

District 31 PR Goals, 1999-2000
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GOAL

1. Develop public relations awareness in clubs

**2. Cultivate public relations talent in the District
internal PR: focus on personal &
professional volunteer opportunities**

**A. Appoint PR Trainers
Hold 4 PR Training Seminars**

B. PR Manager, Tod Wakeman

**3. Community Awareness Programs
Increase awareness of Toastmasters
in communities**

**A. Communicate the benefits of Toastmasters
to the general community**

**B. Promote conference events to local and
major press**

C. Update/Develop District Media List

D. Grassroots public relations

ACTION

PR Forum web page: web.mit.edu/levitsky/www/przone.html
PR Forum email list:przone@egroups.com
800# Distribution (work with LGEM)

appoint Spring Conference PR Chair

Session 1: at MIT, 10-280, 7-9 PM
"Achieving Success as Vice-President
of Public Relations"
led by Marjorie Noack, ATMS, PDDG
Seminars in the Pipeline (to be confirmed)
How to Write a Press Release

EventsMaster, Club Web Page Advisor,
Web Contest Coordinator
Top 10 Newsletter Contest Publicist

Library poster program "Ask a Toastmaster"
identify libraries that will display Toastmasters
posters and/or display

Obtain official proclamations for "Toastmasters Months"
for Massachusetts, Rhode Island and Leominster
invite officials to the conference

Speech Contest
Speechathon

Obtain a feature story about the conference,
preferably in a Leominster paper

(newspapers,radio)

club business cards, area governor business cards
posters, word-of-mouth. Putting Toastmasters skills to work