



Public Relations

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The slide features a white background with a thin black border. The text "Public Relations" is centered in a bold, dark blue font. At the bottom, there is a solid blue horizontal bar containing the "TOASTMASTERS INTERNATIONAL" logo in white, uppercase letters.

Objectives



- Responsibilities
- Publicity
- Press Release
- Promotions
- Resources

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Responsibilities

- Developing publicity for:
 - Growth
 - Awareness
- Working with the leadership team
- Protecting the Toastmasters name



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Your responsibilities include:

- Developing publicity for members and club growth, as well as creating awareness for non-members (as we'll get into later in the session).

- The PRO has a team of partners who will support you and offer assistance as needed. Please make the effort to get to know the other members of your team: the district governor (DG), the lieutenant governor education and training (LGET) and the lieutenant governor marketing (LGM). These other members of the team will help you as you will no doubt be of great help to them. It's important to work closely with the LGM so that all materials your team creates are consistent. Consistency lends a more polished, professional image to your district.

- Protect the Toastmasters name: Our branding is represented by our name. It is crucial you maintain the copyright, trademark and branding of Toastmasters International. How you, as the PRO, relate Toastmasters to the members and non-members is critical. The TI brand should be the same from district to district, worldwide.



Public relations is the art of generating a favorable relationship with the public. This is often done through publicity from various media sources.

It works! There's news that happens and there's news that you create. You can create newsworthy events. Don't wait for the press to find you – you find the press.

Tell them about:

- Member achievements
- Success stories from members
- A humorous or tall tales speech contest
- The value of storytelling in public speaking
- What else can you add to this list?

In a publicity plan, you must determine the ultimate goal of any activity. Is it increased visibility? Increased respect for TI?

Your bottom line is increased membership and clubs. Everything else should lead to that.

Your Story



Is it:

- Relevant?
- Unique?
- Attractive?

www.toastmasters.org/inthenews **TOASTMASTERS**
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Put yourself in the readers' shoes. Why should the media publish this story? What's in it for them? Make sure your information serves the readers' needs and interests.

Good topics include:

- District speech contest winners
- Evaluations of job interviewing skills
- Evaluations of a high profile leader's speech

Check TI's newsfeed for examples of successful publicity. Visit "In the news" on the Toastmasters Web site: toastmasters.org/inthenews



Find the angle to your story. Find your spin. Notice the first line: "IBM Starts Toastmasters Club" in comparison to "Helping Employees Gain Competitive Edge." What sounds better?

Ask:

What's your news hook?

How will readers or viewers benefit from this information?

What's in it for them? (Just like a speech!)

You may want to write a story on the upcoming district conference. Don't just announce the date and place of your next district conference. Show reporters how the public will gain from their coverage of this event:

- Vivid descriptions of events
- Valuable workshops on important topics

Make an ordinary event extraordinary!

Press Releases



- Find opportunities
- Develop relationships
- Submit to local media
- Follow up

Handout #1 & #2

- Find opportunities: Know what is going on in your district. Find out exciting experiences of members (how TI has helped them?) for example.
- Develop relationships: Establish relationships with the local press/media.
- Submit to local media: Keep them in the loop with TI members and functions. Consistency is extremely helpful with the press/media and maintains that relationship you are wanting.
- Follow-up: Remember to follow-up after you submit an article, make a phone call, or e-mail. Use various ways and means to stay in contact with the press/media.

Don't expect your release to be picked up and published all the time – expect the likelihood that you will win some and lose some, and be grateful for those you win. (Don't alienate editors when you lose!)

Public relations is about doing a good job and letting the world know about it. You practice PR when you invite a non-member to a club meeting and the event is of such high quality that this person returns for more.

Still, for most PROs, the most effective way to reach a lot of people is through publicity. For that, you'll need press releases. Remember, a huge forest fire can

start with a single flame. In the same way, you can create a lot of publicity with a single document.

In addition to a press release, you might have a time when you are writing a short story or a blurb for the district Web site that requires creativity.

How do you write a terrific press release?

- First, you must know what a press release is and what it hopes to accomplish.
- Target it to the intended reader and viewer.
- Pique the editors' interest.
- Make it easy and fast to read: short sentences and paragraphs.
- Be sure to use official Toastmasters stationery.
- Available free of charge on the Toastmasters Web site.

See handout #1: Want to be on TV

Follow this format!

- Notice where the contact information is placed.
- Notice the format of the bulleted items. The line with the date in it is known as the "dateline" – be sure to include the location.
- Notice the length of the press release.
- Use strong verbs and careful writing. Make it shine!

See handout #2: Sample of Actual Press Release



Often, the images you send along with a press release will “sell” the story to the media. A picture is worth a thousand words!

What do you need to keep in mind for most media outlets?

What does “DPI” mean? “DPI” means “Dots per inch.” A 300 DPI photograph is called a “high resolution photo” and is good for quality printing. Remember, when taking a photo, it is always good to shoot it at the highest quality. You can always reduce the DPI. If photos or images are posted on the district Web site or e-mailed, they should not be (typically) 300 DPI; rather, they should be formatted to 72 DPI, which is a “low resolution photo.” A low resolution photo gives the same appearance as a high resolution photo on a computer screen. But when the photo is printed, it lacks the quality of a high resolution photograph. This way, when individuals view the Web site or open an e-mail, it won’t take minutes to download a picture.

Can you use a snapshot from your cell phone? No! The image quality from a cell phone is generally not high enough.

With a press release, you’re supposed to take the time to make the editor’s day a little easier.



Sometimes, it pays to be creative. Last year, a sign on city buses led to the chartering of at least two new clubs in a certain district.

Ideas don't have to cost a lot of money. The best ideas are seen by people all over town. It depends on your ultimate goal. You need to follow a carefully-designed publicity plan. Make sure your efforts are focused in the direction of making the biggest bang!

Ask: Can you think of other ways to attract attention?

Promoting Corporate Visits

- Meet with top executive
- Create a press release
- Invite reporter/photographer
- Announce on company intranet



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Remember the 5 Ws:

Who, What, When, Where, Why? Plus...How?

Promote when an International Director is visiting your district.

- Who: International Director from (city?) – something significant that the ID has done? – see ID bio on Toastmasters Web site
- What: Recognizing a company that provides Toastmasters program to employees or how a company can provide this benefit to employees.
- When: Date and time of event
- Where: Is the event taking place at the company? At a conference?
- Why: Toastmasters is THE answer to helping companies and employees improve their communication and leadership skills
- How: How managers can give better performance evaluations.

Consider these points when promoting corporate visits

Group Activity



Make contest promotion:

- Personal
- Topical
- Fun

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Make it:

Personal – What is unique about the people competing or the person who won?

Topical – Humorous to Table Topics – something people can relate to

Fun – Entertainment value of the contest and speeches

Types of Promotion:

Before an event – to get people to attend the contest

After an event – to tell something meaningful about the event or the person who won.

Activity:

Write an opening sentence for a press release to announce your district speech contest winner.

Remind group to:

-Find an angle

-Make it meaningful

-Make it exciting

Sample:

This is an actual opening sentence from a newspaper announcing last year's speech contest winner:

As the fourth woman and the only African-American to ever win the Toastmasters Championship of Public Speaking, Detroit native Lashunda Rundles should be congratulated for her hard work and dedication in the face of adversity.



There are many promotional tools you can use.

Web sites, such as your local city or Chamber of Commerce Web site

E-mail

Newsletters – electronic is a cost-saving way to send

Social networking sites

Link to TI Web site on all e-communications to show the organization as a whole,
in addition to your local district site

What to include:

- Pictures
- Success tips
- Calendar of events

Keep everything current; especially contact information and event times and locations.

Web sites



- Simple
- Friendly
- Professional
- Link to TI Web site
– don't duplicate

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- **Simple:** Remember to keep your Web site visually simple; not too complicated. People find it difficult to comprehend clutter or a “busy” page.

- **Friendly:** Make sure your tone, the way you communicate is friendly and inviting. You want visitors to return to your site. A friendly tone will increase that.

- **Professional:** TI is a professional organization; whether it is for the community or corporations, TI's branding should be of a professional nature. We not only help individuals become better communicators, but by doing so, the TI experience improves the resume of those individuals.

- Always link to the TI Web site - There's no need to duplicate information.

Consistent with WHQ Web site. Remind clubs to update their meeting locations and times on the TI Web site so that the Find a Location Near You function offers accurate information.

A presentation slide titled "E-mail" with a blue header. On the left is a square image of a golden @ symbol on a pink background. To the right is a bulleted list: "• Short", "• Simple", "• Size of file", and "• Saturation". The Toastmasters International logo is in the bottom right corner.

E-mail

- Short
- Simple
- Size of file
- Saturation

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- **Short:** E-mail should not be too long. Say what you need to say succinctly (what, where, when).
- **Simple:** Make the content simple. Do not use lofty language. Today, people don't have time to read paragraphs and verbose descriptions. Make the text bullet points, if at all possible.
- **Size of file:** Remember to compress images. If you e-mail an image, make sure you reduce its size for a quick and easy download.
- **Saturation:** Many individuals are e-mail saturated. Only use "Reply to All" if it makes sense to do so.

Newsletters



- Electronic
- Frequency
- Current information

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- **Electronic:** Save time and money!
- **Frequency:** Do not over-commit. It's better that you start small and develop. A quarterly newsletter is sufficient to begin with. If, as a district, you decide to increase that amount, make sure you have the manpower and support to do so.
- **Current information:** Make sure the information you are broadcasting is current. The information may be educational or informative. Do not simply have "filler" content. Whatever you communicate, make sure it is meaningful to the reader.

A successful newsletter will draw attention from readers. Make your newsletter shine!

Social Networking Sites

- Facebook
- LinkedIn
- Ning



www.Toastmasters.org/SocialNetworking

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Connect through several online **social networking sites**.

Practice networking. Become more comfortable interacting in small groups and in one-on-one conversations and chats.

Here are some social networking sites where TI has an official group. Go to:
www.toastmasters.org/socialnetworking

- Facebook
- LinkedIn
- Ning
- Plaxo
- SelfGrowth
- Xing
- YouTube



The Toastmasters “globe” logo is the official Toastmasters logo. But over the years, we have also used a graphic image of the Toastmasters name as an alternative 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.

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 and other materials are copyrighted and may not be reproduced in any form without advance written permission from WHQ.

E-mail to trademarks@toastmasters.org for any logo, trademark or copyright questions or permissions.

Using the logo or text emblem on your own materials. The names “Toastmasters” and “Toastmasters International” as well as the logo and text emblem 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, clubs or districts may not purchase trophies from a local shop and have “Toastmasters International” engraved on them. They can be used for such communications as club or district newsletters.



Resources Online
www.toastmasters.org/membershipbuilding
www.toastmasters.org/lettheworldknow
www.toastmasters.org/inthenews



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Go to **members.toastmasters.org** and see what's there to help you with this job. Don't reinvent the wheel.

Also, be sure to consult the Public Relations Resource Guide given to you at this meeting – especially the included manual, ***Let the World Know, Toastmasters' guide to publicity and promotion.***

Be sure to use official Toastmasters business cards; templates are available free of charge on the Toastmasters Web site!