

**TOASTMASTERS**  
INTERNATIONAL



Let the  
**World**  
Know!

**Publicity and Promotion Handbook**

# Let the World Know!



## Publicity and Promotion Handbook

**TOASTMASTERS**  
INTERNATIONAL®

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## Our Mission

**T**oastmasters International has developed a clear-cut statement of beliefs, goals and values for the organization as a whole, and its two major subdivisions – districts and clubs. These mission statements identify the underlying aim, design and thrust of our organization – they define our reason for being. Keep these mission statements in mind when planning club activities in general, and publicity efforts in particular:

### **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.*

### **The Mission of the District**

*The mission of the district is to enhance the performance and extend the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:*

- *Focusing on the critical success factors as specified by the district educational and membership goals.*
- *Ensuring that each club effectively fulfills its responsibilities to its members.*
- *Providing effective training and leadership development opportunities for club and district officers.*

### **The Mission of the Club**

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

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## Introduction

The odds are good that you joined your Toastmasters club because someone practiced good public relations. That "someone" may have told you about the effective educational programs offered by Toastmasters, or you may have read an article written by "someone" about Toastmasters.

That's what public relations is all about: doing a good job and letting the world know about it.

Members of Toastmasters practice public relations when they tell non-members about the Toastmasters program. They also practice public relations when they serve as guest speakers or panelists for other organizations. And the entire Toastmasters club demonstrates its public relations know-how by the manner in which it conducts its meetings when guests attend. A well-run meeting will motivate a guest to return.

These aspects of public relations are basic and highly important, but they are limited to contacts with relatively few members of the public.

Reaching larger numbers of people involves an organized public relations program using such tools and techniques as publicity, special events and other means of "letting the world know."

Thousands of Toastmasters clubs have practiced good public relations for many years. Typically, some clubs have taken greater advantage of PR opportunities than others. Also typically, those that make more and better use of publicity and other PR tools are among the most successful clubs.

Successful clubs let their part of the world know about Toastmasters and the benefits their club brings to the community. As a result, they attract new members, expand their relationships with other local organizations and become recognized as a significant community asset.



This handbook is a do-it-yourself guide for letting the world know about your club. It incorporates many of the ideas and activities developed and proven successful by numerous clubs, including media opportunities such as community cable television and the Internet.

Also included are some suggestions for creating a workable public relations program and how to use some of the tools and techniques effectively. Much of the material has been worded to be most applicable for the club level, but you will readily see that area, division and district leaders can make use of the information with only a little modification.

We hope it will be of value to you.

### Public Relations Goals

Our objectives as members of Toastmasters are to improve our ability to communicate and to develop our leadership potential.

But we have several other group goals that can be met only through well-planned and actively pursued public relations programs:

**Maintain a consistently strong membership** by regularly inducting new members to replace the normal turnover of participants as they achieve their personal objectives. A good PR program attracts the interest of potential members and helps fulfill this need.

**Increase opportunities for members** to serve as speakers or panelists for other community organizations. PR activities can open such doors.

**Public recognition and appreciation** of your club and its members can provide additional visibility as well as attract new members to Toastmasters clubs throughout the community.

### Public relations is every member's business.

It requires the support and involvement of every club member. Your PR program begins with your club meetings, extends to other club activities and is based on the good work your club does. Well-planned, well-organized and well-conducted meetings provide a solid foundation for good public relations. When non-members are present, they are your club's public. What they see, hear and feel at the meeting will determine their response to your club and its members.

Publicity can take many forms:

- **A publicity program** designed to take advantage of the opportunities offered by newspapers,

radio and TV stations, the Internet, trade and professional publications and in-house company publications. As part of a nonprofit, educational organization, your club has an excellent opportunity to obtain publicity in the various media serving your local community. Since this is free advertising, your club is competing for media attention with other community activities.

- **Special events** initiated by your club (or district) or in which your club participates. A key benefit of many special events is that they provide good subject matter for publicity while offering direct contact with the public.
- **A Web site** that looks professional and inviting to visitors and offers an online community for existing members.
- **A newsletter** that not only keeps members informed, but it also helps in recruiting new members.
- **A Speakers Bureau** lets members of the club (or district) showcase their speaking talents in the community. It also provides a service to other community groups and is a strong PR tool.

A major portion of the rest of this handbook is devoted to "how-to" information about various ways of obtaining publicity.



# An Effective PR Program

## Step I: Planning Your Publicity Program

Publicity is news that is offered to the media by the newsmaker rather than stories sought out and reported by media employees.

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

- Announcements of regular meetings (calendar listing)
- Election of officers – 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; DCP Top 5 Clubs; Smedley Award; ATM and DTM awards
- Speakers Bureau
- Club anniversary
- TI Anniversary Month (October)
- Joint meetings
- New-club demonstration meetings
- New-club charter nights
- Speech contests at club, area, division, district and regional levels
- Special programs open to the public such as Speechcraft; Youth Leadership; Success/Leadership

Examples of publicity – worthy items on the area level might include:

- Area speech contest
- Area-wide events open to the public (special workshops, for example).

The area governor may also want to work with clubs to coordinate publicity throughout the area.

Publicity opportunities on the district level would include:

- Election of officers
- District conferences
- Communication and Leadership Award
- Outstanding Toastmaster of the Year
- Outstanding Area Governor of the Year
- Advance publicity for speech contests
- Division speech contest winners
- District speech contest winners
- Distinguished District recognition (if applicable)
- Other international recognition
- Presidential visit
- Director visits
- New clubs chartered

## The Publicity Calendar

To take advantage of all publicity opportunities, you will need a schedule of activities. Wall or desk calendars are frequently used for this purpose.

Scheduled meetings and events such as those listed above should be noted on the calendar and updated as new events are developed. The calendar serves as a reminder of when to issue news releases or take other actions.

## Step II: Creating a Media List

You will need to prepare a list of newspaper, TV, radio and any other local media. In most cities, media lists are available from local press associations, PR societies, Chambers of Commerce and convention bureaus. If no media list exists, it is relatively easy to prepare one. Here are some examples of media list contents:

### NEWSPAPERS AND MAGAZINES

Name: *Daily Bugle*  
Address: 123 Rath Street  
Phone: 987-6543  
E-mail: [jjones@dailybugle.com](mailto:jjones@dailybugle.com)  
Editor: John Jones  
Contact: Mary Minor, Terry Toms  
Notes: Submit release or fact sheet via e-mail two days prior to publication date.

## TV AND RADIO STATIONS

Call letters: KJHG (Channel 8)  
Address: 456 Rath Street  
Phone: 876-5432  
E-mail: [harry@kjhg.com](mailto:harry@kjhg.com)  
Manager: Harry Harrison  
News Contact: Julie Juliet  
Notes: *Good Morning Center City* program for interviewing; contact producer via e-mail six weeks prior to event.

### What Publications Should Be Included?

Your list should include local daily and weekly newspapers, magazines and radio and TV stations. Cable TV operators in your area should also be listed.

And don't forget professional journals and trade publications – they are useful when promoting activities and achievements of club members. You may ask the members to provide you with a sample copy of the publications they use so you can evaluate their publicity potential.

When you're issuing a release about a club member to the general press, it requires very little additional effort to send a copy to one or two more publications. This not only gives recognition to the member in his or her career, it may also attract potential new members.

Keep in mind that even if a publication doesn't print your release, you have notified its editors about your club so that next time, they may contact you for information relating to your club's activities.

### Step III: Making Media Contacts

Your communication with the media should begin as soon as you have an idea of what news you will offer them. Contact the newspaper or broadcasting station and ask the editor or station manager how they prefer to receive information.

- Do they prefer news releases or fact sheets?
- How do they want that information delivered? Via e-mail? If so, what are the restrictions?
- How long before the event do they want the information?
- What are their deadlines?
- Would they like to attend a club meeting to gain a better understanding of club activities?

- Is there a specific person you should contact about upcoming events?
- What programs (TV, radio) or sections (newspapers) lend themselves to potential interviews?

Media professionals are typically busy, so try to arrange your conversation for a slack time, such as after a deadline has passed, or simply e-mail your question. Also, plan what you intend to say and ask so you can be sure of covering important points without requiring too much time.

Be sure to leave your name, address and contact information.



### Step IV: Preparing Publicity Materials

Keep in mind that TV or newspaper editors are looking for *stories* of interest to their viewers or readers. They are *not* interested in promoting your club. So write your press release with that in mind. Always tell a success story of how the Toastmasters program has changed a member's life and how it can help others in the community.

Furnishing information to the media is fairly simple. The key is to be absolutely certain of your facts. Many newspaper, radio and television reporters will say all they want is the facts and not to worry about the writing because they will take care of that part. While this may be true, you also must recognize that the way you organize the facts can be a big help to the news writer (and improve the chances of having your story published).

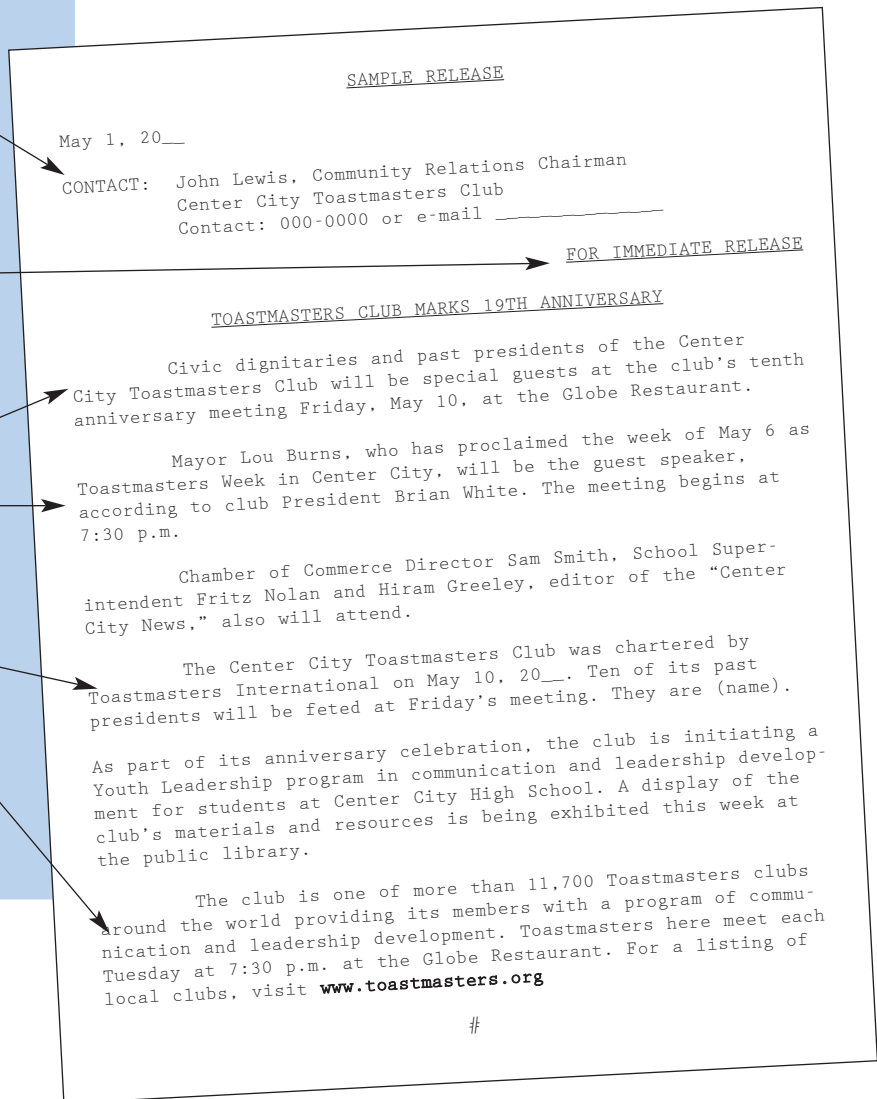
Contact person's name, phone number & e-mail address

You can also specify release on a certain date, but "immediate release" is used on most general interest news releases

Lead paragraph should answer as many of these questions as possible: Who, what, where, when, why and how (if appropriate)

Additional facts

Background information



The most commonly used materials are **fact sheets, news releases and photos**. Radio and TV outlets also use **Public Service Announcements (PSAs)**.

The fact sheet provides the bare-bones information necessary for a news story. It answers the questions of Who, What, When, Where, Why and How (5 W's + H) in regard to the organization. Your club's fact sheet should be updated regularly. (See Appendix for an example.)

A news release is essentially a fact sheet put into a series of short, simple sentences and paragraphs. The first sentence (called the "lead") covers as many of the 5 W's + H as possible in about 15 to 20 words. The lead gives the editor the basic information needed to decide whether to read further or immediately reject your

story. The remainder of the release fills in any gaps in the 5 W's + H formula and provides additional information to round out the story.

You also should bear in mind that acceptance of your release for use does not mean it will appear in whole or as you have written it. It may be used as a news brief consisting of only one or two sentences. That is why it is so important to have as many facts as possible in the first paragraph.

Proper preparation of your news release will improve the possibility that it will be accepted for use. Here are some guidelines:

- It should be formatted on one page in standard 8 1/2 by 11-inch size. Be sure to include the name

of your club and your name, address and contact information so you may be reached if further information is needed.

- The text should be double-spaced on one side of the paper only.
- The release should begin about one-third to one-half down the top of the first page and should have a minimum one-inch margin on both sides. The blank space at top and sides provides space for the editor's notations.
- Try to write a clever or newsworthy headline. The headline may be the only thing an editor sees before deciding whether to use the information.
- The first line of each paragraph should be indented about five spaces.
- If the release has more than one page, type "more" at the bottom of each page except the last one. At the end of the release, type "-30-" or "END."
- Toastmasters International has news release stationery available from the Supply Catalog in packages of 100 sheets. (Item 1142).
- Sample news releases for various occasions can be found in this manual's Appendix.

### Photos

A good action picture increases the odds of your release being used. And if the photo is printed, it also improves the possibility of your release being seen and read. Often publications use just a photo and its caption as a complete item.

Here are some guidelines on photos for publications:

- Be sure the photo is of good quality: clear and in focus, and if digital, in what's called "high resolution" of 300 dpi or more.
- Plan what you want in the photo before taking it. Avoid hand-shaking and other staged or trite poses.
- Use "action shots" whenever feasible. Strive for "natural" poses.
- When group photos are necessary, try to limit the number of people in the picture. Avoid showing a group of grinning faces staring at the camera.

Here are some other practices that can improve the chances of your material being used:



- Provide good-quality glossy prints at least 4"x6" in size.
- If you e-mail photos, be sure they are in "high resolution" format, at least 300 dpi.
- Prepare a short caption identifying the people (left to right) with full names and be sure to cover the 5 W's + H in the caption. Also, include your name and phone number. Attach the caption to the back side of the photos.
- Although you may be submitting the photo along with your news release on the same subject, you still need a caption, in case the photo gets separated from the release.
- Submit your photo while it is still newsworthy. Keep the media deadlines in mind and work to meet them.
- Be patiently persistent. If your photo is not used, remember it was in competition for space with many other organizations and not all material submitted can be used. Re-examine your picture and story. Think of ways to make your next submission more interesting, lively or "different" to attract the editor's attention. Perhaps other club members will have some suggestions. Use your creative powers for publicity as you strive to do better in developing your PR materials.

### Public Service Announcements (PSAs)

Although radio or television stations may work from news releases in much the same manner as newspapers and magazines do, broadcast media also use a special kind of release called the Public Service

Announcement. PSAs are free commercials broadcast for nonprofit organizations to meet licensing requirements of the U.S. Federal Communications Commission (many other countries have similar arrangements).

Most stations assign one employee to handle PSAs. You should contact this individual and obtain full information about the style and format preferred for PSAs.

### Format for PSAs

Most radio and TV outlets will readily accept your standard fact sheet and/or news release with the understanding that station employees will rewrite them as necessary to meet their own programming requirements. In fact, some announcers prefer to work from fact sheets, ad-libbing their own comments.

There are two specific PSA formats you should consider: the straight PSA and the taped PSA.

**1** The **straight PSA** is the most commonly used. Like the lead in a news release, it is briefed down to perhaps one or two sentences. But the writing style is more informal and conversational since PSAs are meant to be spoken aloud.

Sample PSAs of this type are shown beginning on page 38. You will note that they include the approximate number of seconds they will require when spoken aloud. You may want to prepare two or more PSAs of different lengths.

In discussing PSAs with the station representative, you may learn that the station prefers to type its PSAs on card stock of a certain size. Card stock is often preferred because the cards are easy to file for re-use in later time slots. (A better chance for your message to be aired.)

**2** The **taped PSA** is similar to taped commercials used regularly.

Radio spot announcements are available through the TI Supply Catalog. These radio announcements are suitable for AM or FM, commercial and educational station use. Each set comes with instructions for using the disks and obtaining public service air time. Check Item 1151 for price.

Four TV public service announcements are available from TI's Supply Catalog: The Execution, Bad Speech, Corporate Appeal and Personal Growth. Each announcement is approximately 30 seconds in length and



includes a buffer that allows information specific to your club to be added at the end of the message.

The spots also include an instruction booklet on how to obtain public service air time. They are available in DVD and SP formats; DVD is for viewing, but SP is the film version stations would need to air them. Consult Item 1144 for price and information.

When furnishing the station with either a radio or TV tape, at least one full copy of the script should be provided along with the tape.

### Step V: Follow-Up: Key to Continued Success

Your publicity plan is succeeding, your materials are being used by one or more of your targeted media, so what else is there to do?

That's where the all-important opportunity for follow-up action comes in, because following up is essential to continued and probably even greater success.

#### Let the Media Know

When your story is printed in the press or told over the air, make a point of letting the people responsible know that you know the story was used and you greatly appreciate their efforts. But a note of caution: Don't overdo it. A brief and friendly "thank you" is sufficient.

#### Let Your Members Know... Now and in the Future

Many public relations officers maintain a separate binder for filing clippings of news stories and/or copies of materials provided to and used by the electronic

media. The names of the media and dates used are noted on the material for future reference.

### **Let World Headquarters Know**

When your club, area or district scores a promotional goal of more than routine interest, it's important that you let Toastmasters World Headquarters know. Send a copy of the clipping or release to the Publications Department. Attach a letter explaining further about the story (if you feel it necessary) and how the publicity was obtained. Your idea may be mentioned in the *Toastmaster* magazine.

### **Make Sure You Stay in the Know**

Be sure to check Toastmasters International's Web site regularly for new promotional items and organizational news you can incorporate in your publicity

efforts. The following is a partial list of items that are available in limited quantities for free with a club or district supply order:

- 99 – Find Your Voice
- 101 – Confidence. The Voice of Leadership
- 108 – From Prospect, to Guest, to Member
- 211 – Expanding Your Horizons
- 354 – Your Membership Provides
- 1212 – TI Educational Program (Recognition Tracks)
- 1620 – Membership Programs Flier
- 1621 – A Simple Membership Building Program
- 1622 – Membership Building 101
- 124 – All About Toastmasters
- 105 – 10 Tips for Public Speaking
- Public Speaking is Not Debatable Press Release
- Copies of the *Toastmaster* magazine

# The Dos and Don'ts of PR

## Do

- Watch your newspapers for articles about community organizations to better understand the kind of events covered and how they are written.
- Tune in TV and radio news programs frequently to learn how they handle publicity – especially public service announcements or routine meeting announcements.
- Treat news contacts as busy, hard-working professionals. Determine what they expect and look for in news releases. Provide information that is really news worthy – such as how a member's life has been changed for the better as a result of his or her Toastmasters involvement. Scale your news release to fit the importance of the event. Avoid any hint of "propaganda."
- 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 and be sure to promote the best ones – the ones of interest to the community.
- Submit good photos with your story, or at least have them available "on request."

- Always remember that timeliness is important for most stories, so submit your news releases well in advance of media deadlines.

## ... And Don't

- Don't ask your newspaper contact for a clipping or a copy of the paper in which your article appeared. If you want one, buy it.
- Don't complain or ask your contact why your release wasn't used. Just hope for better luck next time.
- Don't complain if your release is re-worked or even totally rewritten. (Unless facts have been significantly altered.) Be grateful for the free publicity you received.
- Don't make a point of telling one media contact that another media source used your press release. You could alienate your contacts.
- Don't fret about publicity that didn't jell. Focus on the future.
- Don't use pressure such as friendship or business connections to get your publicity materials used.

## Skills in public speaking important to employers

Gannett News Service

CHAPPAQUA, N.Y. — For new college graduates and seasoned employees alike, the '80s have been a time of corporate downsizing. Even college degrees and technical skills aren't all it takes to make a person more marketable.

But company recruiters and business consultants say job seekers can stand out a bit more by developing one basic skill: public speaking.

It's now virtually impossible to find a large company that doesn't offer public speaking training. Even radio stations run commercials pushing self-tape tapes to improve speaking and communication skills.

"We're told by companies that the two biggest problems MBA students often have after graduating are speaking and writing," said Terry McCann, executive director of Toastmasters International.

Toastmasters bills it as the world's largest self-improvement, teaching and adult education organization, with 500,000 members in 100 countries.

members, many unemployed and working people are seeking such outlets to make themselves more marketable, McCann said.

"The biggest advantage good speaking skills gives you is visibility," McCann said. "You're able to stand up and have people take notice of you. The most effective managers are those who are able to verbalize the mission and goals better."

"Toastmasters provides manuals on how to speak in front of others. Club members perform their presentations in front of fellow members, who offer critiques."

Mark Brown of Mount Vernon, N.Y., said he has never had a problem with self-confidence or speaking in front of others. The 34-year-old systems analyst for Reader's Digest said he always had a knack for meeting people and expressing

make somewhat of a difference in somebody's life and with of "I learned that of communication are us room, the living boardroom."

Yorick Fonseca, district coordinator of Harrison, N.Y., said he learned to improve his speaking skills after just six years ago. For the University of Virginia, he said he learned to manage and to be a most

of the University of Virginia, he said he learned to manage and to be a most

## Toastmasters good way to beat fear of speaking

By Katherine Griffin

Years ago, children learned to recite before an audience from an early age; those days, few are taught the skill. If you're anxious about interviewing for a job or other situations calling for speaking in front of other people, a public-speaking class or Toastmasters International can go a long way in helping.

We know, we know, Toastmasters isn't for that something people's heads did back in the '60s? The organization was founded in the 1920s, but to-day members make up about half of the

170,000 members around the world, and psychologists speak outwards and others say there's nothing like it for boosting up on the basics of public speaking.

Robert DeLoach was the only woman to be Toastmaster group when she joined as a secretary in 1974. During her first speech, she was so nervous that she made wild hand gestures as she spoke, and her hands jammed in her pockets. Today, Perry is senior vice president at Edwards, Technology of Los Angeles-based audiovisual company she co-founded 10 years

ago she's also the president of her industry's trade group, Perry Oates, Toastmaster with going for the skills and confidence to look her way into a leadership position in an undominated field.

Said Perry of how Toastmasters can help: "Women can amass all the experience we want, but women's hands can't express themselves as pushed aside and not taken seriously."

Besides teaching her speech-making, being thrown a topic and having to speak off the cuff sharpened Perry's ability to think on her feet, and assess

## Public speaking can give you edge

Companies and clubs offer ways to learn it

Gannett News Service

Toastmasters, Brown encountered a brain with death. Though physically fit, Brown suffered from blood clots in his heart and lungs.

"This accident made me aware like never before of a difference in my way and God. Brown said that good skills of communication are needed in the classroom, living room and the bedroom."

Speaker in the world town hotel has access to well-learned speakers in the world that the benefits of speaking to the honor brown said.

People joining groups like ITC provide an opportunity to meet people who are able to communicate and write.

Many companies are beginning to require public speaking courses for executives and other employees, said Marjorie Pickett, executive director of International Toastmasters, a non-profit educational organization in Anaheim, Calif.

That's the only way that many people get a representation of the company, Pickett said of recruitment. "Many businesses are hiring people in this regard."

People joining groups like ITC provide an opportunity to meet people who are able to communicate and write.

Toastmasters provides manuals on how to speak in front of others. Club members perform their presentations in front of fellow members who offer critiques.

Mark Brown of Mount Vernon, N.Y., said he has never had a problem with self-confidence or speaking in front of others. The 34-year-old systems analyst for Reader's Digest said he always had a knack for meeting people.

But in 1991, the year he joined

## So, you like, want to be, um a better public speaker?

By Alicia K. Barry

Staff Reporter

The short drive and anxiety experienced when having to get up and speak to a group of managers in a familiar setting to many. You don't want your words and your audience to be the only good thing to be found in such an instance is to find an organization that can help you overcome your fears.

Public speaking can be an intimidating experience for those who are not used to speaking in front of groups. It is not only something that affects the shy and unconfident, but also the more outgoing person, who, under normal circumstances, would not dream of speaking in front of a group of strangers, who just that a group of strangers is behind you.

The answer lies in an individual's ability to feel comfortable when speaking in a group and to improve their speaking skills. Just ask anyone at Toastmasters International.

Toastmasters International is a non-profit organization with over 100,000 members in 100 countries. The organization is first and foremost a teaching organization and the second is to teach leadership skills. The group teaches leadership skills. The group teaches leadership skills. The group teaches leadership skills.

Public speaking and offers feedback to individuals upon who they had done well when giving their speech. Suggestions are also provided on what areas need improvement. People uncomfortable standing in front of a group of people that you know you can certainly sympathize with any member of this group. But no matter how you feel, giving a public speech you know that the audience is right behind you every step of the way. Individuals

become members of Toastmasters International to improve their speaking skills and give themselves a sense of confidence in their abilities.

Marlene Ross Greene is a four-year member of the organization. "There is no month in both in my club. I am always learning something new," she said. One of the many things she has learned as a member is that "I am a human becoming not just a human being."

The Toastmasters meetings follow a particular agenda. The basic care of and then the Toastmasters of the evening is announced. It is the role of the Toastmaster as an act of "master of ceremonies" and to appoint various roles to other members. Other roles include a time-keeper and a grammarian.

A speaker from the group then gives a five to seven minute speech which has been assigned by the Toastmasters International. Following the main speaker the group chooses an impromptu session called Table Topics in which a member chooses a topic from the audience to speak for one to two minutes on a particular topic. All speeches are then evaluated.

A prepared speech is difficult enough to give in front of a group, but that is why members have the opportunity to speak during the Table Topics. Lou Spritzer said that these impromptu speeches "usually get you more relaxed to speak freely and listen better."

Toastmasters International has 100 clubs with 2,000 members in

Division II which includes the greater Hartford area. Internationally there are 6,000 clubs in 58 different countries. Roger Brown, DTM District Governor, said that the majority of countries but there are some that have formed in Mexico and the Philippines. The organization was founded by Dr. Ralph C. Smedley in 1924 and organized as part of the YMCA before becoming a separate organization.

Toastmaster's International meets every first and last Tuesday of the month. The next meeting will be held next Tuesday, Aug. 20, from 5:30 to 7 p.m., at West Hartford Town Hall. For information about your local Toastmaster's International club, call Dan Grigg at 524-6095 or Jane Trillon at 561-5232.

public speaking, teaching the art of speaking skills gives you a visible edge. You're able to stand up and have people take notice of you. The most effective managers are those who are able to communicate and write.

Toastmasters provides manuals on how to speak in front of others. Club members perform their presentations in front of fellow members who offer critiques.

Mark Brown of Mount Vernon, N.Y., said he has never had a problem with self-confidence or speaking in front of others. The 34-year-old systems analyst for Reader's Digest said he always had a knack for meeting people.

But in 1991, the year he joined

Public speaking can be an intimidating experience for those who are not used to speaking in front of groups. It is not only something that affects the shy and unconfident, but also the more outgoing person, who, under normal circumstances, would not dream of speaking in front of a group of strangers, who just that a group of strangers is behind you.

The answer lies in an individual's ability to feel comfortable when speaking in a group and to improve their speaking skills. Just ask anyone at Toastmasters International.

Toastmasters International is a non-profit organization with over 100,000 members in 100 countries. The organization is first and foremost a teaching organization and the second is to teach leadership skills. The group teaches leadership skills. The group teaches leadership skills.

Public speaking and offers feedback to individuals upon who they had done well when giving their speech. Suggestions are also provided on what areas need improvement. People uncomfortable standing in front of a group of people that you know you can certainly sympathize with any member of this group. But no matter how you feel, giving a public speech you know that the audience is right behind you every step of the way. Individuals

***“Avoid flowery marketing language.”***

Getting the media to pay attention to you, your business, project or event is challenging, particularly when you want them to say positive things. None of us can control what a reporter says, much less get him to take interest in us simply because we think our event or cause is interesting.

Understanding what the media wants and how they work is the first step to getting appropriate and effective story placement in newspapers, magazines, radio, television and the Internet. So how do you go about getting the media to help you get your message out?



### **Why the Media?**

The number one reason you should want the media to write about you is because being written about by a credible third party boosts your credibility. But before you start contacting the media, start your PR strategy with identifying your goals. What are you trying to achieve? Are you introducing your company or a new product to the marketplace? Are you hoping to get people to visit your Toastmasters club, enhance your reputation in your industry, increase sales, build a brand or drive traffic to your Web site?

Being mentioned in the media can help you achieve some or all of these goals to varying degrees. Keep your expectations realistic. Any marketing goal takes time to build and requires a mix of media, advertising

## **How to Get Free Publicity**

and other marketing tactics. Getting the media to mention you, however, is a good start.

### **What Does The Media Want?**

No two media outlets are alike. What is gossip to one is news to another. In the same way, no two journalists are alike. Many like e-mailed press releases while some still prefer getting a fax or phone call. You will want to get acquainted with the media source, identify who you are trying to reach, and then determine what media those reporters access.

Who is your audience or consumer? Do they listen to public radio on their drives to and from work or are they tuned into talk radio? Do they start their day off with the *New York Times* or their local paper? What industry, trade or organization publications do they read?

Once you have identified appropriate media outlets, watch, listen, read or surf to become familiar with what they cover. For the most part, assume that reputable media outlets want either news, useful information, human interest stories or a combination of these things. Assess what kind of angles you have when telling your news story. Your local newspaper or TV news affiliate might consider the award you just received highly newsworthy; *USA Today* or *CNN* may not.

What the media does *not* want is hype or commercialism. Be strategic about crafting your media message and avoid flowery marketing language. Some journalists will tell you that they won't advertise your Toastmasters club and refer you to their ad sales department. So don't try to sell the benefits of your product, service or club. Instead, talk about how what you do fits into a larger trend, give statistics, facts, figures and anecdotes.

### **Speaking with the Media**

Many companies hire PR firms or consultants to approach the media properly, relying on their experience and contacts to get to the right people. If you are doing it yourself, identify your spokesperson. If you are the spokesperson, write down your key talking

points. What is the main message you want to get across? What are some quick, compelling points you can make to stimulate interest?

The most common way to reach out to the media is through a press release. After you send a release that announces and gives brief details about your news, follow up with a phone call or e-mail. There is a fine line between persistence and pest, so track the number of times you make contact without a response. After a handful of calls over a few weeks, you may want to call the media outlet to make sure you are contacting the appropriate person in the right way.

Once you get a reporter on the line, be brief and to the point. Comment on their recent column or news segment to show that you understand and respect what they do. Offer to supply them with additional information, a product sample, photographs – whatever it takes to hook them in.

Your goal is to build a relationship. If you think "what can I do to make this reporter's job easier" instead of "what can this journalist do for me," then you will have much greater success in getting media placement.

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Article written by Aliza Pilar Sherman. Reprinted from *The Toastmaster* magazine, June 2004.



**D**o you have a great idea for a story, but no clue how to get it in the news? Are you tired of pitching press releases the news media simply ignores?

After 20 years of beating the street as a TV reporter, I have a scoop for you: The media needs good stories. But most stories are pitched so poorly, they are lost in the blizzard of faxes that blanket every newsroom.

So, here are five steps to increase your story's chances of getting covered that even some PR pros don't know:

**Be Unusual.** The old adage about "Man bites dog" still holds true. The news doesn't cover what's normal. We cover the abnormal.

PR whiz Carolyn Alvey knew this when she was trying to raise money for a charity several years ago. Instead of holding a garage sale, she sent out a press release announcing a "Celebrity Garage Sale." Everything from Bob Hope's old golf clubs to Roger Staubach's long-neglected neckties were for sale. By making an ordinary garage sale extraordinary, the media was instantly sold on the story.

**Be Visual.** TV reporters tell stories with pictures. If the pictures aren't there, chances are the reporters won't be either.

Even the most non-visual story can be made visual if you're creative. A dog biscuit business? Boring. A dog birthday party complete with doggie guests and party hats? Now you're barking up the right tree.

That's what Michelle Lamont did to boost her dog biscuit bakery. She began baking huge dog biscuit birthday cakes and inviting the media to cover the parties. She's had reporters hounding her for stories ever since.

## Want to Be on TV?

*A TV reporter shares how to get your story in the news.*

**Choose the Right Reporter.** Perhaps the most common mistake even some PR pros make is trying to sell a good story to the wrong person. Most reporters have a specialty, like "crime" or "business."

So seek out the reporter who will have the most to benefit from your story. Start studying the news. Before you call a TV station or try and pitch the paper, become familiar with a reporter's work. Don't try and sell an investigative story to a reporter who covers entertainment.

**Write Like a Reporter.** If I were going to send a press release to a reporter, I'd write the kind of headline that a newspaper would run. And I'd make the rest of the release so conversational that a TV anchor could read it right on the air.

Why is this so important? A major market newsroom gets hundreds of press releases every day. Often the decision on whether to cover your story is made in a matter of seconds. Many times that well-crafted sentence in the third paragraph of your press release is never read.

**Wait For a Slow News Day.** The holidays are the slowest "news times" of the year. When government offices are closed, so are most of our sources. Take advantage of it.

In fact, take out your calendar and begin circling government holidays. If the government isn't making news, we reporters are scrambling to find something to cover. Pitch even an average story on a day when the media is starving for news, and you're much more likely to get coverage.

There you go. Now you're armed with knowledge that even some well-paid public relations professionals don't practice. If your idea is unique, visual and pitched to the right person when the supply of news is running thin, you're in!

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Article written by Jeff Crilley. Reprinted from *The Toastmaster* magazine, June 2004.

# Interviews

## Interviews and Talk Shows

An interview is essentially a question-and-answer session with one or more representatives of the media. The person being interviewed must be well-prepared and know a number of well-tested concepts and rules of conduct.

The interview may be somewhat informal. You may suggest an interview to a media representative, or a reporter may initiate it by requesting to meet with you, or you may be interviewed live or on tape during a radio or television talk show.

Radio and TV talk shows always need interesting guests who can articulate their ideas well with little coaching – Toastmasters are ideal for this! Be sure your media list includes all applicable talk shows in town and contact them on a regular basis – especially when special events arise. Some Toastmasters have even parlayed a short interview into a regular segment of a talk show. In addition to the more popular weekday morning programs (typically following their network counterparts) many stations broadcast more specialized, sometimes more scholarly public service interview programs, generally on Sunday afternoons (TV) or evenings (radio).

If you initiate an interview, it is advisable to ask if there are some particular topics the reporter wants to explore so that you can gather any necessary information in advance.

## Guidelines on Being Interviewed

- **Think positive.** Bear in mind that you have an opportunity to boost your club and fellow members.
- **Know your facts** (How long has the club existed? How many Toastmasters clubs in the city? How many members?) Check the Toastmasters Web site at [www.toastmasters.org](http://www.toastmasters.org) for current membership, organizational background and historical facts.



- **Rehearse.** Think of the questions the reporter might ask you. Practice answering them.
- **Answer questions directly and briefly.** Do not over-explain. Let the reporter ask for further clarification if he or she wants it.
- **Be sure you understand the question.** Ask questions of the reporter if you need clarification.
- **Use examples to illustrate your answers.** Tell about actual Toastmasters situations to explain your point. Such anecdotes provide valuable material for the reporter's story.
- **Say you don't know, if you don't.** Offer to get the answer and be prepared to make a note of the question. Let the reporter determine if the information is really needed.
- **Avoid "off-the-record" comments.** If you say it, they'll most likely print it. Talk about personal experiences to support your replies and point of view.
- **Stick with the facts.** Avoid guesses and unsupported opinions.
- **Maintain your poise and sense of humor.** Let the reporter see you as a real human being who enjoys life...and being a Toastmaster.

## Appear On A Talk Show

Imagine that Gladys Jones, a fellow club member, recently won a blue ribbon for her geraniums at the state fair. You learned about her award at your last meeting during the introduction of her speech, "Sweet Talk and Country Music Make My Geraniums Grow." As the club's public relations officer, you've already familiarized yourself with the talk radio stations in your area. You know that programming for one of them includes a Saturday morning gardening show. What a great opportunity! This will allow Gladys to exercise her speaking skills on the air while sharing her knowledge with the community. The radio station gets to host an award-winning guest – and your Toastmasters club provides a service and most likely will be mentioned during the interview.

The first step is to call and find out the name of the producer or staff member in charge of booking guests for the Saturday morning gardening show. Be sure to write down the proper spelling of the name. Then get creative! Write a catchy headline. Give all the facts. Limit your pre-sell release to one page. Then personalize your mailing to the appropriate producer or news director.

Here's a sample:



Southwest Toastmasters  
108 Apple Lane  
Any City, Any State 05237  
Contact: Ann Leader, (212) 555-7770  
aleader@email.com

July 14, 20\_\_

Special to Don Kielso, producer WDSG Morning Gardening Hour

**ACHY BREAKY HEART MAY MAKE OR BREAKY YOUR GERANIUMS**

Want to know the secret to award-winning geraniums? Then ask the blue-ribbon winner of this year's State Fair geranium judging – Gladys Jones.

Ms. Jones will share her secrets for growing beautiful, healthy geraniums: sweet talking and country music! Every morning, she wakes up her prize-winning plants with "oohs," "coohs" and lots of "good morning dahlin's." Ms. Jones says the geraniums literally perk up and swing to the country music of Alabama and Billy Ray Cyrus.

Ms. Jones is also an active member of Southwest Toastmasters club. In fact, she recently gave her seventh speech entitled, "Sweet Talk and Country Music Make My Geraniums Grow."

Southwest Toastmasters is part of Toastmasters International, a non-profit organization dedicated to helping people improve their communication and leadership abilities, which in turn enables them to grow, prosper and better contribute to the world around them.

###

**NEWS FROM**

**TOASTMASTERS**

**TOASTMASTERS INTERNATIONAL**  
P.O. Box 9052 • Mission Viejo, CA 92690-9052 • (949) 858-8255 • Fax (949) 858-1207 • www.toastmasters.org

## The Potential of Cable TV

### The Potential of Cable TV

The growth of cable television in recent years has created a unique opportunity for large numbers of clubs to let the world know about Toastmasters... what they do and how they benefit the community.

The opportunity comes from the so-called "public access channels," which are provided by hundreds of cable TV operators whose systems serve millions of homes.

These are special channels set aside from the usual commercial telecast of entertainment, sports and news. They are dedicated to and restricted for the use of public, educational and government organizations. And the channels are provided at no cost to the users.

In many respects, Toastmasters clubs are ideal for this new opportunity since members have a built-in interest in public speaking; they are used to the spotlight!

### Using Cable TV's Potential

So far, the most frequent use of access channels by Toastmasters clubs has been the telecasting of a regular club meeting. While that application can be interesting and beneficial, such programming is limited to large metropolitan areas having numerous clubs available for participation. Why? Because no club wants to hold most or all of its meetings on TV, and TV is most valuable when programs are shown on a continuing basis.

However, other programming approaches can take advantage of the club's normal activities by adding TV coverage. For example, your annual speech contest offers an excellent opportunity. Since the contestants represent the best in the club and there is the always attractive element of competition, such a program can be a real winner. It is also the kind of programming most cable operators would like to have.

Other activities, such as your club's involvement with Youth Leadership or Speechcraft programs, also provide good opportunities. In fact, a club with year-round activities may readily identify a series of



programs, perhaps one per month, which can put the club on public access TV on a regular basis.

### Working With Cable Operators

As in programming, the facilities provided by various cable operators are far from standardized. Some have minimum equipment and no professionally designed studios. Others have complete studios and a broad range of equipment, including mobile units with studio-quality control and recording capability.

Like commercial stations, many cable companies prefer prerecorded (taped) programs and will make their facilities available for that purpose at no cost to the user. Others may prefer to tape your program and use it for reruns at subsequent times. If your club wants a copy of the tape, be prepared to pay the cost of an equivalent reel of tape.

Publication of an effective club newsletter can bring many benefits to your individual club and to Toastmasters International as a whole.

The primary purpose, of course, is to keep club members informed about club activities. But a good club newsletter is more than a schedule of meetings, business reports, speech contest dates or district conference information.

Your club newsletter also:

- gives recognition to member and club achievements.
- encourages greater member participation.
- offers a forum for the ideas of club members.
- provides personal news about members.
- features articles that help members become better Toastmasters.

### Additional Benefits

Of equal or sometimes greater importance, a newsletter can lay the foundation for your overall publicity efforts in letting the world know about your club and its activities.



For example, the story in your club bulletin announcing a forthcoming speech contest may be used instead of a news release in club dealings with the various media. Many editors actually prefer such published material in determining what stories they will use.

Many clubs also have found that their club newsletter is useful for interesting prospective members in the Toastmasters program. Always print a few extra copies.

### Personal Development

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

Editing the 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, there is still the need for organized thought, entertaining and/or interesting style, good phraseology and grammar, and for getting and holding the attention of the audience.

Many club members who have edited or contributed to club publications have found that their writing and overall communication skills have benefited.

### Pride in Appearance

Your club publications also should look appealing. The masthead should identify the name of the newsletter and the club publishing it. Headlines should be attention-getting. The layout should be simple and the reproduction clear and clean. When feasible, photos and/or artwork should be used to add to the appeal.

## Club Web Sites

### 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
- 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.

The Web page may also include an online version of the club's newsletter. It must carry the Toastmasters International trademark acknowledgement statement

*Through **FreeToastHost.org**, your club can have a professional-looking Web site that adheres to TI's branding guidelines.*

The screenshot shows the FreeToastHost.org website. At the top, it says 'FreeToastHost.org' and 'Free website and tools for Toastmaster clubs'. The main menu includes: Home Page, Take the Tour! (webmasters), User Guide (.pdf), Administrator Guide, Frequently Asked Questions, Service Updates, Request Your Free Website, Membership Building Tips, and Technical Support. Below the menu, there are sections for 'Currently hosting over 2000 active Toastmasters club websites around the world!', 'The proven way to a more successful club' (with a photo of a man speaking), 'About FreeToastHost.org' (with a photo of people at a meeting), and 'How does it work?' (with a photo of a man and woman). The site is sponsored by Toastmasters International.

as published by World Headquarters. As the trademark owner, Toastmasters International reserves the right to determine how clubs use trademarks as part of domain names. While the vice president public relations or Webmaster designs and maintains the club Web page, the club president is the publisher and is responsible for its content.

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 it is placed in a password-protected area.

As part of Toastmasters International's ongoing effort at creating a unified and instantly recognizable "visual image" in all its printed materials, we are asking you to help out in this effort when creating your own material, such as business cards, for your clubs and districts.

Market research has indicated that Toastmasters International is not as well-known as we sometimes assume, so maintaining control over how the organization's name and logo are used, and how printed materials look, would help build brand recognition and awareness of Toastmasters in the general public. This in turn helps you build clubs and recruit members.

To that effect, we have created a template for your use in creating your own Toastmasters business cards and stationery. Please make sure to use only the logo provided on our Web site at [www.toastmasters.org](http://www.toastmasters.org) under "Member QuickLinks" as well as the business card format indicated here. This design was chosen because it is simple and matches that of TI's other promotional materials. It has room for you to add information unique to your club, but keep in mind that the card should offer plenty of white space so as to be easy to read and attractive.

The chosen color – blue – and font – Helvetica, or Arial (depending if you use a Mac or a PC) – are both common and in keeping with Toastmasters' overall branding guidelines.

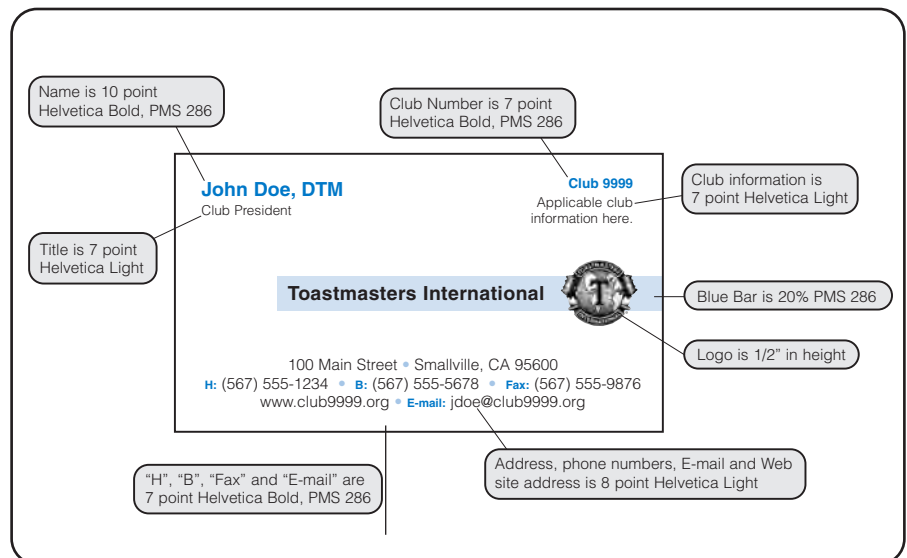
To preserve the organization's copyright and trademarks, please be aware of the following:

Toastmasters manuals, programs and other materials are copyrighted and may not be reproduced in any form without advance written permission from World Headquarters. Items currently posted on the TI Web site, such as promotional brochures and forms, may be reproduced without written permission and

may be posted on club Web sites (but be sure to link to the TI Web site so that the club has the most current document). However, any other items, such as the *Competent Communication* manual, advanced manuals, speech contest judges guides and ballots and other contest forms and materials, in part or in their entirety, may not be photocopied or posted on Web sites, nor may they be reprinted or excerpted in newsletters and handouts.

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 advance 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. Similarly, a TI logo removed from a name badge purchased from WHQ cannot be placed on a trophy or other item purchased locally as this use of the logo is not licensed. Permission to use our trademarks has not been granted to any outside vendors, so please notify WHQ of any unauthorized uses.

Your support in following these branding and copyright guidelines is greatly appreciated!



## Creative Special Events

The annual Toastmasters speech contest provides an automatic opportunity for publicity and is recognized as such by virtually every club. Another similar opportunity is offered when the club meeting features a guest speaker. So is the election of new club officers.

Taking advantage of these and other "automatic" news-making events is basic to the successful public relations program.

Many clubs have also found that creating new and unusual special events can stimulate interest among club members and at the same time focus public attention on the club and what it stands for.

The best and most successful promotions of this kind frequently result simply from imaginative use of the capabilities of the club members. Send in your examples of creative promotional events and I would love to "let the world know" about them! Send them to [letters@toastmasters.org](mailto:letters@toastmasters.org). Here are some examples from club activities:

- A Youth Leadership program for the children of prison inmates.
- A Youth Leadership program for developmentally disabled students.
- A window display in a shopping mall featuring a large banner, trophies and other Toastmasters materials.
- An Effective Briefing Seminar presented to fellow employees by members of a club.
- A humorous skit night held annually with prizes for the winning club.
- A Speaker's Workshop held by Toastmasters for members of an engineering society.
- Participating in the Welcome Wagon program to greet newcomers in a community.

- A mass mailing of a speakers bureau brochure offering services to public organizations in an entire county.
- Producing a television show featuring a U.S. Congressman who explained how his experience with Toastmasters helped his career.

### Plan a Workshop

If your club is serious about increasing membership and spreading the word about Toastmasters, you might consider organizing a half-day workshop on effective public speaking. Not only are workshops newsworthy, promotable events, they are educational, informative and a true service to the community.

A workshop is also an excellent venue to introduce many of the advantages of Toastmasters membership. Demonstrate a sample round of Table Topics to show workshop attendees one of the weekly features of club meetings. Testimonials by members on "How I Improved My Speaking Abilities by Speech Six" or "How the Ice Breaker Melted My Fears Away" will lend insight and credibility to the positive aspects of club membership.

**Tip:** A free workshop or seminar is one of the best bets for earning publicity.

### Offer Free Student Critiques

Take your club meetings on the road to a local high school's speech club or class. Explain the art of a full Toastmasters evaluation – how the Ah-Counter improves performance, the grammarian increases members' vocabularies and the timer improves pacing and delivery.

This event also is newsworthy within the community and a good opportunity for inviting those reporters



and public affairs directors you've contacted to sit in and see how Toastmasters programs work. And if they're willing, let them participate in Table Topics. Who knows, they may even sponsor the event and donate T-shirts to the high school Table Topics winners. That guarantees good press for all.

### **Newsworthy Ideas**

There are rarely any totally new ideas, but many club leaders have come up with novel promotional concepts by adding a new twist to old ideas. Often, the twist that your club puts on an old idea may be exactly what appeals to your local media and leads to valuable publicity!

***“Often, the twist that your club puts on an old idea may be exactly what appeals to your local media and leads to valuable publicity.”***

For example, using crime as a topic for speeches or debates is a fairly common idea. But holding the meeting on that topic in a city jail cell gives it a fresh approach.

In the same manner a discussion on literacy might be held in a public library; a debate on the need for recreational facilities might be featured at a club picnic meeting in a city park.

### **When Old Ideas Are New**

Holding a Toastmasters club meeting in a jail cell to discuss some aspect of crime is not a new idea. It has been done before.

However, if it has not been done recently in your community, it is a new idea for purposes of your publicity program. All of the club activities previously listed have been done somewhere and some of them have been used many times.

Don't let that stop your club from developing and using your version of those ideas. In fact, since each of them have proven to be successful, you may want to put some of them at the top of your proposed list of special events.

# 18 Ideas on How and Where to Promote Toastmasters in Your Community

**1 Newspapers.** The easiest way to secure media coverage is through press releases to local newspapers. Newspapers are usually more accessible than radio and television stations, and they allow you to communicate more information. This is especially important when it comes to addresses and phone numbers for club information.

**2 Electronic Media.** Public service announcements (PSAs) and recorded commercials can be aired on radio and cable television stations. Local talkshows might be interested in featuring a Toastmasters officer discussing the importance of communication training in the workplace.

**3 Local Government.** Contact your City Hall for information on how to get your message displayed on the city's cable television programming. Also, try to get your Toastmasters activities listed in the city's community services calendar, which in the U.S. is published through the Parks and Recreation Department.

**4 Chamber of Commerce.** An ad in its newsletter or a presentation by a Toastmaster at one of its meetings will reach influential local business people. If someone in your district is a chamber member, a group of Toastmasters may want to host a chamber of commerce social hour.

**5 Libraries.** Submit extra copies of *The Toastmaster* magazine to the library's periodicals department and attach a card with club contact information. Also post fliers and ads on bulletin boards.

**6 Corporate and Organizational Publications and Web sites.** Editors for employee newsletters might be interested in camera-ready ads about TI as "fillers." If the organization has an internal Toastmasters club, by all means use the newsletter and intranet site as a vehicle for sharing your Toastmasters activities with other employees.

**7 Employee Orientations.** Make sure in-house Toastmasters clubs in corporations, hospitals, government agencies or organizations have their clubs mentioned during new employee orientation seminars.

**8 "Welcome to the Community" Packets.** These are distributed to all new residents in a city and contain promotional materials from local merchants and organizations. Your ad or flier should be included in this package.

**9 Universities and Community Colleges.** Like cities, universities usually have internal cable TV and radio stations, as well as publications reaching students, staff and faculty. Arrange to have a Toastmaster give a presentation as a guest lecturer in a speech communication class. Or better yet, try to participate in communication-related campus events – like "Communications Week," for example – and be prepared to host a booth and offer promotional information. If your district already has a university club, make sure it is publicized in campus media, as well as in new-student or freshman orientations.

**10 High Schools.** Organize or judge speech contests for seniors, or give seminars on career planning. Even if students don't join your club, this could provide media exposure and gives parents, staff and teachers a good impression of our organization.

**11 Community Events.** Participate in local fairs, parades, sports tournaments and holiday celebrations. Wear your Toastmasters pin, display your club banner and ribbons, and offer handouts at a booth. Again, the Community Services or Recreation departments in your city will have a list of these events.

**12 Proclamations by Politicians** (local, state or federal) honoring a specific event or anniversary. You can also ask them to proclaim an official Toastmasters Week (or Day or Month) or Youth Leadership Week, etc.

**13 Billboards.** Just as television, radio stations or signs on public transportation are required to regularly air free public service announcements, billboards along highways also must frequently exhibit messages by nonprofit organizations as a public service. The only cost involved is for the printing of the message, which could be done surprisingly inexpensively. Contact a public affairs representative in your area for more information.

**14 Web Sites and Newsletters.** Web sites and newsletters allow current members to stay informed and feel proud of their club's individuality; they also are great ways to let prospective members know what your club is all about.

**15 Offer Speechcraft and Youth Leadership Programs.** This is a great way of showing the public what Toastmasters is all about.

**16 Create Club Business Cards** indicating your meeting time and place, and distribute them to



friends and co-workers along with a personal comment of how Toastmasters training has benefited you.

**17 Display TI Products.** Use TI bumper stickers and mugs. Wear TI T-shirts. And put your Toastmasters trophies in a prominent place in your home or office!

**18 Wear Your Toastmasters Pin!** It's a good conversation starter.

# Appendix

## **Sample News Releases**

**New Officers**

**Promoting Toastmasters Programs**

**Speech Contest Publicity**

**Anniversaries & Special Events**

## **Sample Public Service Announcements**

**10 Tips For Public Speaking**

**Sample Proclamation**

**Speakers Bureau**

**Communication Achievement Award**

SAMPLE RELEASEFOR IMMEDIATE RELEASE

December 28, 20\_\_

CONTACT: John Lewis, Community Relations Chairman  
Center City Toastmasters Club  
(555) 000-0000 or 111-1111  
jlewis@address.org

TOASTMASTERS CLUB INSTALLS OFFICERS

Brian White is the new president of Center City Toastmasters and Elaine Sheraton is the club's Toastmaster of the Year.

Mr. White is the owner of the White Shoe Store. He was installed as president by Toastmasters District 85 Governor Anne Green of nearby Midtown during the group's annual banquet December 27 at the Center City Country Club.

Other officers installed were: Penny Smith, vice president education; Dennis Brown, vice president membership; Dave Robertson, secretary; and Carl Hays, sergeant at arms.

Ms. Sheraton was chosen Toastmaster of the Year for her outstanding participation in the club's communication and leadership development program. Her achievements this year include: winning five best speaker awards, sponsoring three new members, being a guest speaker at four civic organization meetings and representing her club in an area-wide Toastmasters speech contest. She also served as the club's public relations chairman. Ms. Sheraton was presented her award by retiring club President, Sally Royce.

*NOTE: You may wish to add: Other highlights of the banquet, such as the attendance of civic, business or municipal officials; the club's plans to conduct a Youth Leadership Program or Speechcraft Program during the new president's term; or other upcoming events.*

The Center City Toastmasters Club provides its members a communication and leadership development program and is one of more than 11,700 Toastmasters clubs around the world. The club meets each Tuesday at 7:30 p.m. at the Globe Restaurant in Center City.

###

**TOASTMASTERS INTERNATIONAL**

P.O. Box 9052 • Mission Viejo, CA 92690-9052 • (949) 858-8255 • Fax (949) 858-1207 • [www.toastmasters.org](http://www.toastmasters.org)




SAMPLE RELEASE

FOR IMMEDIATE RELEASE

MAY 1, 20\_\_

CONTACT: John Lewis, Community Relations Chairman  
Center City Toastmasters Club  
(555) 000-0000 or 111-1111  
jlewis@address.org

YOUTHS COMPLETE TOASTMASTERS PROGRAM

Center City Toastmasters will graduate 15 teenagers from its Youth Leadership program on May 10 during a 7:30 p.m. meeting at the Globe Restaurant.

Center City High School Principal Wilbur Book will deliver the main address, and Toastmasters President Brian White will present certificates to the graduates, all students at Center City High School. A best speaker award will be presented by Larry Davis, the group's Youth Leadership coordinator.

Students participating in the program will be Ann Green, Toastmaster; Linda Moore, Topicsmaster; and speakers John Martin, Don Fischer and Mike Grant.

Other students completing the program are: Janice Stout, Aslam Guyn, Lydia Gonzales and Ron Walker.

Youth Leadership is a major community project conducted twice yearly by the Center City Toastmasters club. The program uses materials specially adapted for youths from the regular Toastmasters International public speaking program. Nearly 1900 Youth Leadership programs were conducted last year by Toastmasters groups around the world. At the age of 18, Youth Leadership participants may apply for full membership in Toastmasters.

Toastmasters President White said the groups will sponsor another Youth Leadership program for local high school students in the fall. Interested parents or teachers can contact the club at (555) 444-4444.

###

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**NEWS  
FROM**

**TOASTMASTERS**

SAMPLE RELEASEFOR IMMEDIATE RELEASE

December 5, 20\_\_

CONTACT: John Lewis, Community Relations Chairman  
 Center City Toastmasters Club  
 (555) 000-0000 or 111-1111  
 jlewis@address.org

TOASTMASTERS TO CONDUCT SUCCESS/LEADERSHIP PROGRAM

Center City Toastmasters will conduct a six-week session on parliamentary procedure beginning Wednesday, January 12.

The program, one of the group's continuing *Success/Leadership* seminars, is open to the public.

"Parliamentary procedure is often misunderstood as something mysterious and as a way to confuse members of a group," said Toastmasters President Brian White. "In reality, the purposes of good parliamentary procedures are to make the meeting's purpose clear, speed the process of business and allow for both majority and minority opinions to be heard and considered."

Each seminar in the weekly series lasts from 7 to 9 p.m. It will run from January 12 through February 16 at the Community Room, First Federal Savings, 18th and Main in Center City. For registration information call (555) 777-7777.

###

*This format can be used to promote similar programs (Speechcraft, Youth Leadership programs, other Success/Leadership seminars, etc.)*

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 NEWS FROM


 TOASTMASTERS

SAMPLE RELEASE

FOR RELEASE: At Will

CONTACT: Hae Yao  
(555) 000-0000  
hyao@email.com

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 work place. 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 4 million men and women have enjoyed the benefits of Toastmasters membership. The nonprofit organization now has approximately 235,000 members in 11,700 club in 92 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 a communication program manual, a series of 10 speaking assignments designed to instill a basic foundation in public speaking.

– MORE –

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NEWS  
FROM

TOASTMASTERS

When finished with the first speech manual, members can select from among 15 advanced manuals to develop speaking skills that are geared to specific interests. They are: *Public Relations, Specialty Speeches, The Entertaining Speaker, Speaking to Inform, The Discussion Leader, 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 have the opportunity to develop and practice leadership skills by working in the *Competent Leader* 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 verbal 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 and leadership 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.

###

SAMPLE RELEASE

FOR IMMEDIATE RELEASE

April 1, 20\_\_

CONTACT: Jan Hradek  
Toastmasters International Area One, District 99  
(555) 000-0000 or 111-1111  
jhradek@email.com

TOASTMASTERS SCHEDULE ANNUAL AREA SPEECH CONTEST

The best speaker in the Center City area will be chosen Friday, April 8, when five local Toastmasters clubs conduct their annual Area One, District 85 speech contest.

The event will be conducted at the Center City Community Center, beginning at 7:30 p.m., and the public is invited. The winner will be chosen from among five contestants and will compete in a District 85 contest here next month.

Participating in the contest will be (name and hometown of each contestant). Four weeks ago, these speakers advanced to the area-wide event by winning their club's speech contests.

Ahn Green of East Center City is the contest chair and Bob Rosenfield will be the chief judge.

The five Center City clubs are among more than 11,700 Toastmasters clubs around the world participating in area speech contests this month. The competition will culminate in the International Speech Contest, the "World Championship of Public Speaking," which will be conducted during the annual Toastmasters International Convention this August in (city, state).

Toastmasters International is the world's largest nonprofit educational organizational devoted to communication and leadership development.

###

**TOASTMASTERS INTERNATIONAL**

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TOASTMASTERS

SAMPLE RELEASE

FOR IMMEDIATE RELEASE

March 8, 20\_\_

CONTACT: John Lewis  
Center City Toastmasters Club  
(555) 000-0000 or 111-1111  
jlewis@address.org

SAM HO CAPTURES TOASTMASTERS TITLE

Sam Ho is Center City's best speaker.

Mr. Ho 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. Ho's 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 11,700 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, ten 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. Ho may be contacted at:  
Home: (555) 000-0000  
Business: (555) 111-0000  
mrho@email.com

###

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TOASTMASTERS

SAMPLE RELEASE

FOR IMMEDIATE RELEASE

May 1, 20\_\_

CONTACT: John Lewis  
Center City Toastmasters Club  
(555) 000-0000 or 111-1111  
jlewis@email.com

TOASTMASTERS CLUB CELEBRATES 10th ANNIVERSARY

Civic dignitaries and past presidents of the Center City Toastmasters Club will be special guests at the club's tenth anniversary meeting Friday, May 10, at the Globe Restaurant.

Mayor Lou Burns, who has proclaimed the week of May 6 as Toastmasters Week in Center City, will be guest speaker, according to club President Brian White. The meeting begins at 7:30 p.m.

Chamber of Commerce Director Sam Smith, School Superintendent Fritz Nolan and Hiram Greeley, editor of the *Center City News*, also will attend.

The Center City Toastmasters Club was chartered by Toastmasters International on May 10, 19\_\_ . Ten of its past presidents will be honored at Friday's meeting. They are (names).

As part of its anniversary celebration, the club is initiating a Youth Leadership program in communication and leadership development for students at Center City High School. A display of the club's materials and resources is on exhibit this week at the public library.

The club is one of more than 11,700 Toastmasters groups around the world providing its members with training in public speaking and leadership. Center City Toastmasters meet each Tuesday at 7:30 p.m. at the Globe Restaurant.

###

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NEWS  
FROM

TOASTMASTERS



# TOASTMASTERS

SAMPLE RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Pat Smith  
(555) 000-0000  
psmith@email.com

DON'T BURN YOUR TOAST!  
TIPS ON TOASTING FROM TOASTMASTERS

Rancho Santa Margarita, Calif. – Timing may be everything, but wording isn't far behind. Consider one of the most famous toasts of all: Humphrey Bogart's words to Ingrid Bergman, "Here's looking at you, kid" – in the legendary 1941 film *Casablanca*. Now trade "kid" for another endearment. No big deal? Maybe. But Bogie probably would have achieved another kind of immortality if he'd raised his glass to Bergman and said, "Here's looking at you ... babycakes!"

A toast should be "brief, personal and customized to the occasion," says Brian White, President of Center City Toastmasters club. "Most of all, it should be heartfelt."

Speaking from the heart is the key to an appropriate toast. To make sure you put your best foot forward – and not in your mouth – here are some tips:

- Pick a topic that is personal but appropriate.
- Keep it short – no more than a couple of minutes. "Essentially, the best advice in public speaking is to always be brief," says Toastmasters' club president White.
- Practice. Think about what you want to say, and practice the toast in advance. Use friends as sounding boards beforehand.
- Stay sober. Being coherent helps, so save the alcohol for after the toast.
- Dress your best. If you look good, you'll feel more confident.
- Use humor if appropriate to the occasion.
- In summary – be sincere, be brief, be seated.

Since its founding in 1924, Toastmasters International has helped four million men and women develop their public speaking skills and become confident communicators at work, at home, and yes, even at parties. Headquartered in Southern California, the organization now has approximately 235,000 members and 11,700 clubs in 92 countries.

For more information about Toastmasters International, please visit [www.toastmasters.org](http://www.toastmasters.org). For more information on the Center City club, visit \_\_\_\_\_.

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SAMPLE RELEASE

FOR IMMEDIATE RELEASE

October 1, 20\_\_

CONTACT: John Lewis  
Center City Toastmasters Club  
(555) 000-0000 or 111-1111

LOCAL TOASTMASTERS OBSERVE ANNIVERSARY

It's Toastmasters Month in Center City, and the local Toastmasters club is joining more than 11,700 Toastmasters groups around the world in celebrating their organization's \_\_\_th anniversary.

October has been proclaimed Toastmasters Month by Center City Mayor Lou Burns. The Center City Toastmasters are among 235,000 members throughout the world who are conducting special community programs this month.

The club's anniversary month plans include a Youth Leadership program in communication and leadership development for students at Center City High School, as well as a public debate on the need for a new community theater. The group also provides speakers for other local organizations' luncheon and dinner meetings, according to club president Brian White.

The Center City club was chartered here in May 1960. The first Toastmasters group was organized in Santa Ana, Calif., on October 22, 1924.

Center City Toastmasters meets each Tuesday at 7:30 p.m. at the Globe Restaurant and provides its members with training in public speaking and leadership.

###

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**NEWS  
FROM**

**TOASTMASTERS**

SAMPLE RELEASE

FOR IMMEDIATE RELEASE

September 29, 20\_\_

CONTACT: John Lewis  
Center City Toastmasters Club  
(555) 000-0000 or 111-1111  
jlewis@address.org

MAYOR PROCLAIMS TOASTMASTERS MONTH

Mayor Lou Burns has proclaimed October as Toastmasters Month in Center City. He urges residents to see the local Toastmasters club in action as it teaches its members skills in public speaking and leadership.

Mayor Burns presented his Toastmasters Month proclamation to Center City Toastmasters Club President Brian White during a brief ceremony at Monday's city council meeting.

In issuing the proclamation, the mayor acknowledged that October is the \_\_th anniversary of the first Toastmasters club's founding in Santa Ana, California. He noted that the Center City club was chartered in May 19\_\_ .

###



TOASTMASTERS

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SAMPLE RELEASE

FOR IMMEDIATE RELEASE

April 2, 20\_\_

CONTACT: John Lewis, Community Relations Chairman  
Center City Toastmasters Club  
(555) 000-0000 or 111-1111  
jlewis@email.org

TOASTMASTERS PLANS OPEN HOUSE

The Center City Toastmasters Club will host an open-house meeting Tuesday night at the Globe Restaurant.

The special meeting will begin at 7:30 p.m., according to Club President Brian White. Reservations are limited, he said, but residents may contact Dennis Brown at (555) 999-0101 for information.

The open house will feature guest speaker Carl Hays, Center City's mayor, who will speak about inter-community communication. Mr. Hays is the club's sergeant at arms.

A complete Toastmasters club meeting will be conducted with prepared and impromptu speeches and speech evaluations.

The open house kicks off a series of community activities the club is conducting during its April Invitation Month membership drive. The Center City Toastmasters speakers bureau provides speakers for civic, service and social organization meetings. Invitations to see the club in action are being mailed to residents of Center City and nearby communities.

"We believe that the community will enjoy seeing how the club's communication and leadership development program helps prepare members for higher pay and greater personal recognition," Club President White said. "Members are always interested in showing the residents of Center City how the Toastmasters program can help make them be more successful."

###

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**NEWS  
FROM**

**TOASTMASTERS**

SAMPLE RELEASE

Southwest Toastmasters  
108 Apple Lane  
Any City 05237  
Contact: Ann Leader, (212) 555-7770  
aleader@email.com

FOR IMMEDIATE RELEASE

July 14, 20\_\_

Want to improve your communication skills? Be more effective in meetings? Get your point across more concisely? Then visit the Southwest Toastmasters Club and learn how membership can help you succeed.

What: Southwest Toastmasters Club  
Where: Denny's Restaurant on Apple Lane and  
Kennedy Boulevard  
When: Wednesday evenings at 7 p.m.

For more information, please contact Ann Leader at (212) 555-7770.

###



TOASTMASTERS

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SAMPLE RELEASE

NOTE: If you are having a theme meeting or know a special speaker topic in advance, you may want to highlight a particular event to generate coverage. A special dated release like this one might prove beneficial:

Southwest Toastmasters  
108 Apple Lane  
Any City 05237  
Contact: Ann Leader, (212) 555-7770  
aleader@email.com

FOR IMMEDIATE RELEASE July 1, 20\_\_, through Wednesday, July 30, 20\_\_, 6 p.m.

Interested in starting your own business? Harry Smith of the Small Business Association will discuss "Twelve Easy Steps to Starting Your Own Business" at 7 p.m. on the last Wednesday in July at the Southwest Toastmasters meeting at Denny's Restaurant on the corner of Apple Lane and Kennedy Boulevard. Admission is free.

Who: Harry Smith, administrator  
Small Business Association

What: 12 Easy Steps To Starting Your Own Business

When: Wednesday, July 30 at 7 p.m.

Where: Denny's Restaurant, corner of Apple Lane and Kennedy Boulevard

ADMISSION IS FREE!

For more information, contact Ann Leader at (212) 555-7770 or aleader@email.com

###

Tip: Mail your release three weeks in advance of your event. And when addressing the envelope, write "Public Service Announcement" on the front in capital letters. By clearly marking your envelope, you'll ensure that your release will be opened by the right person and handled in a timely manner.

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**NEWS  
FROM**

**TOASTMASTERS**

SAMPLE RELEASE

Toastmasters International  
Contact: Ann Leader, (212) 555-7770  
aleader@email.com

FOR IMMEDIATE RELEASE

TIME . . . 0:10

Announcer: Can you stand up, speak up and shut up at the right time? Don't worry. The Toastmasters club can help you. Call for information.

Toastmasters International  
Contact: Ann Leader, (212) 555-7770  
aleader@email.com

FOR IMMEDIATE RELEASE

TIME . . . 0:30

Announcer: The ability to communicate is a highly regarded skill, and Toastmasters can help you develop your ability to communicate and become a leader. The Toastmasters communication and leadership program is presented in the friendly "learn by doing" atmosphere of a Toastmasters group. Reach out for success. For information call . . .

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TOASTMASTERS

SAMPLE FACT SHEET

CENTER CITY TOASTMASTERS CLUB

- Affiliated with Toastmasters International, the world's leading organization devoted to the improvement of individual communication and leadership skills.
- One of 11,700 Toastmasters Clubs and more than \_\_\_\_\_ clubs in the state of \_\_\_\_\_.
- Club was founded in \_\_\_\_\_.
- Club meets each Wednesday at 7:30 at the Globe Restaurant, Broadway and 20th St., Center City.
- Visitors are welcome.

MEMBERS HAVE OPPORTUNITIES TO:

- Learn and practice techniques of effective public speaking.
- Prepare and deliver formal speeches on subjects of their own choosing.
- Give impromptu talks on assigned topics.
- Gain speaking experience that relates to specific career needs.
- Sharpen their listening/evaluation skills.
- Learn proper parliamentary procedure.
- Preside as a meeting chairman.
- Gain valuable leadership management experience.
- Gain personal confidence that will help when speaking to one person or one thousand.
- Enter Toastmasters International's Annual Speech Contest, "The World Championship of Public Speaking."

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**NEWS  
FROM**

**TOASTMASTERS**



# 10 Tips for Successful Public Speaking

*Feeling some nervousness before giving a speech is natural and even beneficial. But too much nervousness can be detrimental. Here are some proven tips on how to control your butterflies and give better presentations:*

- 1 **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use personal stories and conversational language – that way you won't easily forget what to say.
- 2 **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary.
- 3 **Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
- 4 **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
- 5 **Relax.** Ease tension by doing exercises. Transform nervous energy into enthusiasm.
- 6 **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
- 7 **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They don't want you to fail.
- 8 **Don't apologize** for any nervousness or problem – the audience probably never noticed it.
- 9 **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
- 10 **Gain experience.** Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

## Visit a Toastmasters meeting!

Toastmasters groups meet in the morning, at noon, or in the evening in communities and corporations all over the world. No matter where you live, work or travel, you are likely to find a group nearby.

Visit [www.toastmasters.org](http://www.toastmasters.org) and click on Find a Club at the top left of the home page or contact us at:

(949) 858-8255 • [membership@toastmasters.org](mailto:membership@toastmasters.org)

## Organize a new Toastmasters group!

The best way to provide communication training to your employees – at a fraction of the cost of other programs – is to start an in-house Toastmasters group. Individual involvement produces instant results in your employees.

To learn more about conducting the Toastmasters program in your company, contact Toastmasters International and request a New Club Information Kit. You won't regret it!

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INTERNATIONAL

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Item 105

## Share the Power with TI's Marketing Cards

Do you feel the power of Toastmasters in your life? Now there is an easy way to share that power with others: Toastmasters' new marketing cards (Item 125). The marketing card is an effective membership-building tool that will help you share the benefits of Toastmasters within your circle of influence, as well as casual acquaintances.

**WHAT** are marketing cards? They are convenient small cards that can be carried in your pocket, purse or planner. Slightly bigger than a business card, they make it easy to get Toastmasters contact information into the hands of another. The cards use the same artwork associated with TI's marketing posters.

**WHY?** Marketing cards are a convenient and professional way to introduce your associates and friends to your club. In the blank space on the back of each card, you can write in your club's contact information.

**HOW?** Give them to anyone you meet. The card lists the address to Toastmasters' Web site, [www.toastmasters.org](http://www.toastmasters.org), with a blank space for you to add your club's contact information.

**WHEN and WHERE?** Marketing cards can be handed out at the grocery store, on a plane, at the spa, after a church meeting, at a seminar, in hotel lobbies, at family reunions, during interviews with the boss or employee – even in an elevator. The possibilities are as vast as your travels and contacts!

It has been reported that one out of three people who respond to the cards become involved in Toastmas-

ters. This will increase the likelihood of empowering other people to experience the benefits of Toastmasters.

Have fun and enjoy the process of sharing Toastmasters with your friends and co-workers.

Helpful hints to increase the number of people you empower.

- Keep several cards with you at all times.
- Share these cards with a caring attitude.
- Keep your contact information current and simple.
- Keep a record of the people who respond to your club.

- Have a contest to see who can recruit the most members through the use of these cards.
- Order plenty of marketing cards so that all members will have some when they need them!

**Mick Fetty, DTM**, a member of several clubs in Prescott, Arizona, is distributing these cards to nearly everyone he meets.



### Toastmasters Ads on Boston Trains

We all know that Toastmasters is a well-kept secret. Here in District 31 (Eastern Massachusetts and Rhode Island) we decided to do something about it. We recently experimented with using print advertising on the commuter rail system.

The Commuter Rail System (MBTA) in the Boston area serves 200,000 people daily. Several times each day, 90 trains leave and arrive from North and South stations in Boston. On each one of those trains of four to five cars, we placed one eye-catching print ad with a few sentences about Toastmasters and a link to a Web site. Approximately 40,000 commuters viewed our posters each day for about 30 days, beginning in mid-April 2005.

A design firm, owned by a former Toastmaster, donated their design services; our only costs were image acquisition, printing and the not-for-profit advertising rate. We also arranged with World Headquarters to track page hits on a special Web address, as a means to evaluate the ad campaigns effectiveness. Only time will tell if the investment was a good one or a great one!

**Chris Lowe, DTM**, is the current District 31 Governor.



STATE OF NEW MEXICO EXECUTIVE OFFICE SANTA FE, NEW MEXICO

# Proclamation

TOASTMASTERS WEEK

MARCH 6, 1995 THROUGH MARCH 12, 1995

Whereas, the ability to speak in a clear and effective manner is a powerful and important skill that can help to overcome barriers to effective performance in virtually every endeavor and line of work; and

Whereas, by assisting in the development of essential communication skills, Toastmasters International performs a valuable service for its members and those who carry the message of opportunity, initiative, and good fellowship; and

Whereas, boasting more than six decades of outstanding achievement, Toastmasters International has grown to over 8,000 clubs and 190,000 members in 52 countries worldwide; and

Whereas, this remarkable expansion is a direct result of the enhanced knowledge and experience Toastmasters International provides its members and clients;

Therefore, I, Gary E. Johnson, Governor of New Mexico, do hereby proclaim March 6, 1995 through March 12, 1995 to be:

**"Toastmasters Week"**

I encourage all citizens of New Mexico to recognize the many accomplishments and opportunities in communication and public speaking that this outstanding organization makes possible for people everywhere.

ATTEST:

*Stephanie Gonzales*  
Stephanie Gonzales  
Secretary of State

DONE AT THE EXECUTIVE OFFICE  
THIS 3RD DAY OF MARCH.  
WITNESS MY HAND AND THE GREAT SEAL  
OF THE STATE OF NEW MEXICO.

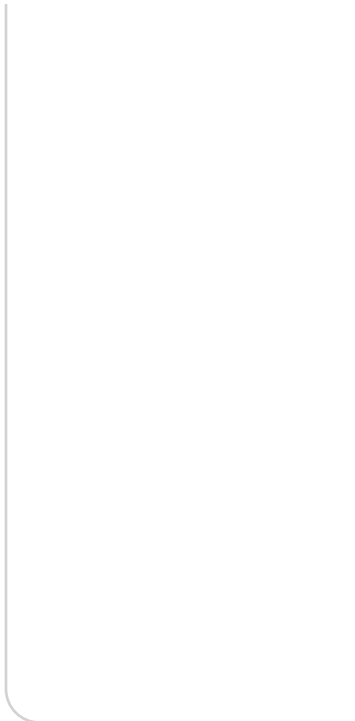
*Gary E. Johnson*

GARY E. JOHNSON  
GOVERNOR OF NEW MEXICO











**TOASTMASTERS**  
INTERNATIONAL

Item 1140