

Section VI A 5

Toastmasters International
POLICIES AND PROCEDURES

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THE TOASTMASTER MAGAZINE POLICY

The Toastmaster magazine is designed to give members of Toastmasters International the best possible educational material. This material is to be used as a supplement to the club learning experience and the other educational publications of the organization. It has a second purpose of keeping the members motivated to learn about new aspects of communication, leadership, and self-development, to broaden the view of their lives and society, and to try new ideas in their club programs for added variety and learning interest. Its third purpose is to keep members informed of programs and policies of the organization that have a direct effect on the general membership.

The first of these purposes is accomplished by including articles in which members share what they have learned through their Toastmasters experience and articles by professionals on the finer points of self-development.

The second purpose is met by including articles on some of the more specialized subjects in communication and leadership, such as creating a public image or using imagination effectively. It is also strongly served by the continuing "how to" features, in which clubs and members share their successful ideas with other Toastmasters.

The third purpose of the magazine is served by announcing and explaining new Toastmasters educational and membership programs, summarizing the significant actions of the Board of Directors, printing the yearly financial statement, and similar organization business.

In every part of the magazine, from paper to writing, the emphasis is on quality and reader interest. Since *The Toastmaster* is the only visible link between the International organization and most Toastmasters members, every effort is made to help the readers "feel" the quality, professionalism, and genuine concern of the organization to which they belong. The magazine can also be used as a promotional tool, giving that same "feel" to prospective members. For these reasons, it is an investment with significant returns to the organization, through education, membership, and above all, image.

Reference: Bylaws of Toastmaster International, Article IV, Section 3