both the media and its audience?

As you can see, your target audience must be defined before approaching the media, because you will have to ensure that the message you want to deliver will be well received.

Create a media list based on your target audience. For instance, if you’re targeting single people, contact a newspaper that offers a social-calendar section, or a radio station that broadcasts local community events. Likewise, if your local television affiliate shows a weekly business program and you want to target business professionals, contact the program director. Try joining in on local blogs to discuss the benefits of Toastmasters training. Many local news outlets offer blogs on their Web site for public discussions.

Approaching the Media

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

Whether you’re submitting a taped public service announcement or requesting an interview, be professional in your approach. Submit a succinct cover letter or e-mail promoting the event. Follow with a telephone call. Be sure to mention that Toastmasters is a non-profit educational organization, and that you are not soliciting donations.

Once you get approval to submit material, find out their submission requirements. Do they prefer a formal news release or just a fact sheet? Via e-mail, fax or mail? What are the deadlines? Can they use print or digital photographs?

Prepare Publicity Materials

It’s always useful to have a complete press kit available for the media. This kit should include:

- News releases concerning the event.
- Fact sheet about Toastmasters and your club.
- Audio and video public service announcements.

- Toastmasters International promotional literature/magazine.
- Biographical data on individuals mentioned in the release.

The most important of all these materials is the news release, for it describes your reason for contacting the media.

Here are some ideas for creating a professional, effective news release (see sample news releases in the appendix):

- The release must be typed and double-spaced in a professional-looking font.
- Include the name, title and telephone number of the contact person (generally you) in the upper left corner of the release.
- Type the date in the upper right corner.
- Include instructions "For Immediate Release" at the top. See samples in the appendix of this manual.
- Write a descriptive, brief headline.
- Write clearly and concisely. Lead with one or two sentences that will catch the readers' attention. Then make sure you include the who, what, where, when, why and how.

Every release should include a statement identifying Toastmasters International as a worldwide, nonprofit educational organization. This tells the readers that TI is established and popular (worldwide), inexpensive to join (non-profit), and beneficial to the individual (educational).

Here are a few additional news release tips:

- Make sure you're targeting the right audience.
- Edit the release for typographical errors, mistakes in grammar or incorrect information.
- Remember that this is a *news* release – avoid technical terms, "fluff" words and opinions.
- Try to tell a story of how Toastmasters has changed a member's life.

Appeal to the Media and the Audience

Although your public relations efforts are geared toward a specific audience, your work will be fruitless if you cannot prove to the media that your message is worthwhile.

Just as in giving a speech, in public relations you really must know your audience. Think about why Toastmasters appeals to you, and tailor that to the audience. How you handle the situation is entirely up to you. There are, however, certain media rules to keep in mind:

- **Be helpful.** Give them whatever they want; be accessible if they need you.
- **Be beneficial.** Prove to them that your message will benefit their audience, which will in turn benefit them.
- **Be precise.** Get the names right, make sure the information and format are correct, adhere to deadlines.
- **Be professional.** The biggest turn-off to the media representative is an inconsistent, unprofessional public relations person. Don't lose out on the opportunity for publicity because you are unprepared or unreliable.

Some Dos and Don'ts

- Watch your newspapers for articles about community organizations to better understand the kind of events covered and how they are written.
- Tune in television and radio news programs to learn how they handle non-profit organization publicity.
- Treat news contacts as busy professionals. Determine what they expect in a news release. Provide information about how Toastmasters training changes members' lives, even if you are simply announcing routine officer elections. But scale your news release to fit the importance of the event so you do not waste their time or yours.
- Create a "news alert" on a search engine like Google to get an idea of what types of articles are being written about Toastmasters in newspapers and other media.
- Accept the likelihood that you will "win some, lose some" and be grateful for those you win.
- Encourage all members of your club to come up with original ideas for club activities that are worth publicizing. If you have doubt about an idea you're considering, check with your news contacts.

Interviews and Talk Shows

An interview is essentially a question-and-answer session with one or more representatives of the media.

Radio and television talk shows always need interesting guests who can articulate their ideas well. Toastmasters are ideal for this! Be sure your media list includes all applicable talk shows in town and contact them regularly as well as when special events arise. Some Toastmasters have even parlayed a short interview into a regular appearance segment of a talk show.

If you initiate an interview, be sure that the interviewee is well prepared.

If a reporter initiates an interview, ask if he or she wants to explore any particular topics so that you can gather any necessary materials in advance.

Interview Guidelines

- Take advantage of this opportunity to promote your club and fellow members.
- Know your facts (how long the club has been in existence, the number of Toastmasters clubs in the city, etc.).
- Answer questions directly and briefly. The reporter will ask for more information if he or she wants it.
- 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.
- Be sure you understand the question. Ask for clarification if you need it.
- Say you don't know, if you don't. Make a note of the question and offer to get the answer. Let the reporter determine if he or she really needs the information.
- Avoid "off the record" comments. If you say it, they will print it.
- 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' Web page (www.toastmasters.org) so the audience can find out more about the organization.

Toastmasters International's Advanced Communication manuals, *Public Relations* (Item 226C) and *Communicating on Television* (Item 226J), have extensive information on media interviews and presentations.

Newsletters Now

In the past, club newsletters were mailed out, hard copy, to club members. This involved a lot of time and expense, as the VPPRs dealt with printing and mailing costs. And even when a club reimbursed the VPPR for these expenses, there was still the time and energy spent dealing with the printer and the post office. Today, creating a newsletter is much simpler and more cost-effective. If you have access to a computer and the Internet, you can create a professional-looking newsletter that will reflect current club news, lead viewers to the club's Web site, promote the club, as well as offer inspiration and tips to members – all in a timely fashion via e-mail.

Your fellow officer, the vice president education, performs duties which include e-mailing or posting the scheduled agenda prior to a meeting. Your newsletter's job, however, should focus on events that have already occurred, encouraging people to return for more fun and educational experiences. This boundary is not firm, however, as you may elect to promote an upcoming event such as a club contest, by mentioning it in the club's newsletter and Web site.

Produce a Club Newsletter

Although your top priority is to publicize your club throughout the community, it's also important to keep your club members informed. You can promote upcoming club events and foster camaraderie by helping them share information with each other. This is best accomplished through a club newsletter with additional material provided in the Web site.

You can produce the club's newsletter yourself or delegate the task. If you choose to delegate the task, bear in mind that it's your responsibility to see that any relevant information you receive from World Headquarters, such as items in TIPS (the online newsletter published by World Headquarters for club officers), is published in the club's newsletter. The newsletter editor needs to be kept informed of upcoming events or deadlines so they can be mentioned in the club newsletter for the benefit of all club members.

The editor might work with the Webmaster to create a newsletter with links to information presented on the Web site. This form of newsletter has the benefit of streamlining the e-mail and allows the club members to select what they want to read quickly.

If your newsletter contains contact information, you need to get written permission from the members for its use. The following disclaimer must be included in any publication (directory, newsletter or Web site) in which contact information appears: *"The information in this directory, newsletter or Web site 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."*

The following information is important to consider when publishing any Toastmasters-related materials. The newsletter editor should keep these points in mind.

Purpose: To Help Achieve the Club Mission

The club president serves as the newsletter publisher and is responsible for its content. The editor's role is to support the goals of your Toastmasters club by publishing articles that show in practical terms how to implement them in your club. In order to be successful, the editor needs to work closely with your club's executive officers – especially the vice president public relations and the vice president membership – and keep the editorial focus on the club's mission:

The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.

The club's executive committee should meet to establish policies regarding editorial content, submissions, and production schedules. Once the policies are formalized, they should be strictly adhered to.

Content: Build a Sense of Pride and Responsibility

The newsletter's primary function is to educate, motivate and inform its readers. It sets the tone for the club's mission of providing a "mutually supportive and

positive learning environment." Therefore, the newsletter should always include specific tips for helping members achieve their goals and become better speakers and leaders. In fact, if articles are not in some way directed and geared toward achieving the club mission, they probably should not be included in the newsletter.

Editorial Balance: Create a Recipe for Club Success

A successful newsletter will include the following key ingredients for helping to achieve the club mission:

- **Membership Programs**

Emphasize the importance of the club maintaining its charter strength of 20 members. A 20-member minimum prevents members from becoming overburdened with meeting and club responsibilities. Work with the vice president membership to promote the club's membership programs. Promote your club throughout the community and reprint membership-building ideas from the *Toastmaster* magazine. Encourage members to invite their friends and co-workers to club meetings, and explain the use of programs such as Speechcraft as a membership-building tool. Success 101 (fka Membership Building 101) (Item 1620) is an excellent free resource.

- **Educational Material**

Think about any problems your club may be having. Has there been a rash of "whitewash" evaluations lately? Are visitors not getting the treatment they deserve? Figure out a solution and write about it. Be positive. Don't mention any names. Make concrete suggestions. You can also generate articles on topics such as how to perform various jobs better, speech making tips from senior club members, explanations of club officer roles, requirements for educational awards, advice on leadership and mentoring techniques, explanations of rules of grammar and parliamentary procedure and brief reviews of the various Toastmasters programs. Basically, use any information that can help members meet their goals in terms of improving their communication and leadership skills. Be creative!

- **Recognition of Members' Achievements**

The newsletter should also welcome guests, introduce new members, feature short biographical sketches of members and officers, and acknowledge members' educational achievements. The newsletter is a tool for building a sense of pride and responsibility in being a member of a world-class organization. To accomplish this, articles need to recognize the efforts of outstanding individuals and try to stimulate others to follow their example. The newsletter can also encourage members to get involved in the various programs by sharing success stories and testimonials about personal growth through Toastmasters.

- **Administrative Information, Including Reports on the Club's Progress in the Distinguished Club Program**

A club newsletter should report on how the club is doing in terms of meeting the goals outlined in the program. The newsletter also should report club business, including meetings of the executive committee, and area and district activities. Of course, no newsletter is complete without member activities, such as outside speaking engagements, job changes, weddings, childbirths, etc.

- **Schedule of Events**

Publish a brief summary of past meetings as well as information and deadlines for upcoming district and club programs and events, such as elections, semiannual dues and contests. Encourage participation and attendance. Be sure to read TIPS in order to keep club members informed about the goals and programs of the organization.

Remember, your newsletter is not just a historical record and a meeting schedule. If it degenerates to that, it's failing to communicate. Never print an issue without ideas that relate to the mission of the club.

Note: Be sure to include the club's name, meeting time, location, contact telephone number, e-mail address and Web site address in each issue.

The Nuts and Bolts of Newsletters

- **Frequency of Publication**

How often you publish your newsletter depends on several factors. How much time can you devote to the publication? How much help can you get from fellow club members? Your newsletter should follow a regular production schedule while still maintaining the high standards necessary to reflect the character of the club.

- **Attracting Readers**

Study newsletters published by other clubs to gather ideas that will capture the attention of your readers. Here are just a few techniques:

- Publish unique and interesting educational articles.
- Call attention to items you want to emphasize by placing them at the top of the page, giving them a large and/or clever headline, and shading or boxing them.
- Use a lot of names; people love seeing their name in print.
- Keep articles brief and write simply and clearly.
- Make sure the text is distinct and easy to read.
- Keep the layout and appearance consistent from issue to issue.
- Logically organize news items and articles, giving prominent placement to items you want to make sure the reader will see.

- **Design and Layout**

Design your newsletter to make it visually attractive. The following are a few simple rules for creating an eye-appealing traditional newsletter. If you opt to create your newsletter using a word processing or other publishing program, these tips will help keep it visually appealing. You can attach this kind of newsletter to your e-mail. Be sure to include instructions in the body of the e-mail to open the attachment.

- Incorporate graphics in and around the text. However, don't clutter a page with too many graphics or graphics that are unrelated to the text.
- Try to achieve page balance – where each page looks interesting and inviting to read.

- Leave white space between copy – a “gray” page full of text is visually unappetizing. Break up solid blocks of typed copy with boxes, borders, creative hand-lettering and art work.
- Use a masthead or permanent heading on your newsletter. The main feature of the masthead is the name of the newsletter. It might also include a club logo. In addition, the masthead should contain:

- 1) Club and district name and number.
- 2) Area and state/province.
- 3) Publication date.
- 4) The editor’s and club president’s name, e-mail address and telephone number (for last-minute schedule changes and as a contact for potential members). You may incorporate this in a separate box (a “staff box”) on the back cover or elsewhere.
- 5) A streamlined alternative to the traditional-style newsletter is an e-mail composed of short introductory paragraphs with links leading to the full stories posted on the club’s Web site. Many modern newsletters opt for this style. It’s a good idea to post a page on your club’s Web site with the newsletter for those who can’t access it through e-mail. Whichever style you select, be sure to include club contact information in the body of the e-mail.

● **Editing**

Carefully proofread your newsletter for typing errors or mistakes in grammar. Pay close attention to spelling and punctuation; use a dictionary and thesaurus. Replace long, multi-syllable words with short ones. Writing should be simple and easy to understand.

Before the newsletter is e-mailed, it should be edited and proofread several times by different people.

● **Circulation**

Send your newsletter to anyone who might find it interesting and beneficial. In addition to club members, this includes guests, area and district officers, local newspapers, the local chamber of commerce, and community college speech and English departments.

Additional Benefits

Your club newsletter can lay the foundation for your overall publicity efforts. For example, your newsletter story announcing a forthcoming speech contest may be used instead of a news release in promoting your club to the community.

Many clubs have also found that their newsletter is a useful tool in attracting prospective members to the Toastmasters program. Always print a few extra copies to hand out and to have available at meetings for guests.

Personal Development

Probably the most frequently overlooked benefit of publishing a club newsletter is the opportunity for personal improvement in communication techniques.

Editing the club newsletter or writing some of the materials for it requires essentially the same kind of skills that club members seek to improve in communicating ideas. Although emphasis is on the written word rather than the spoken message, there is still the need for organized thought, entertaining and/or interesting style, good phraseology and grammar, and getting and holding the attention of the audience.

Many club members who have edited or contributed to their club’s publications have experienced an overall improvement in their communication skills.

Creating a Web Site

A professional-looking Web site is important for publicizing your club and attracting new members. Toastmasters International has a free Web-hosting service, FreeToastHost.org, that your club can use to create, maintain and host its own Web site. In addition to hosting your Web site, FreeToastHost.org provides templates you can choose from to design the site. No experience in Web site design is necessary.

FreeToastHost.org provides step-by-step instructions for creating and customizing your club’s Web site. Toastmasters International strongly recommends that you use FreeToastHost.org for your club’s Web site.

Web Page Reminders

Useful information to include on a Web page is:

- the club name, meeting time and location, and a contact telephone number and e-mail address

- the mission of the club
- the features and benefits of Toastmasters club membership
- Distinguished Club Program goals and progress
- membership-promotion ideas for the club's members
- a calendar listing information about club and district events
- a date identifying the timeliness of the information
- a link to the Toastmasters International Web site
- a link to the district Web site (if available).

Club Web sites should not contain material that is not relevant to achieving the mission of the club. Clubs may only place on their Web sites information about candidates for club, district or International office who are members of that club.

While the vice president public relations or Webmaster designs and maintains the club Web page, the club president is the publisher and is ultimately responsible for its content. Your club Web site 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 in their domain names.

Clubs may include on their Web pages the names, addresses, telephone numbers and e-mail addresses of club officers, the creator/maintainer of the page, club support personnel and individual members after having received express written permission from each individual. Individual member information (such as member addresses, e-mail addresses or telephone numbers) may be placed on club Web sites only if placed in a password-protected area.

Company Publications

Promoting Toastmasters within your company or organization opens another avenue for publicity opportunities. If your club is a corporate club, in-house publicity may be your best membership-building tool.

How can you get your club featured in your organization's publication? Just follow these steps:

1. Contact the editor and "sell" your idea for an article.
2. Invite top corporate management to your meeting.

3. Have pictures taken to enliven the article.
4. Mention names in the story. Employees will love the publicity and managers will be able to see who is participating.
- 5 Explain the benefits of membership, and include meeting time and place.

Members who belong to community clubs can also promote Toastmasters in their respective places of employment.

How and Where to Network Online

Toastmasters around the world can now connect through several online social networking sites that are moderated by World Headquarters. These venues offer a great opportunity to practice the art of networking and can help you become more comfortable interacting in small groups and in one-on-one conversations. These online forums are designed to encourage you to participate in virtual discussions, give suggestions to fellow Toastmasters and receive helpful hints on how to make the most of your Toastmasters experience.

Access official Toastmasters groups on the following social networks:

- **Facebook.com**
Key Word Search: Toastmasters International Members Group
- **LinkedIn.com**
Key Word Search: Toastmasters International Members Group
- **Ning.com**
Key Word Search:
ToastmastersInternationalMembers.Ning.com
(This group is by invitation only. To request an invitation, please e-mail
marketresearch@Toastmasters.org)
- **Plaxo.com**
Key Word Search:
ToastmastersInternationalMembers.PlaxoGroups.com
- **SelfGrowth.com**
Key Word Search: Toastmasters International

-
- **Xing.com**
Key Word Search: Toastmasters International Group
 - **YouTube.com**
Channel Key Word Search: ToastmastersWHQ

If you have any questions about these social networks, please e-mail Toastmasters World Headquarters at: marketresearch@toastmasters.org.

Enjoy networking!

The Public Relations Committee

Once you're elected to the position of vice president public relations, immediately enlist other members to serve on your public relations committee. These members can work with you to develop and implement your publicity programs. Assistance is vital; the tasks involved are too great for you to do alone.

Your committee members should be friendly and outgoing and have good writing skills. 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.

Attend Executive Committee Meetings

Regular executive committee meetings are vital to the success of the club. As a member of the executive committee, one of your responsibilities is to ensure the club is functioning well and is helping members in their self-development efforts. This is a good time to discuss with your fellow officers ideas for promoting your club and developing your newsletter or Web site.

Attend Other Toastmasters Events

Since you will represent your club to the media and to the public, you should be familiar not only with your club, but with other Toastmasters activities held locally. 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

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

Prepare Your Successor

Once your successor is elected, help him/her prepare to assume leadership. Make sure the newly elected vice president public relations has a manual, review the standards for the office of vice president public relations and remind him or her to attend district-sponsored training programs. Discuss any unfinished business, turn over any files you may have (including the club's press kit) and offer advice or information the incoming officer may find helpful. Your assistance in making the transition as smooth as possible is important.

Your Leadership Opportunity

As vice president public relations, you have many responsibilities – too many to carry out alone. Your public relations committee is your key to success.

As a leader, one of your responsibilities is to influence and inspire committee members (and other members of your club) and motivate them to achieve goals. Your position as vice president public relations is a terrific opportunity for you to develop and enhance your leadership skills while serving your club.

Successful leaders:

Set goals. As vice president public relations, you want to get publicity for your club. You should write down at least one specific goal you want achieved – to have the club president appear on a local talk show, for example. This is a realistic and attainable goal. Write down goals in order of priority.

Plan how to accomplish goals. Once goals are established, leaders draw up a plan of action to accomplish the goals. They break a big goal into smaller, more immediate goals to accomplish. Then they develop strategies and timetables from which to work.

For example, if one of your goals is to have the club president appear on a local television show, you would need to begin with a smaller goal—to meet with the television show’s producer to discuss the idea.

Delegate. Leaders are not afraid to release control and give responsibility to others.

Monitor progress. Leaders track progress toward goals and make alterations as necessary.

Coach team members when necessary. Coaching is essential to reinforce goals. Sometimes leaders are reluctant to coach because they feel uneasy when offering negative feedback. Coaching is important, however,

because it helps team members see their own strengths and weaknesses, and helps them build on their strengths and overcome their weaknesses. Leaders must constantly observe and give feedback.

The four steps to coaching are:

- Get agreement that a problem exists. You can’t solve a problem until you and the team member agree there is a problem.
- Discuss solutions. You and the team member should outline possible solutions to the problem.
- Agree on actions to be taken. Explain what behavior is necessary to produce the desired result, and develop a timetable for carrying it out.
- Follow up. Check periodically to see that the member is acting according to the agreement.

For example, a club member has volunteered to maintain the club’s Web site. However, the member has repeatedly been late in updating the site. 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. Explain how important it is to keep the Web site current.

-
- Discuss how the problem can be resolved.
Offer to find another volunteer to help if the member needs it.
 - Get a commitment from the member to update the Web site once a week.
 - Monitor the site over the next few months to see if the problem has been resolved.

Recognize achievement. Leaders reward those team members who perform well. The reward need not be tangible – a “thank you” or a smile will often suffice, as will an announcement during a club meeting.

As you lead, remember these tips:

- A good leader cares about his/her work and team members.
- A good leader is enthusiastic.
- A good leader is dedicated.

By following these guidelines, you will enjoy a successful and rewarding term as vice president public relations. For recognition ideas, got to www.toastmasters.org/Awards

Leadership Opportunities Beyond the Club

Your club is only one place in which to develop and practice leadership skills. Toastmasters International has other leadership development opportunities. You can serve as an area governor or division governor in your district, helping clubs to function effectively. You can even become public relations officer, lieutenant governor marketing, lieutenant governor education and training, or district governor. Service in these district positions provides the opportunity to learn new skills and to work with a variety of people all concerned with achieving common goals. Eventually you could be elected to the Toastmasters International Board of Directors and maybe even to the presidency of our organization. The possibilities are endless!

Vice President Public Relations Calendar/Checklist

The following calendar/checklist shows by month the activities and events for you. You may use the blank lines to add additional items.

June

Before taking office in July, you should:

- Attend district-sponsored club-officer training program.
- Meet with outgoing executive committee and obtain files from outgoing vice president public relations.
- Ask 1-3 members to be on the public relations committee.
- Meet with executive committee to complete Club Success Plan.
- Work with executive committee to develop club budget.
- Obtain vice president public relations manual from incoming president and read it.
- Review and order public relations materials from TI's online store.
- Obtain Toastmasters' publicity and promotion manual *Let the World Know*, available for free download at www.toastmasters.org/Let_World_Know.
- Solicit articles for the club Web site.
- Make arrangements to develop or take over an existing e-mailed club newsletter.
- Visit some of the Toastmasters-moderated social networking sites.
- _____
- _____

July

- Attend district-sponsored club-officer training program if you didn't attend in June.
- Meet with public relations committee to plan activities.
- Create a 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 creating one.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Solicit articles for next month's club newsletter.
- Update club Web site.
- 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 program if you didn't attend in June or July.
- Meet with public relations committee to plan activities.
- Send publicity kits to local media and invite them to attend a meeting.

- Prepare and distribute press releases about club activities.
- Continue regular production of the club newsletter.
- Display posters and brochures at libraries, shopping areas and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Solicit articles for the club newsletter.
- Update club Web site.
- Ensure that the club's meeting location and time are listed correctly with WHQ.
- 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 activities.
- Prepare and distribute press releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Display posters and brochures at libraries, shopping areas and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Continue to regularly solicit articles for the club newsletter and Web site.
- Publicize upcoming speech contests.
- Publicize upcoming district conference.
- Update club Web site.
- 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 activities.
- Prepare and distribute press releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Display posters and brochures at libraries, shopping areas and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans
- Continue to regularly solicit articles for the club newsletter and Web site.
- Update club Web site.
- Ensure that the club's meeting location and time are listed correctly with WHQ.
- _____
- _____

November

- Meet with the public relations committee to plan activities.
- Prepare and distribute press releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Continue to regularly solicit articles for the club newsletter and Web site.
- Update club Web site.
- If club elects semiannually, prepare to give files to incoming vice president public relations.
- _____
- _____

December

- Attend district-sponsored club-officer training program.
- Meet with the public relations committee to plan activities.
- Prepare and distribute press releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Update club Web site.
- If club elects semiannually, give files and manual to incoming vice president public relations.

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

- Attend district-sponsored club-officer training program.
- Ask 1-3 people to serve on the public relations committee.
- Meet with incoming executive committee to develop club budget.
- Read club vice president public relations manual.
- _____
- _____

January

- Attend district-sponsored club-officer training program if you didn't attend in December.
- Meet with the public relations committee to plan activities.
- Prepare and distribute press releases about upcoming club activities.
- Prepare and distribute club newsletter.
- Display posters and brochures at libraries, shopping areas and community bulletin boards. Post a notice on Craigslist.com inviting the public to a meeting.

- Attend executive committee meeting and report on public relations activities/ accomplishments/plans.
- Continue to regularly solicit articles for the club newsletter and Web site.
- Update club Web site.
- Review and order public relations materials from TI's online store.
- _____
- _____

February

- Attend district-sponsored club-officer training program if you didn't attend in December or January.
- Meet with the public relations committee to plan activities.
- Prepare and distribute press releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Continue regularly soliciting articles for the club newsletter and Web site.
- Update club Web site.
- _____
- _____

March

- Meet with the public relations committee to plan activities.
- Prepare and distribute press releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Display posters and brochures at libraries, shopping areas, etc.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Continue regularly soliciting articles for the club newsletter and Web site.

-
- Publicize upcoming speech contests.
 - Publicize upcoming district conference.
 - Update club Web site.
 - 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 WHQ.
 - _____
 - _____

April

- Meet with the public relations committee to plan activities.
- Prepare and distribute press releases about upcoming club activities.
- Continue regular production of the club newsletter.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Continue regularly soliciting articles for the club newsletter and Web site.
- Update club Web site.
- _____
- _____

May

- Meet with the public relations committee to plan activities.
- Prepare and distribute press releases about upcoming club activities.

- Continue regular production of the club newsletter.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Continue regularly soliciting articles for the club newsletter and Web site.
- Update club Web site.
- Prepare to give public relations files, including the club media kit, to newly elected vice president public relations.
- _____
- _____

June

- Continue regular production of the club newsletter.
- Attend executive committee meeting and report on public relations activities/accomplishments/plans.
- Meet with incoming executive committee and give files to newly elected vice president public relations. Help prepare new vice president public relations for office.
- Prepare and distribute press releases about upcoming club activities.
- Update club Web site.
- _____
- _____

Appendix

TOASTMASTERS
INTERNATIONAL



Web Resources

Branding	www.toastmasters.org/brandtm
Club Web Site	www.toastmasters.org/Free_Web_Site
Communication Track	www.toastmasters.org/CommTrack
Conduct Club Business	www.toastmasters.org/ClubBusiness
DCP Rules and Requirements (PDF)	www.toastmasters.org/DCPmanual
District Web Site List	www.toastmasters.org/Distwebsitelist
DVD Clips (from Welcome to Toastmasters)	www.toastmasters.org/dvdclips
Educational Program	www.toastmasters.org/EducProgram
Leadership Track	www.toastmasters.org/LeadTrack
Let the World Know	www.toastmasters.org/Let_World_Know
Logos	www.toastmasters.org/logos
Meeting Roles Descriptions	www.toastmasters.org/meetingroles
Order Form (PDF)	www.toastmasters.org/orderform
Order Products Online	www.toastmasters.org/shop
Organization Chart (PDF)	www.toastmasters.org/OrgChart
Policies and Procedures	www.toastmasters.org/policiesandprocedures
Promotional Materials	www.toastmasters.org//brochures
Recognition Awards	www.toastmasters.org/Awards
Speechcraft Description	www.toastmasters.org/Speechcraft
Success/Communication and Success/Leadership	www.toastmasters.org/SuccessPrograms
Web Page Use	www.toastmasters.org/Web_Use
WHQ E-mails for Member Questions	www.toastmasters.org/departments

Tools for Success

Following are some materials you may want to order to ensure a successful term as vice president public relations:

1205	Catalog (Up to 2 copies free) each add'l copy \$1.50	1153	Publicity Pack...Toastmasters International Press Releases, magazine and more \$1.75
1140	Let the World Know! – Publicity and Promotion Manual...Guide for implementing successful club, area and district publicity and public relations . . . \$2.50	1972A	Communication Achievement Award brochure...How clubs can honor a local dignitary for outstanding communication N/C
1150	Public Relations and Advertising Kit... Contains sample pamphlets, tips for promoting Toastmasters through the media and community (or company), publicity handbook, radio spot announcements, camera-ready ads, scripts, etc. \$20.00	1310L	Club Leader Essentials Use these essential items to make your term as VPPR a success! \$16.00
1151	Radio Spot Announcements... Series of 30-second public service announcements suitable for AM or FM stations CD . . . \$12.00		

Miscellaneous pamphlets and press releases are available for free or at minimal cost from the Toastmasters Web site, members.toastmasters.org/shop. Click the "Marketing and PR" tab. Then, click "VIEW ALL Marketing PR" on the left.

Home Run Headlines: Tips for Grabbing the Media's Attention

In these busy times, news organizations are showered with press releases, and it becomes a sport just getting your message noticed. Your press 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 a straight shooter. 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.
- Toss 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 lists. Editors love stories that list ideas 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 press 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.

FOR RELEASE: At Will

CONTACT: Suzanne Frey
949-858-8255
sfrey@toastmasters.org

NEWS
FROM

TOASTMASTERS

Toastmasters:

Because Public Speaking Skills Aren't Debatable

RANCHO SANTA MARGARITA, CALIF. – If you are like most people, public speaking is not your favorite pastime. Yet survey after survey shows that presentation skills are crucial to success in the workplace. The person with strong communication skills has a clear advantage over tongue-tied colleagues – especially in a competitive job market. Many people pay thousands of dollars for seminars to gain the skill and confidence necessary to face an audience. But another option is less expensive and held in high regard in business circles – Toastmasters International. This organization has been around for more than 80 years and offers a proven – and enjoyable – way to practice and hone the communication and leadership skills of its members.

From one club started in 1924 at the YMCA in Santa Ana, California, Toastmasters has grown to become the world's leading organization teaching public speaking and leadership skills and helping people conquer their pre-speech jitters. Since that first club was organized by Ralph C. Smedley, more than 5 million men and women have enjoyed the benefits of Toastmasters membership. The nonprofit organization now has approximately 235,000 members in 12,036 clubs in 106 countries.

HOW DOES IT WORK?

A Toastmasters club is a “learn-by-doing” workshop in which men and women hone their skills in a comfortable, friendly atmosphere. A typical club has 20 to 40 members, who meet weekly or biweekly to learn and practice presentation techniques. The average club meeting lasts approximately one hour. Membership is affordable; total annual fees are usually less than \$100.

Those joining a Toastmasters club learn communication skills by working in the *Competent Communication* manual, a series of 10 speaking assignments designed to instill a basic foundation in public speaking.

When finished with the first speech manual, members can select from among 15 advanced manuals to develop speaking skills that are geared to

– MORE –

specific interests. They are: *Public Relations, Specialty Speeches, The Entertaining Speaker, Speaking to Inform, Facilitating Discussion, Speeches by Management, The Professional Speaker, Persuasive Speaking, Technical Presentations, Communicating on Television, Storytelling, Interpretive Reading, Interpersonal Communication, Special Occasion Speeches* and *Humorously Speaking*. Members also develop and practice leadership skills by working in the *Competent Leadership* manual and the *High Performance Leadership* program, as well as serving as leaders at various organizational levels.

There is no instructor in a Toastmasters club. Instead, members evaluate one another's oral presentations and leadership activities. This evaluation process is an integral component of the overall educational program. Toastmasters members also give impromptu talks on assigned topics, conduct meetings, serve as officers in various leadership roles and learn parliamentary procedure.

The effectiveness of this simple learning formula is evidenced by the thousands of corporations that sponsor in-house Toastmasters clubs. These clubs serve as public-speaking and leadership training workshops for employees. Every year, more and more business and government organizations are discovering that Toastmasters is the most effective, cost-efficient means of satisfying their communication training needs. Toastmasters clubs can be found in the U.S. Senate and the House of Representatives, as well as in a variety of community organizations, prisons, universities, hospitals, military bases and churches.

COMMUNITY SERVICE

Toastmasters also benefit their communities by conducting the following types of programs:

- **YOUTH LEADERSHIP** – public-speaking training for junior and high-school students.
- **SPEECHCRAFT** – a “short course” in public speaking for adults in business, education, industry and government.
- **SPEAKERS BUREAU** – helps other nonprofit organizations and community and government groups tell their stories to the community.
- **GAVEL CLUBS** – bringing Toastmasters training to prisons and other institutions.
- **SUCCESS/LEADERSHIP and SUCCESS/COMMUNICATION PROGRAMS** – educational modules in a how-to format on topics such as conducting productive meetings, effective listening, parliamentary procedure, evaluation, creative thinking, leadership, management and training.

TOASTMASTERS INTERNATIONAL®

P.O. Box 9052 ■ Mission Viejo, CA 92690-9052
949-858-8255 ■ Fax 949-858-1207
www.toastmasters.org

SAMPLE RELEASE

FOR IMMEDIATE RELEASE

March 8, 20__

CONTACT: John Lewis
Center City Toastmasters Club
000-0000 or 111-1111
???@xxx.com

FOR IMMEDIATE RELEASE

SAM JONES CAPTURES TOASTMASTERS TITLE

Sam Jones is Center City's best speaker.

Mr. Jones defeated three other contestants in the Center City Toastmasters Club's annual speech contest Tuesday night at the Center City Community Center. He will compete here next month as the club's representative in an area-wide contest.

Other participants in last night's contest were (names). All are members of the Center City Toastmasters Club.

An accountant with the local Katz Manufacturing Company, Mr. Jones' speech was titled "Onward and Upward."

The area speech contest will be conducted at the Center City Community Center on April 8, and the public is invited. The Center City Club is one of more than 12,000 Toastmasters clubs around the world. Each spring, approximately 50,000 members compete in club-level speech contests. Through competition in the area, division, district and regional levels, nine contestants will vie for the title of "World Champion of Public Speaking," which will climax at the organization's _____ Annual International Convention, August __ to __ in _____ .

NOTE TO THE EDITOR: Mr. Jones may be contacted at:
Home: 000-0000
Business: 111-0000
E-mail: xxxxxxxx@???.com

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TOASTMASTERS

Standards for Other Officers

TOASTMASTERS
INTERNATIONAL

Leading your club is a big responsibility. That's why you have other officers to help. Following are brief outlines of their standards:

President. The president serves as the club's chief executive officer, responsible for general supervision and operation of the club. Standards outside of the club meeting are to: • Ensure club officers meet club officer and club meeting standards • Oversee plan to achieve Distinguished Club Program goals and ensure club is a Distinguished Club • Encourage communication and leadership development through promoting of CC, AC, CL and AL awards • Ensure club has an ongoing membership building program • Attend and vote club's proxy at district council meetings or ensure club member attends and proxies vote to that member • Attend Regional conference and International Convention and vote club's proxy or send proxy to district governor • Oversee administrative operation of club in compliance with the club Constitution and Bylaws • Maintain relationship with the district and with Toastmasters International • Schedule and chair monthly executive committee meeting • Arrange for a replacement if unable to attend a club or executive committee meeting • Search for leaders, ensure all club offices are filled for the succeeding term, and ensure timely elections are conducted • Prepare successor for office • Attend district-sponsored club-officer training. Standards at the club meeting are to: • Ensure meeting starts and ends on time • Make sure guests are warmly and enthusiastically introduced • Allow time before and after the meeting to speak with guests • Read and/or display the club mission at every meeting • Discuss the Distinguished Club Program and the club's progress and achievements in it • Recognize member achievements in Toastmasters and in their personal lives • Report on the "Moments of Truth" the club is achieving.

Immediate Past President. The immediate past president: • Provides guidance and serves as a resource to club officers and members • Chairs the nominating committee • Assists in the preparation of the Club Success Plan • Promotes the club's efforts to become a Distinguished Club.

Vice President Education. The vice president education is responsible for planning successful club meetings so that each member has the opportunity to achieve his or her educational goals. He or she is the second-highest ranking club officer, presiding at club and executive committee meetings in the absence of the president. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Plan club meetings, completing schedules and assignments at least three weeks in advance and confirming each schedule five to seven days before the meeting • Promote participation in the educational program. Get commitment from new members to achieve the CC award within one year or less and schedule them to speak accordingly. Get commitment from CCs to earn ACB awards within one year, and get commitment from ACB and ACS recipients to earn the next award within one year. Get commitment from members to earn the CL award, and get commitment from CLs to earn the ALB award within one year. Track all members' progress toward these awards • Orient new members to the Toastmasters program within two meetings after they join • Assign every new member a mentor • Attend club executive committee meetings • Attend district council meetings and vote the club's proxy • Vote at regional and international business meetings • Arrange for a replacement if unable to attend

meeting • Prepare successor for office. Standards at the club meeting are to: • Assign each new member to be a table topics participant at the first meeting after joining, to a meeting role at the third meeting or earlier, and to give the Ice Breaker manual project at the fourth meeting or sooner • Ensure a club member conducts The *Successful Club Series* programs “Evaluate to Motivate,” “Moments of Truth,” “Mentoring,” and “Finding New Members for Your Club” at least once per year • Monitor club performance quarterly in cooperation with the club president • Initial speakers’ Records of Assignments and ensure eligible members fill out their award applications.

Vice President Membership. The vice president membership is the third-ranking club officer. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Conduct ongoing membership building programs. Promote the membership goal of one new member per month and, if the club has fewer than 20 members, achieving 20 members by year-end or sooner • Promote club and Toastmasters International membership building programs and conduct a minimum of two formal club membership programs annually • Follow up on guests, new members, and members not attending meetings • For all prospective members, explain the educational program, get their commitment to join, collect membership applications, bring the applications to the club for voting and, if the members are accepted, collect dues and fees and give them to the treasurer with the applications • Attend club executive committee meetings • Attend and vote at area council meetings • Arrange for a replacement if unable to attend club meeting • Prepare successor for office. Standards at a club meeting are to • Greet guests and have each complete a guest card • Report on current membership, promote membership campaigns, and welcome new members • Work with the president and vice president education to ensure each new member is formally inducted at the first meeting after being voted in by the club • Help guests wishing to join complete the Application for Membership • Speak with fellow members to determine if their needs are being met.

Vice President Public Relations. (see your standards elsewhere in this manual)

Secretary. The secretary is the fifth-ranking club officer. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Maintain accurate membership roster and give it to treasurer to submit with dues • Submit the club officer list by visiting members.toastmasters.org or mail it to World Headquarters within 10 days after election • Handle general club correspondence • Keep club files, including the club charter, Constitution and Bylaws, minutes, resolutions, and correspondence • Attend club executive committee meetings • Arrange for a replacement if unable to attend meetings • Prepare successor for office. Standards at a club meeting are to • Record and read meeting minutes • Greet members and guests.

Treasurer. The treasurer is the sixth-ranking club officer. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Prepare a budget to be approved by the executive committee and membership within one month of taking office • Provide the bank with a new signature card by July 1/January 1 • Prepare and send dues statements by August 15/February 15 • Collect and send dues to World Headquarters by October 1 and April 1, and work with the vice president to contact members who have not paid dues • Submit new member applications and dues to World Headquarters within 48 hours after receipt • Pay bills as due • Keep records of all financial transactions • Present verbal and written financial reports quarterly (October 15, January 15, April 15, and July 15) • Submit club accounts for audit • Attend club executive committee meetings • Arrange for a replacement if unable to attend meeting • Prepare successor for office. Standards at the club meeting are to • Receive completed new member applications and dues • Announce when dues are due and explain dues structure • Greet members and guests.

Sergeant at Arms. The sergeant at arms is the seventh-ranking club officer. Standards outside of the club meeting are to: • Attend district-sponsored club-officer training • Schedule meeting location • Maintain club equipment and keep an adequate number of supplies • Attend club executive committee meetings • Arrange for a replacement and for assistance if necessary • Prepare

successor for office. Standards at a club meeting are to:

- Arrange the room at least 10 minutes before the meeting begins. Make sure the lectern is in place, evaluation forms and ballots are distributed, and the club banner, awards, catalog, progress chart and educational material are displayed. Arrange place cards and make name

- badges available • Greet members and guests and arrange for guests to sit with members • Greet the area governor and other visiting officers and escort them to the club president • Arrange for food service at meal meetings • Ensure the meeting starts on time • Collect ballots and tally votes for awards.

Leadership Evaluation Guide

All Toastmasters know that feedback is essential to learning. This is true for leadership roles as well as for presenting speeches. Before you leave office, make copies of this evaluation guide, distribute it to club members and ask for their evaluation of your performance as club 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 club officer must meet performance standards. These standards guide officers in understanding their roles while helping members identify the performance they should expect from club officers. Please answer the questions below pertaining to the vice president public relations' standards and offer comments or specific recommendations where warranted.

- What new information or practices did the VPPR learn at club officer training and other district events that he or she shared with the club?
- Which of the VPPR's promotions of the club to the local media do you believe was most effective? Why?
- Did the VPPR produce and distribute a club newsletter and/or maintain a club Web site?
- How do you think the newsletter and/or Web site help achieve the club mission?
- Did the newsletter and/or Web site include specific tips for helping members achieve their goals?
- What was your favorite tip/article and why?

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- What was your least favorite tip/article and why?
 - Was the procedure for submitting contributions to the newsletter/Web site easy to understand and follow? Why or why not?
 - Were members' achievements promptly recognized in the newsletter and/or Web site?
 - What was your favorite membership building program? Why?
 - What was your least favorite membership building program? Why?
 - Did the VPPR promote club membership campaigns and incorporate them into public relations efforts for the club? Describe the method you observed to be most effective and why do you believe it was successful?
 - How did the VPPR keep club members abreast of upcoming events and programs? Do you believe his/her methods were effective? Why or why not?
 - Did the VPPR warmly and enthusiastically welcome members and guests at every meeting?

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