

THE TOASTMASTER

JULY 1993

What's PR?

Sharing the
Frequency

Grow New
Members with
Grassroots
Publicity

SPECIAL ISSUE: PUBLIC RELATIONS





viewpoint

FOR THE GOOD OF ALL

"...the ability to communicate is a God-given talent, which ought to be used by all for the good of all."

RALPH SMEDLEY

At a recent luncheon, I noticed a place card quotation that applies to most experienced Toastmasters: "It's a fine thing to have ability, but the ability to discover ability in others is the true test."

Members have said to me, "I've gotten so much out of Toastmasters that I feel obligated to help others." While we all know that each person has the ability to develop his or her own communication skills, one of our jobs as Toastmasters is to help others discover that ability.

Speechcraft is an excellent way to help others achieve this goal. Developed as an intensive eight-week program, it requires a significant time commitment by the volunteering Toast-

master. The long-term benefits of participating in Speechcraft, however, more than compensate the individual and his club. Viewed by many of us as a community service project, we forget that Speechcraft serves two other very important functions: to assist in building membership and to jump-start members into using better communication skills.

A Speechcraft program is like fast forwarding a series of Toastmasters club meetings on a video cassette recorder; positive changes occur in individuals at a much more rapid rate. Being able to observe individuals develop the ability to communicate in such a short time period is a powerful and exhilarating experience for any Toastmaster. I know it is for me.

During one of my Speechcraft classes, a participant asked me why I take time out of an admittedly busy schedule to personally help others become better communicators. I answered her by quoting Dr. Smedley: "Ours is the only organization devoted to the individual. We work together to bring out the best in each of us and we apply those skills to helping others."

As we gain communication skills from our Toastmasters experience, many of us are compelled to apply those skills to helping others. Speechcraft is a means to this end. I can think of no greater satisfaction than to watch individuals discover their latent communication skills and become confident speakers. This, in itself, is a tremendous reward.

Ability is a powerful word that denotes action and competence. The ability to communicate effectively is what we strive for in ourselves and others. Communication skills, like any other skills, require continuous practice. The club provides the laboratory in which we can practice and refine these skills. Effective communication skills put money in our pockets, enrich our personal relationships, and satisfy our need to help others in our community. The ability to communicate *should* be used by all for the good of all.

BENNIE E. BOUGH, DTM
International President

THE TOASTMASTER

PUBLISHER Terrence McCann
EDITOR Suzanne Frey
ASSOCIATE EDITOR Kathy O'Connell
ART DIRECTION Paul Haven Design
TYPOGRAPHER Susan Campbell

TI OFFICERS AND DIRECTORS

Founder Dr. Ralph C. Smedley,
(1878-1965)

OFFICERS

President Bennie E. Bough, DTM
4607 Ordinary Court
Annandale VA 22003

Senior Vice President Neil R. Wilkinson, DTM
10711 Bears paw Drive E.
Edmonton Alberta
Canada T6J 5E1

Second Vice President Pauline Shirley, DTM
501 Woodshire Lane
Herndon VA 22070

Third Vice President Ian B. Edwards, DTM
4017 Stonebridge Road
West Des Moines, IA 50265

Immediate Past President Jack Gillespie, DTM
P.O. Box 1497
Winnipeg Manitoba
Canada R3C 2Z4

Executive Director Terrence J. McCann
Toastmasters International
P.O. Box 9052
Mission Viejo CA 92690

Secretary-Treasurer Frank Chess
Toastmasters International
P.O. Box 9052
Mission Viejo CA 92690

DIRECTORS

Lee M. Beattie, DTM
3733 Manly Farm Road
Wake Forest, NC 27587

Evelyn-Jane Burgay, DTM
2335 Alpine Avenue
Sarasota FL 34239

Doug Couto, DTM
5470 Military Drive West, #1210
San Antonio, TX 78242-1253

Terry R. Daily, DTM
16 Foxcroft Crescent
London, Ontario
Canada N6K 3A4

Dick W. Fath, DTM
9100 Ashmeade Drive
Fairfax VA 22032

Lloyd A. Gavin, DTM
1213 Cedarbrook Way
Sacramento CA 95831-4405

Jon R. Greiner, DTM
821 Kleemann Drive
Clinton IL 61727

Joe Jarzombek, DTM
15083 Lindenberry Lane
Montclair, VA 22026

Tim R. Keck, DTM
2333 Kapiolani Blvd., #2108
Honolulu, HI 96826

Jo Anna McWilliams, DTM
17610 Midway #134-349
Dallas, TX 75287

Jenny K. Pagano, DTM
6757 West 100 North
Greenfield, IN 46140

Richard L. Peterson, DTM
1549 Arona Street
St. Paul, MN 55108

Denny C. Saunders, DTM
2517 S. Columbia Avenue
Tulsa, OK 74114

Howard Steinberg, DTM
P.O. Box 2741
Rivonia, 2128
South Africa

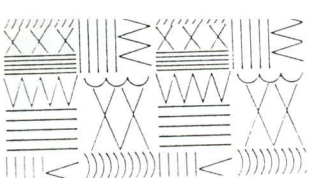
Kathy A. Todd, DTM
107 Marin Street, #1
San Rafael, CA 94901

Harold L. Usher, DTM
718 Chiddingington Avenue
London, Ontario, Canada
N6C 2W8

Alan M. Whyte, DTM
41429 Paseo Padre Parkway
Fremont, CA 94539

To Place Advertising
Contact:
Toastmasters International
Publications Department

P.O. Box 9052
Mission Viejo CA 92690 USA
(714) 858-8255
FAX: (714) 858-1207



contents

J U L Y
1 9 9 3
VOLUME 59, NO. 7

FEATURES:

- 6 TAKING YOUR SHOW ON THE ROAD**
Here's how to get more mileage out of Toastmasters.
By Al Cooper, CTM

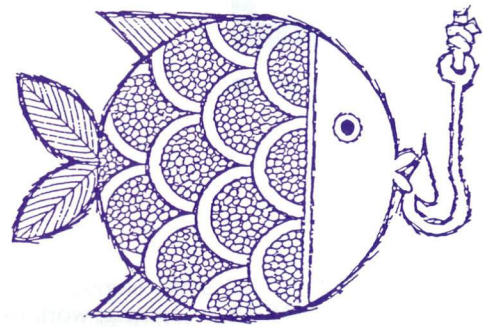
- 8 WHAT'S PR?**
Some do's and don'ts of planning a publicity program.
- 12 WHY BUILD MEMBERSHIP?**
How your club can benefit from an influx of new members.



- 16 SHARING THE FREQUENCY**
Radio and television PSAs could provide the breath of fresh air your club needs.
By Rebecca Mickey

- 19 UNLEASH YOUR CLUB'S PUBLIC RELATIONS POWER!**
Public relations does not consist of isolated events or actions, but rather the sum of them all.
By Mitchell Friedman, DTM

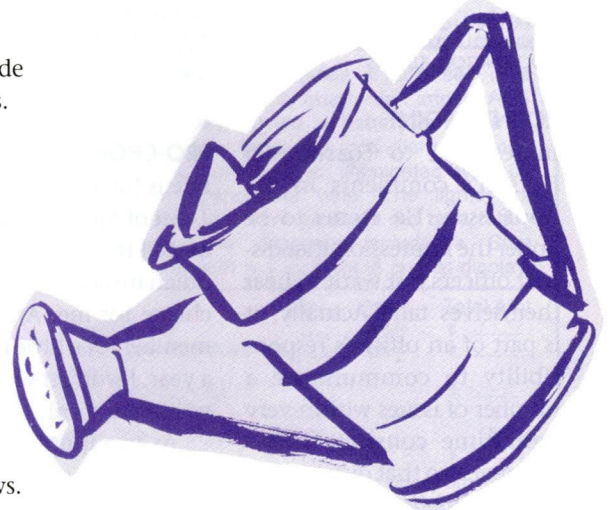
- 24 GROW NEW MEMBERS WITH GRASSROOTS PUBLICITY**
Here's how to put your club in the news.
By Pamela Hegarty



- 28 HOOK'EM, HOLD 'EM AND HAUL 'EM ON BOARD**
Speakers are like fishermen: Keeping these three "H's" in mind will bring you a trophy catch.
By Allan M. Gathercoal

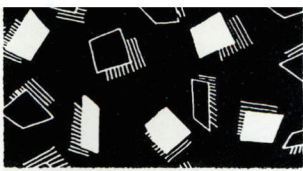
DEPARTMENTS:

- 2 VIEWPOINT: For the Good of All**
By President Bennie E. Bough, DTM
- 4 LETTERS**
- 5 MY TURN: Start New Clubs the Easy Way**
By S. R. Dunn, DTM
- 15 IDEA CORNER: Speaking on the Same Wavelength**
By Frank Jongema, CTM
- 22 HOW TO: Getting the Word Out**
By Kay Presto, ATM
- 30 HALL OF FAME**



THE TOASTMASTER Magazine (ISSN 0040-8263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Second-class postage paid at Mission Viejo, CA, and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, an organization dedicated to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a nonprofit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930, and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Copyright by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content should be addressed to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Phone (714) 858-8255. Members' subscriptions are included in international dues. Non-member price: \$12.00 per year.



l e t t e r s

PROUD NEW TOASTMASTER

As a new member, I thoroughly enjoyed reading my first issue (May 1993). I read it from cover to cover within two days and, considering my busy schedule, that certainly speaks well of this magazine. I just couldn't put it down!

I especially enjoyed the article, "World Headquarters: Here to Serve You." It was nice to "meet" other members of *The Toastmaster* family and see what goes on behind the scenes of a "Quest-for-Quality" organization.

In the two months I have been a member, I realize there is much more to our organization than I ever imagined. I'm glad to have the opportunity to develop my communication and leadership skills in a comfortable, positive atmosphere, and I look forward to participating in many of the activities Toastmasters has to offer.

Yes, Mr. McCann, I am a very proud Toastmaster!

BEVERLY ANN GAY
PIONEER CLUB 3736-54
BLOOMINGTON, ILLINOIS

COUNTERPOINT

In response to Toastmaster Hutson's comments in the April issue: He seems to be under the impression that district officers just want to hear themselves talk. Actually, it is part of an officer's responsibility to communicate a number of issues within very tight time constraints. Remember also that district governors sometimes travel two or more hours just to get to a

contest, work twice as many hours per week on average, spend hundreds of dollars of their own money, and use their vacations to meet obligations they have undertaken on your behalf. In fact, the reason speech contests take place at all is because dedicated district officers take the time to organize them.

Once a Toastmaster has served as a volunteer officer, he or she will never again look at any Toastmasters event in the same way. Many who make significant contributions to their districts and members are not always the best speakers or leaders; they are simply human beings with all their foibles, contributing time and effort to an organization they love. It is easy to forget that district officers also hold full-time jobs and have families and other obligations. As a fellow member of District 60, I invite Toastmaster Hutson to contribute his time to our already dynamic district.

KAI RAMBOW, DTM
PAST DISTRICT GOVERNOR
WEST TORONTO TOASTMASTERS 3057-60
TORONTO, ONTARIO, CANADA

PRO-CHOICE

Life is full of choices! Joining Toast of Meridian, a club promoted by my employer, Meridian Insurance, was the right choice for me. After being a member for a little more than a year, I wonder why I waited so long to join!

As an administrative assistant to the company president and a member of the management team, I need to

speak clearly and communicate well. Toast of Meridian was the right choice for me because:

- ❖ In a little longer than a year, I have received my CTM and am diligently working toward my ATM.
- ❖ I am better at organizing my thoughts. I'm a better speaker and my self-confidence is strengthened.
- ❖ I have many new friends in the company and the community.
- ❖ It makes me feel good to know I've made my club stronger by inviting guests and encouraging a fellow manager to join.
- ❖ I contribute my skills back to the club by serving as club secretary.

Though I still get a little nervous, I now work through those butterflies. I recently had the courage to call a local business college and offer to share some of my experiences as an administrative assistant with their secretarial classes!

If you've made the choice to join Toastmasters, that's a great decision – now build on it. Once you've got your CTM, keep working! The many rewards are well worth the effort.

JEAN HANNA, CTM
TOAST OF MERIDIAN CLUB 3354-11
INDIANAPOLIS, INDIANA

NO MORE SECRETS

What would you think of a person who knew how to increase your income, improve your relationships and help you get more out of life, but

refused to tell you his secret? This is exactly what you do when you don't tell other people about Toastmasters.

We must not keep Toastmasters a secret. We must tell everybody the stories of members like Lee McCurley, who was unable to speak clearly as a youngster and had to have her brother interpret for her. Now she is on her way to becoming an ATM. Tell them about John Doering, our past club President, who used to stammer, but recently won a regional humorous speech contest. Tell them about Gail Anderson, once deathly afraid of speaking to an audience but now has her own TV show. All this would not have been possible without Toastmasters. These peoples' successes probably would not have happened except for that one person saying, "Hey, why don't you come and join us?"

It is not only our responsibility to tell others...it is our duty to share the friendship and self-improvement we've found in Toastmasters.

JIM FRERICHS, CTM
CHETCO CHATTERERS CLUB 1215-7
BROOKINGS, OREGON

WHAT VISUAL FACTOR?

I can only surmise I have died and gone to printer's hell – why else the assaulting green letters superimposed on an article designed to be read ("The Visual Factor," April 1993)?

What visual factor? I have been struck blind.

DORA ZUG, DTM
CONESTOGA CLUB 1090-38
LANCASTER, PENNSYLVANIA

AND NOW SOME WORDS

FROM YOUR CLUB SPONSOR...

10 people agree to attend the introductory meeting and to bring a friend.

At the meeting, I tell the story of Toastmasters. Club members demonstrate Icebreaker

Start New Clubs the Easy Way

by S. R. Dunn, DTM

■ There are two ways to increase membership in any district: bring new members into existing clubs or add new clubs.

Experience has shown me that the easiest way to increase Toastmasters membership is to organize new clubs. By building strong new clubs, we offer outstanding educational opportunities that can benefit any community.

What is the best way to accomplish this task? Well, here is how it works for me: Two or more Toastmasters visit local businesses. A typical conversation begins: "My name is such and such and this is such and such. We are members of Toastmasters International. Have you heard of Toastmasters?" If the answer is "yes," then ask: "Did you belong to a club? When was this?" Encourage the person to talk about his or her experience.

If the individual knows little or nothing about our organization, I present the brochure "Reach Out For

Success" and discuss its contents briefly. After a couple of minutes, I ask: "Who in your organization would be better employees if they strengthened their speaking skills and could communicate more effectively with customers? If your organization is like most, you probably work with some associates who are technically competent but cannot get their points across before a group. For many people it's the fear of standing in front of an audience that holds them back. "If Toastmasters International could help you or your employees become more effective speakers, would you be interested in our programs?"

I then invite the person to an introductory club meeting and ask him or her to bring at least one guest. At this point, I usually hand out a card with the date, time and location of the meeting and solicit a commitment to attend.

On the day before the meeting, I call the prospective member and confirm that they will be there. This step is repeated until at least

and Table Topics speeches, then explain the roles of the Evaluator, Ah Counter, Grammarian and Timer. At the end of the meeting, I ask the guests to return on a specific date so they can see a Toastmasters meeting in action. Again, I emphasize the importance of their returning and bringing at least one other person.

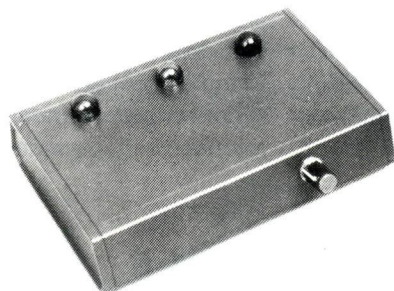
At the first meeting, we make sure to get the participants' mailing addresses and phone numbers so we can send them reminder letters and follow-up with phone calls two days before the demonstration meeting.

On the designated date, we return with a group of Toastmasters or host the prospective members at a regular meeting of the sponsoring club. We provide a printed agenda so prospective members can follow the proper procedures.

By following this script, many new clubs can be formed. Try it! It works! **T**

S. R. Dunn, DTM, is a past District 47 Governor and a member of Arlington Club 892-47 in Jacksonville, Florida.

The TIMEMASTER



For more information call (403) 531-3270
have your fax number ready, enter document #999
DJ Enterprises, #702, 235 - 15th Ave. S.W.,
Calgary, Alberta, Canada T2P 0R6

The TIME MASTER device is enclosed in a grain finished black UL rated, high impact ABS enclosure. Each device is battery powered (4 C-size) and has three 5/8 inch diameter color lamps (green, amber & red) illuminated by a 100 milliamper incandescent bulb. The lights are staged manually from green to red by a rotary switch. Optional features include a Stop Watch/Timer with a 1 inch liquid crystal display.

	Qty	Price	Total Amt.
TIME MASTER	_____	\$60. ⁰⁰	\$ _____
Manual Stop Watch/Timer	_____	\$35. ⁰⁰	\$ _____
Sub Total			\$ _____
GST (7% of Sub Total)			\$ _____
Your Local Sales Tax _____%			\$ _____
Shipping & Handling (US add \$2. ⁰⁰)			\$4. ⁰⁰
Order Total			\$ _____

To order, please send cheque or money orders in Canadian Dollars. allow three to six weeks for delivery.

TAKING YOUR SHOW ON

We often hear the cliché, "Toastmasters is the best kept secret in town."

This was exactly the case with our club! We realized that we needed to do something to increase our membership, give us an opportunity to speak outside the Toastmasters environment, and provide us more visibility in the community. The answer? We knew that our town's service clubs, such as Kiwanis, Lions, Rotary, Venture and Soroptimist, are continually seeking new and different programs for their weekly meetings.

Specifically, these organizations seek 20 to 30-minute programs which involve local people with whom their members can relate, and which provide information of interest to the membership. So it seemed that we could solve our problem while meeting the programming needs of local service clubs.

We did some brainstorming and the result was a fast paced, 20-minute "Road Show" telling the story of Toastmasters in a time frame tailored to the program format of local service clubs. The Road Show program expressed is similar to that described in the Community Contact Team brochure (Code 1020), but requires fewer people and can be easily tailored to the needs of a community organization. Here is how it works:

A four-person demonstration team is formed from the Toastmasters club membership. One person serves in each of the following roles: Toastmaster, "featured speaker," Table Topicmaster, and evaluator. Three team members serve double duty as Table Topics speakers. Since many Toastmasters are members of local service clubs, it is easy to approach the appropriate club president or program chairperson and get on the club's program schedule.

Basically, the demonstration explains what happens at a typical Toastmasters meeting, introduces the service club members to Table Topics, demonstrates a poorly delivered speech, lets the audience participate in the evaluation process, and

concludes with a smooth, highly polished speech illustrating public speaking at its best.

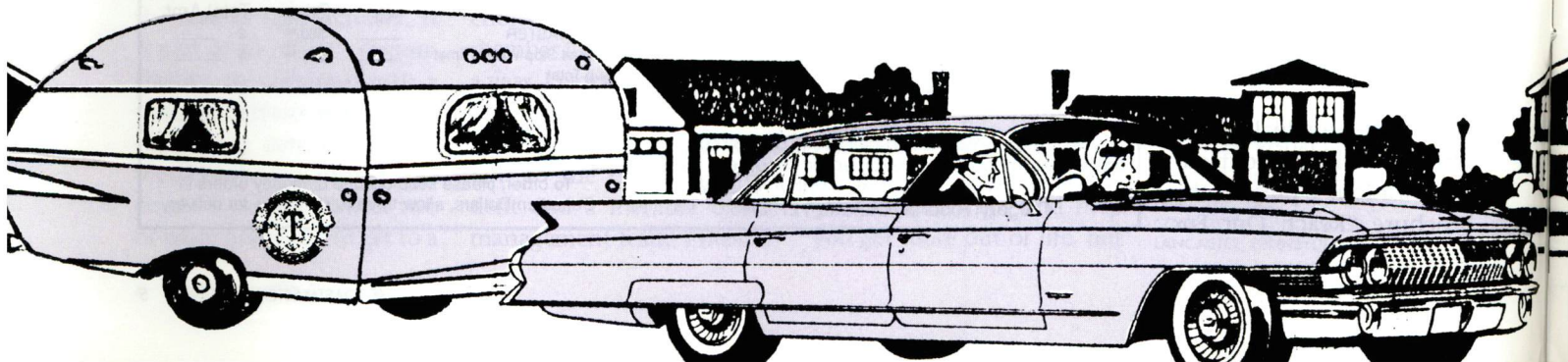
Before the meeting, 3-by-5-inch index cards are placed at each seat. At the beginning of the meeting, the service club president asks each of the members to write a subject for an extemporaneous speech on the card and sign it. (Having the cards signed tends to eliminate submission of inappropriate material and lends a sense of legitimacy to the process.)

The index cards are collected, placed in a container and used for the Table Topics portion of the program. At the appropriate time, the sponsoring club president or program chairperson introduces the Toastmaster, who then introduces the other three members of the team, gives a two-minute introduction to Toastmasters, explains how the program will be conducted and introduces the Topicmaster.

The Topicmaster gives a short introduction to Table Topics and asks the president of the sponsoring club to draw one of the index cards from the container, read the person's name and the topic he or she submitted.

The audience is invited to time the speaker and to applaud at the end of 60 seconds. The Topicmaster then assigns the topic to a Toastmaster, who immediately rises and gives a 60-second Table Topic speech, displaying all the attributes of a polished Toastmaster. This process continues until all three Toastmasters have participated.

Finally, the Topicmaster invites the audience to participate. This usually elicits looks of fear and panic, and rarely results in any takers. However, if a member of the audience does choose to participate, the Topicmaster must be certain to lead a positive round of applause for the participant, regardless of the quality of his or her performance. At the end of the allotted five to seven minutes, the Topicmaster returns control to the Toastmaster.



ON THE ROAD

by Al Cooper, CTM

Here's how to get more mileage out of Toastmasters.

The Toastmaster then thanks the audience for participating and sets the stage for the featured speaker. After briefly introducing the speaker, the Toastmaster announces that the presentation will demonstrate how *not* to give a speech.

The speaker presents a 90-second speech during which every speaking rule taught in Toastmasters is broken. (Your members can develop ideas for flaws to include in this speech.) Examples include the excessive use of "ah" and "you know," improper posture, speaking monotonously, mumbling and lack of eye contact.

The audience might not think the speaker's flaws are funny because they may identify their own fears or mistakes. Usually,

"The entire presentation takes just 20 minutes, but it etches the concepts of Toastmasters in the mind of everyone who attends and provides your club with many potential members."

however, the speaker will be able to evoke a fair amount of laughter or at least chuckles from the audience. The Toastmaster takes control of the meeting after the speech, thanks the speaker and introduces the evaluator.

In the few minutes devoted to the evaluation phase of the program, the evaluator gets the audience to participate by asking what errors they detected and what they thought the speaker should have done. To demonstrate that evaluations must be positive, yet include areas for improvement, the evaluator then gives a Toastmasters evaluation of the speech. Now that the audience knows what errors were made, the speaker is reintroduced by the Toastmaster and the speech is given in a smooth, professional manner.

Audience members have now heard excellent examples of extemporaneous speaking, the wrong and right ways to deliver a speech, as well as how to present a positive evaluation. Most importantly, they've had fun in the process. On this high point, the Toastmaster quickly reviews the program and invites them to a club meeting. Next, the Toastmaster returns control of the meeting to the service club president.

The entire presentation takes just 20 minutes, but it etches the concepts of Toastmasters in the mind of everyone who attends and provides your club with many potential members.

In addition to serving as a publicity and marketing tool for your club, involvement in and development of the "Road Show" tends to encourage greater cohesiveness within your club and gives members an opportunity to speak outside the club. Some club members may even be able to count their participation as a "non-Toastmasters" speech in an advanced manual. Composition of the presentation team can be rotated so that everyone in the club can participate and gain valuable experience.

Taking Toastmasters on the road was a new and entertaining project for our club. It worked for us and it will work for you. Try it, and take your club on the road to success. **T**

Al Cooper, CTM, is a former member of Oak Harbor Club 514-2 in Oak Harbor, Washington, and a retired Lieutenant Commander of the U.S. Navy. This article was originally published in the May 1988 issue of *The Toastmaster*.

Publishers Note: When "taking your club on the road," you may want to bring along a copy of the *Membership and Extension Slide Presentation* (Catalog No. 376), available through the *Supply Catalog*.



What motivated you to attend your first Toastmasters club meeting? Whatever the reason – you were asked by a friend, saw an ad on the bulletin board, read about Toastmasters in a magazine or newspaper – one thing is clear. It was public relations that got you there.

Public relations is a lot like public speaking – it is something that people practice every day. Like public speaking, good public relations skills are not taught – they are developed through regular practice.

For our purposes, public relations can be defined as:

“Establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its public.”

In this case, the “organization” is the club or specific Toastmasters event. The “public” is everyone.

Good public relations is anything that produces a positive response and stimulates the reader or listener toward something, such as visiting a club meeting, attending a Speechcraft program, or stopping by the Toastmasters booth at the state fair.

THE “HOW TO” OF P.R.

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

Build membership – a good PR program will attract prospective members.

Increase benefits – those members actively involved in a public relations campaign will gain experience not just in public relations, but in writing, advertising, publicity, promotion and marketing.

Gain public recognition – this benefits the club and the individual members. Members will find that public relations efforts can lead to speaking engagements in the community.

Public relations is the act itself. Publicity is the result. The publicity resulting from these efforts creates more of a community awareness and appreciation for what your club is doing.

The best aspect of public relations is that it is free. Interviews with the local media, press releases in newspapers and public service announcements or appearances on radio and

television are the most effective forms of public contact. And yet, they are all free.

Debbie Fields, the founder and owner of Mrs. Fields Cookies, didn’t spend money on advertising. By giving away cookies on the street corners, she built a multi-million dollar franchise. Mrs. Fields, who also was the Charter President for the first two Mrs. Fields Toastmasters clubs, did not need advertising; she used public relations.

PLAN A PUBLICITY PROGRAM

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

- Announcements of regular meetings (calendar listings)
- Election and installation of officers
- Important visitors or guest speakers
- Club Communication Achievement Award presentation to a

prominent person in the community or company

- Major club and member awards, such as Toastmaster of the Year, Top 10 Club, ATM and DTM awards
- Speakers Bureau
- Club Anniversary
- Toastmasters Anniversary Month (October)
- Joint meetings
- New club demonstration meetings
- New club charter nights
- Speech contests – at any level, from club to region
- Special programs open to the public, such as Speechcraft, Youth Leadership and Success/Leadership.

For more information on preparing a public relations program, review the Toastmasters International Publicity and Promotion handbook “Let the World Know,” available from World Headquarters.

WORKING WITH THE MEDIA

Getting coverage in the media is an essential function of

public relations. This process, known as “successful media placement,” is more an art than a technique. In order to master the art, the following factors must be considered:

1. Who is the audience being targeted?
2. How should the media be approached?
3. What kind of message will appeal to both the media and its audience?

What's P.R.?

Former District 45 Governor Terry Chinnery, DTM, offers the following definitions:

Advertising: bringing your circus to town and putting up posters to promote it.

Marketing: marching a parade of circus performers down Main Street.

Publicity: when the elephant breaks loose and tramples the mayor’s garden. And in spite of this, you convince the mayor to declare “Circus Week.”



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

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

Create a media list based on your target audience. For instance, if you are targeting single people, contact a newspaper that offers a social calendar section, or a radio station that broadcasts local community events. Likewise, if your local television affiliate shows a weekly business program and you

want to target business professionals, contact the Program Director immediately.

Your first step in approaching the media is to determine who should be contacted at the various stations or offices. The contact at a newspaper, for instance, could be the news editor, feature editor, a reporter covering business or education – it all depends on the paper itself and the content of your message. In any case, be sure you know the right person to contact (and the correct spelling of his/her name) before you begin.

Whether you are submitting a taped Public Service Announcement or requesting an interview, the most professional approach is to first submit a succinct cover letter promoting the event. Follow up the letter with a telephone call.

Be sure to mention that Toastmasters is a non-profit educational organization, and that you are not soliciting donations.

Once you get approval to submit material, make sure you know what kind of information is wanted. Do they prefer formal news releases or just fact sheets? What kind of deadlines do you need to adhere to? Can they use photographs or slides?

PREPARING PUBLICITY MATERIAL

It is always useful to have a complete "press kit" available for the media. This kit could include the following:

- News releases concerning the event
- Fact sheet about Toastmasters and your club or district
- Glossy black and white photographs (for print media)
- Audio or videotaped public service announcements for radio or television
- Toastmasters International logo clip-art
- Toastmasters International promotional literature/magazine
- Biographical data on individuals mentioned in the release.

The most important of all these materials is the news release, for it describes the specific event or reason for contacting the media. Therefore, it is imperative that your release be as complete as possible. If nothing else, it will be the item in the press kit that receives the most attention.

Here are some ideas for creating a professional, effective release:

- **Make sure the release is typed and double-spaced.** This is basic, yet vital.
- **Do not send carbon copies.** If your release is going to more than one medium, use a copier machine or word processor printer.
- **Indicate the source.** In the upper left-hand corner of the release, include the name, title and telephone number of the contact or source person.
- **Date each release.** Put it in the upper right-hand corner.
- **Provide release instructions.** Is the release to be printed immediately, or would you rather have it released on a specific date?
- **Headlines are optional.** Some editors or program managers are impressed with catchy headlines, other are not. Check first.
- **Write clearly and concisely.** Lead in with one or two

sentences that will catch the readers' attention. Then make sure you include the who, what, where, when, why and how.

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

Here are a few additional news release tips:

- Localize the release, again making sure that you are targeting the right audience.
- Edit the release for typographical errors, mistakes in grammar, or incorrect information
- Remember that this is a *news* release – avoid technical terms, "fluff" words, and opinions.

SOME DO'S AND DON'TS

- Watch your newspapers for articles about community organizations to better understand the kind of events covered and how they are written.

Tune in television and radio news programs frequently to learn how they handle public service announcements and other publicity for nonprofit organizations.

- Media people are busy, hard-working professionals. Determine what they expect and look for in a news release. Provide information that is really news – routine meeting announcements may not be picked up without a "news peg." So scale your news release to fit the importance of the event so as not to waste their time or yours. 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 which would be well worth publicizing. In case of doubt about an idea you are considering, make an off-the-record check on it with your news contacts.

KNOW YOUR AUDIENCE

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

Just as in giving a speech, in public relations you really must know your audience. Think about why Toastmasters appeals to you, and tailor that your promotional material. How you handle individual situations is entirely up to you.

There are, however, certain media rules to keep in mind:

Be helpful. Give reporters whatever they want, be accessible if they need you.

Be beneficial. Prove to reporters that your message will benefit their audience, which will in turn benefit them.

Be precise. Get the names right, make sure the information and format are correct, adhere to deadlines.

Be professional. The biggest turn-off to the media representative is an inconsistent, unprofessional PR person. Don't lose out on the opportunity for publicity because you are unprepared or unreliable. **T**

This article was excerpted from the manual "When You Are the Vice President Public Relations" (Catalog No. 1310-D) available from World Headquarters.

INTERVIEWS AND TALK SHOWS

An interview is essentially a question-and-answer session with one or more representatives of the media. Some advance preparation by the person being interviewed is necessary as well as an understanding of and adherence to a number of well-tested concepts and rules of conduct.

The interview may be somewhat informal. You may suggest an interview to one of the media or a reporter may initiate it with a request to meet with you. The interview may be live or taped during a radio or television talk show.

Radio and television 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 regularly as well as when special events arise. Some Toastmasters have even parlayed a short interview into a regular appearance segment of a talk show. 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 (television) or evenings (radio).

If you initiate an interview, be sure that the interviewee is well-prepared to say something of interest and to respond to questions about it.

If a reporter initiates 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 materials in advance.

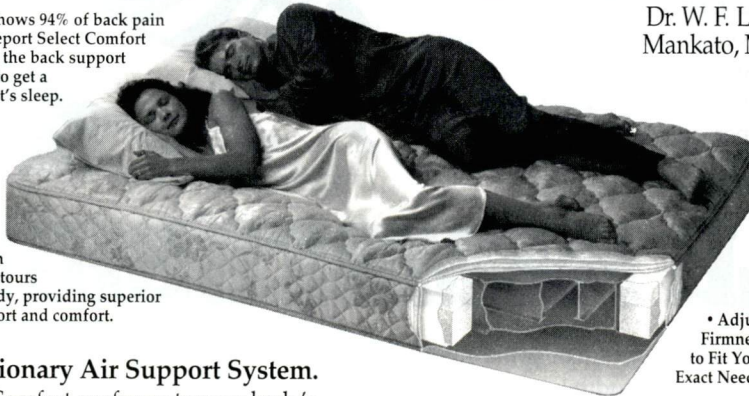
GUIDELINES ON BEING INTERVIEWED

- Think positive. Bear in mind that you have an opportunity to boost your club and fellow members.
- Know your facts (how long the club has been in existence, the number of Toastmasters clubs in the city, etc.)
- Answer any questions directly and briefly. Do not over-explain. Let the reporter have an opportunity to 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 which help make the point for you. Such anecdotes provide valuable material for the reporter's story.
- Admit that 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 he really needs the information.
- Avoid "off the record" comments. If you say it, they will print it. Talk about more personal experiences and involvements to support your replies and point of view.
- Stick with the facts. Avoid guess-work and unsupported opinions.
- Maintain your poise and sense of humor. Let the reporter see you as a real human being who enjoys life...and enjoys being a Toastmaster.

"The Best Mattress I've Seen..."

- Research shows 94% of back pain sufferers report Select Comfort gives them the back support they need to get a better night's sleep.

- Unique air-cushion design contours to your body, providing superior back support and comfort.



Dr. W. F. Lenz
Mankato, MN

- Adjust Firmness to Fit Your Exact Needs.

Revolutionary Air Support System.

Select Comfort conforms to your body's shape. Your back lies straight, yet fully supported. Your muscles relax...no straining to keep your spine straight.

Variable Firmness = Great Sleep.

You control the firmness of your bed—simply by pushing a button. Change the firmness as often as you like. Make your mattress hard as a board, or soft as a feather bed. The choice is yours.

Try Risk-Free for 90 Nights.

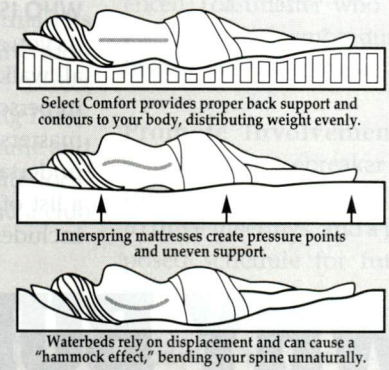
Sleep on a Select Comfort for 90 nights. If you are not completely satisfied, return it for a full refund.

Discover why 96% of Select Comfort users recommend it to their family and friends.

"I am a doctor and often come home exhausted. This mattress is the most comfortable I've tried."
Dr. Connie Horn, M.D., Clarksville, OH

"The best mattress I've seen in respect to total body and especially spine support."
Dr. W. F. Lenz, Mankato, MN

"For the first time in years, I wake up without aches and pains and have more energy!"
Mr. & Mrs. Dennis Clevenger, Lawrenceville, GA



Adjust Your Side Separately.

Inside the mattress are two air chambers. You can adjust your own side independently. With Select Comfort, you satisfy your own needs without compromise.

Call now for your **FREE VIDEO**

and FREE Brochure

1-800-831-1211

Select Comfort
CORPORATION

9301 75th Ave. N. Dept. 1488
Minneapolis, MN 55428

© Select Comfort Corp. 1993

Dept 1488

Most members and clubs have their own ideas about the "ideal" number of members a club should have. Nevertheless, all clubs can benefit from an influx of new members. New faces, ideas and speeches make the Toastmasters experience more enjoyable and worthwhile for all members.

Think back to when you joined Toastmasters, and the benefits you have derived from participating in the program. By bringing someone into Toastmasters, you help them to:

- Discover hidden abilities and bring latent talents into use
- Obtain an expanded vision of the role of communication
- Increase self-esteem through active participation in personal development
- Improve listening, thinking and speaking skills – skills necessary to any successful leader.

WHO IS A POTENTIAL TOASTMASTER?

As you already know, Toastmasters come from all walks of life. Generally, anyone interested in personal development is a prospect. Toastmasters can use their skills to advance in the undertaking of their choice. Begin by making a list of these persons. You will find your list includes people from your workplace, your



WHY BUILD MEMBERSHIP?

New faces, ideas and speeches make the Toastmasters experience more enjoyable and worthwhile for all members.

civic and social groups, your neighborhood, and among your friends and relatives.

INTRODUCE THEM TO YOUR CLUB!

Contact each of the persons on your list, tell them about Toastmasters, provide a brochure and invite them to a club meeting. Set a specific date – the next club meeting – not a nebulous possible visit sometime in the future.

TREAT YOUR GUESTS WELL

How were you treated during your first visit to a Toastmasters club? Did you feel welcome, or were you mostly ignored? Treat guests in your club exactly as you would guests in your home.

Make sure the guest is introduced to all club members and acknowledged formally during the meeting.

Salespeople often offer samples – you and your club can offer a warm friendly atmosphere and a feeling of achievement and learning in a comfortable environment. If the guest enjoys your sample, sell the full program.

DETERMINE THEIR NEEDS

What needs does the guest have? If you are going to sell the Toastmasters concept to the prospect, a real or perceived need must be met. The following are possible needs:

■ **Personal progress.** The prospect wishes to grow and/or achieve.

■ **Self-confidence.** The prospect wants to feel confident in public communication roles, or develop skills that will help overcome life's challenges.

■ **Belonging.** The prospect wants to interact with a group of individuals with similar goals – such as self-development – and share ideas and skills with them.

EXPLORE THE POSSIBILITIES

Once you have determined the needs of the prospect, explain how the Toastmasters program can help meet them. Do your best to ensure that the person sees an example of his or her perceived need being met during the meeting.

Identify one or two of the prospect's most pressing needs. Then explain how specific segments of the Toastmasters program can help. For example, if one of the needs is the ability to clearly present unprepared ideas in front of a group, emphasize Table Topics and how it will help the prospect achieve that objective.

The following is a summary of some needs that are typically met by Toastmasters activities:

Need	Solution
<i>Public speaking skills</i>	<i>Communication and Leadership Program</i>
<i>Quick thinking/ Impromptu Speaking</i>	<i>Table Topics</i>
<i>Conducting meetings</i>	<i>Toastmaster of the Day</i>
<i>Personnel reviews</i>	<i>Evaluator</i>
<i>Management/support</i>	<i>Participation as club officer</i>

ADDITIONAL POSITIVE POINTS

Even after realizing that his/her needs can be met through participation in Toastmasters, some prospects might not be convinced that Toastmasters is the solution. In making this type of decision, individuals generally consider factors such as these:

■ **Price.** At \$36 per year (plus club dues), the Toastmasters program is extremely cost-effective, especially when compared to other options.

■ **Time.** Toastmasters clubs meet for approximately two hours once a week or every other week. The prospect will appreciate the relatively small time commitment.

■ **Convenience.** Toastmasters clubs meet in the morning, at noon, or in the evening. Most people are able to find a club that meets their time and location requirements.

■ **Quality.** With 69 years of experience, approximately 3 million participants, and continually upgraded educational materials, the Toastmasters club provides a quality product.

■ **"Still not sure."** Some prospects are convinced that the program will work, and that it fits their schedule and budget, but are not quite ready to join. Active participation in a Speechcraft program, or in a club meeting as a guest, should ease the decision.

ENROLLMENT

Once the person has decided to join, the following steps need to be taken:

■ Complete an Application for Toastmasters Club Membership (Form 400) with the individual. Ensure that the information is correct and legible. Since you are the sponsoring Toastmaster, be sure to include your full name and home club number in the appropriate location. Ensure that the new member and a club officer sign the application.

■ Obtain a check for the appropriate membership dues, and the new member service fee (if applicable), as well as any club dues.

■ Mail the application form and check to World Headquarters immediately.

When World Headquarters receives the completed application and appropriate dues and fees, a New Member Kit, including a copy of the Basic Communication and Leadership Program manual, is sent to the new member. Each club may want to keep a copy of this manual on hand so that new members may begin to participate immediately.

THE MOST IMPORTANT PART

Your efforts have been productive, and the prospect has joined. Why? Because your newest mem-

ber has a need that must be met by becoming immediately involved in club activities. The following steps should be taken to get new members off to a good start:

Hold an Orientation Session

– use the New Member Orientation Kit for Clubs (Catalog No. 1162) to assist in explaining the Toastmasters program, including manuals, meeting assignments, evaluation and involvement opportunities.

Conduct an Installation Ceremony

– details for performing a brief induction program are found in the New Member Orientation Kit for Clubs.

Provide a Coach

– an experienced Toastmaster who can assist the new member during his/her early assignments.

Promote Involvement

– schedule an Icebreaker for the new member within two to three meetings, and a proposed schedule for future speeches.

Complete the Cycle

– give the new member a copy of this article and urge him or her to invite guests to each club meeting.

A concerted effort by the members of your club can produce a membership miracle. Good Luck! **T**

Promotional materials and information on how to build and rebuild Toastmasters clubs can be obtained through the Supply Catalog or by contacting World Headquarters.

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 videotaped 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, 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. Editors of employee newsletters might be interested in camera-ready ads about your club as "fillers." If the organization has an internal Toastmasters club, use the newsletter 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 literature. 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 and radio stations are required to regularly air free public service announcements, billboards also must frequently exhibit messages by non-profit 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.

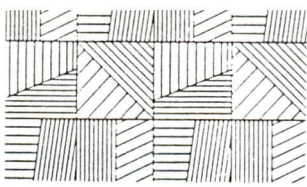
14 OFFER SPEECHCRAFT AND YOUTH LEADERSHIP PROGRAMS. This is a great way of showing the public what Toastmasters is all about.

15 CREATE CLUB BUSINESS CARDS indicating your meeting time and place, and distribute them to friends and colleagues along with a personal comment of how Toastmasters training has benefited you.

16 USE TI BUMPER STICKERS AND MUGS. Wear TI T-shirts. And display your Toastmasters trophies in a prominent place in your home or office.

17 WEAR YOUR TOASTMASTERS PIN! It's a good conversation starter.





idea corner

■ HOW LARGE OF AN AUDIENCE COULD you attract if three famous radio celebrities spoke at your club meeting? A very impressive one, as Grand Terrace Club members can testify! The idea originated with Area Governor Karen Knopsnyder, after discovering that many of her fellow club members were fans of Los Angeles radio station KFI. She suggested we host a talk radio day featuring

to our slogan: "KGGT – For All the News You Really Need."

Every experienced talk show host knows that commercial breaks must be squeezed in between listener calls. Naturally, KGGT was ready to comply with this broadcasting standard! In true Table Topics fashion, the program engineer asked unsuspecting members to act out 60-second commercials for the beverage Snapple and subscriptions to *The Conservative Chronicle* and *The Toastmaster* magazine. By the



Toastmasters Barney Barnes, Karen Knopsnyder and Frank Jongema represent talk show hosts in a popular radio theme meeting.

Speaking on the Same Wavelength

Toastmasters get great reception by tuning in to talk radio.

our favorite on-air heroes. But there was only one problem – none of our heroes could attend! So the meeting became known as: "(Almost) KFI Live in Grand Terrace."

At 6:30 a.m., KGGT AM 290 (unlicensed) began its broadcast hour as three adventurous club members represented KFI personalities Rush Limbaugh, Dr. Laura Schlessinger and former Los Angeles Police Chief Daryl Gates. Each gave a five- to seven-minute monologue, followed by listener "calls." The sessions were then evaluated for manual credit.

Next, KFI morning team, Tracy and Terry Rae ("T 'n T"), became KGGT's "M & M in the Morning." Who else would inform you that each year it takes less time to fly around the world and more time to drive to work? Consumer issues were also a hot subject and listeners were reminded that the people who write advertising campaigns for banks are not necessarily those who approve the loans. All things considered, we definitely stayed true

end of the broadcast hour, our creative meeting not only produced a record attendance of both members and guests, but also provided more fun than a person should ever be allowed to have! Why not start a station in your club? ①

Frank Jongema, CTM, is president of the Grand Terrace Club 290-12 in San Bernardino, California.

by Frank Jongema, CTM

JOKES for SPEAKERS!
 For Toastmasters, Business Executives, Club Officers, Banqueteers, or anyone who has to talk.

An up-to-the-minute **Topical Joke-Bulletin** with approximately 100 funny one-liners, stories and roast lines. Created by top Hollywood comedy writers. A great source of fresh professional material to humorize your speech for any audience; any occasion. Current issue: \$9.50
 Our 21st Year. Send check or M.O. to:

JOKES UN-LTD.
 8033 Sunset Blvd., Dept. T-F, Hollywood, CA 90046

SHARING THE

by Rebecca Mickey

FREQUENCY

Radio and television PSAs could provide the breath of fresh air your club needs.

Public relations is an essential ingredient in any marketing mix. It's a quick and cost-effective way to deliver a message or promote an event. If you are the PR person for your club, you probably already send releases to newspapers, magazines or other print media. But don't rule out the electronic media – particularly local radio and television stations that broadcast community news.

Public service announcements (PSAs) are aired by radio stations as a service to the community. Many stations inform their audiences of special upcoming or ongoing meetings, especially if they are sponsored by nonprofit organizations. But just as music or talk-show formats differ from station to station, so do the different types and ways of delivering PSAs. Your best bet is to tune in and find out.

Radio station WMNF in Tampa Bay, Florida, airs two community event related PSAs per hour – not surprisingly, it receives hundreds of PSA requests each week.

"My desk is full of promotional materials. I would say 99 percent won't get aired," says Rob Lorei, WMNF's news and public affairs director and a 12-year veteran of community radio. Your best bet, according to Lorei, is to send a one-page release listing the facts – who, what, when, where, why – and a contact name and phone number for additional information.

Here are some of do's and don'ts from Lorei:

- **DO** send information to the right person; i.e., name the person in charge of community programming.
- **DO** send it three weeks in advance.
- **DO** list a contact name and phone number.
- **DON'T FAX** or phone. (That's an unnecessary interruption that can get you off on the wrong foot.)
- **DON'T** spend a lot of money sending too much information.

"I pay more attention to mailing labels typewritten to me," Lorei explains. "I tend to throw out mass produced mailings because I know they probably have been sent to every radio station in the state."

If you want to set up an interview with one of your club members, Lorei strongly suggests investigating a variety of different radio stations. "About one-third of the stations in this area do interviews. So, if you were marketing here, I would suggest you check the programming of those stations to see if it coincides with your Toastmasters topic. Then narrow it down to two or three stations and send them a one-page letter with a newsy or eye-catching headline.

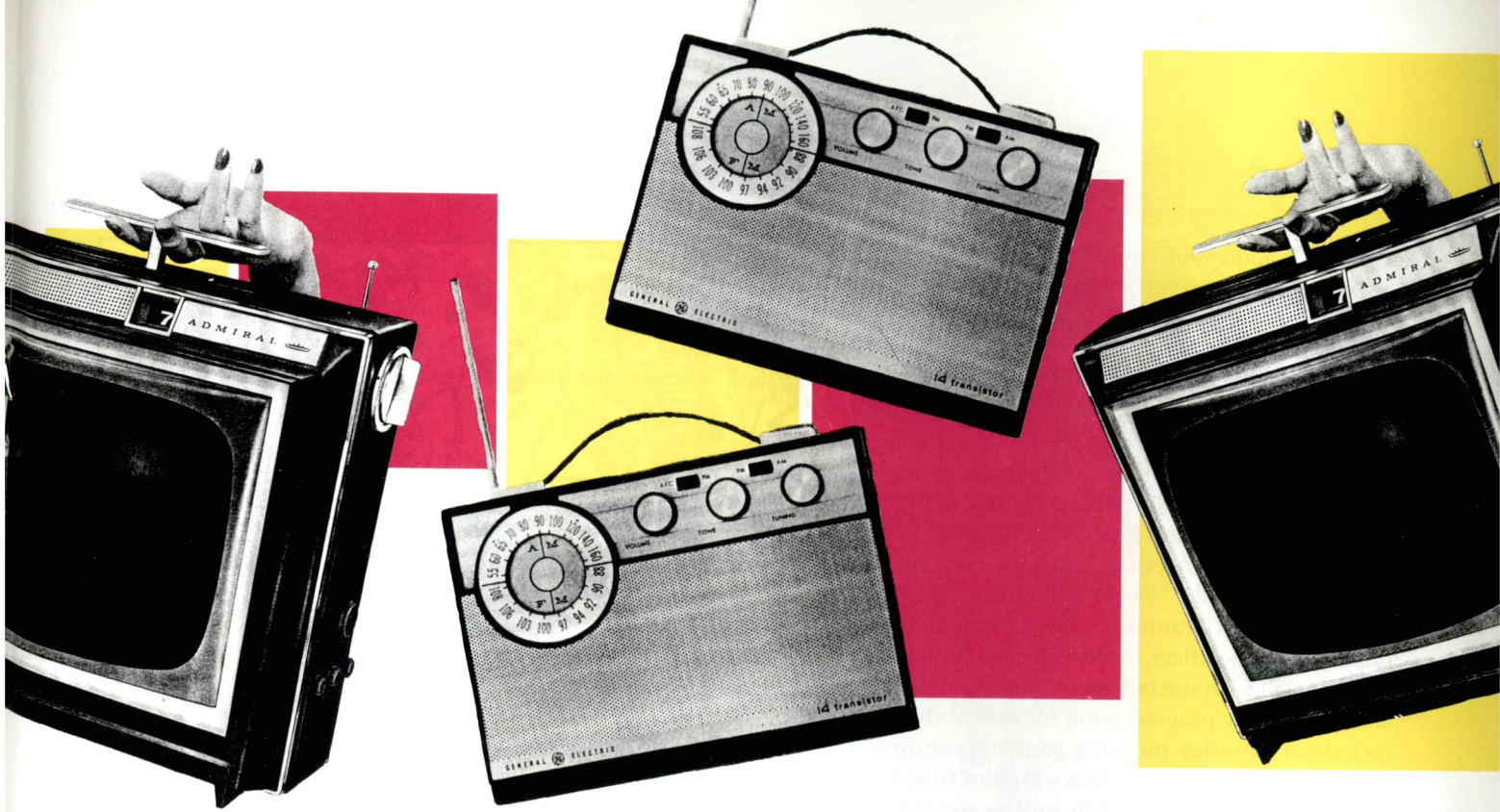
"Be sure and put all the pertinent information in the first paragraph," Lorei says. "Again, personalize this mailing to (the appropriate staff member). If it's happening in the community and not mass sent to every station, I'll be more interested in it."

KEEP IT SIMPLE

When preparing news releases for broadcast, remember you are writing for the ear and time is limited. At the top of the release, list your organization's name and address, the date and the contact person's name and telephone number. Space down and underline Public Service Announcement. Space down again and indicate the dates for release in capital letters. (This is very important as no one wants to air outdated news.) If it is for immediate release, write "FOR IMMEDIATE RELEASE." If date range is limited, you should state "FOR RELEASE AFTER NOON ON WEDNESDAY JULY 14." Then begin your release.

- Use the present tense.
- Report the facts – who, what, when, where and why. Include the name of a special speaker or topic if appropriate.
- Keep material to a minimum. If you consider additional information necessary, send it on a separate sheet.
- Mail the release three weeks prior to the event.
- Include contact name and number for more information.

Tip: Even though the name and contact number will appear at the top of the page, it is a good idea to repeat this information at the end of the release as well.



When completed, a news release about an ongoing meeting might look like this:

Southwest Toastmasters
 108 Apple Lane
 Any City 05237
 Contact: Ann Leader, 555-7770

Public Service Announcement

FOR IMMEDIATE RELEASE
 July 14, 1993

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, contact Ann Leader at 555-7770.

###

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, 555-7770

Public Service Announcement

FOR IMMEDIATE RELEASE July 1, 1993, through Wednesday, July 30, 1993, 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: Southwest Toastmasters meeting
 Denny's Restaurant corner of Apple Lane and Kennedy Boulevard

ADMISSION IS FREE!

For more information, contact Ann Leader at 555-7770

###

Tip: 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.

TRY 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 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: ►

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 Icebreaker Melted My Fears Away" will lend insight and credibility to the positive aspects of club membership.

Southwest Toastmasters
108 Apple Lane
Any City 05237
Contact: Ann Leader, 555-7770

July 14, 1993

Special to Don Kelso, 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 titled "Sweet Talk and Country Music Make My Geraniums Grow."

Southwest Toastmasters is part of Toastmasters International, a nonprofit 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.

#

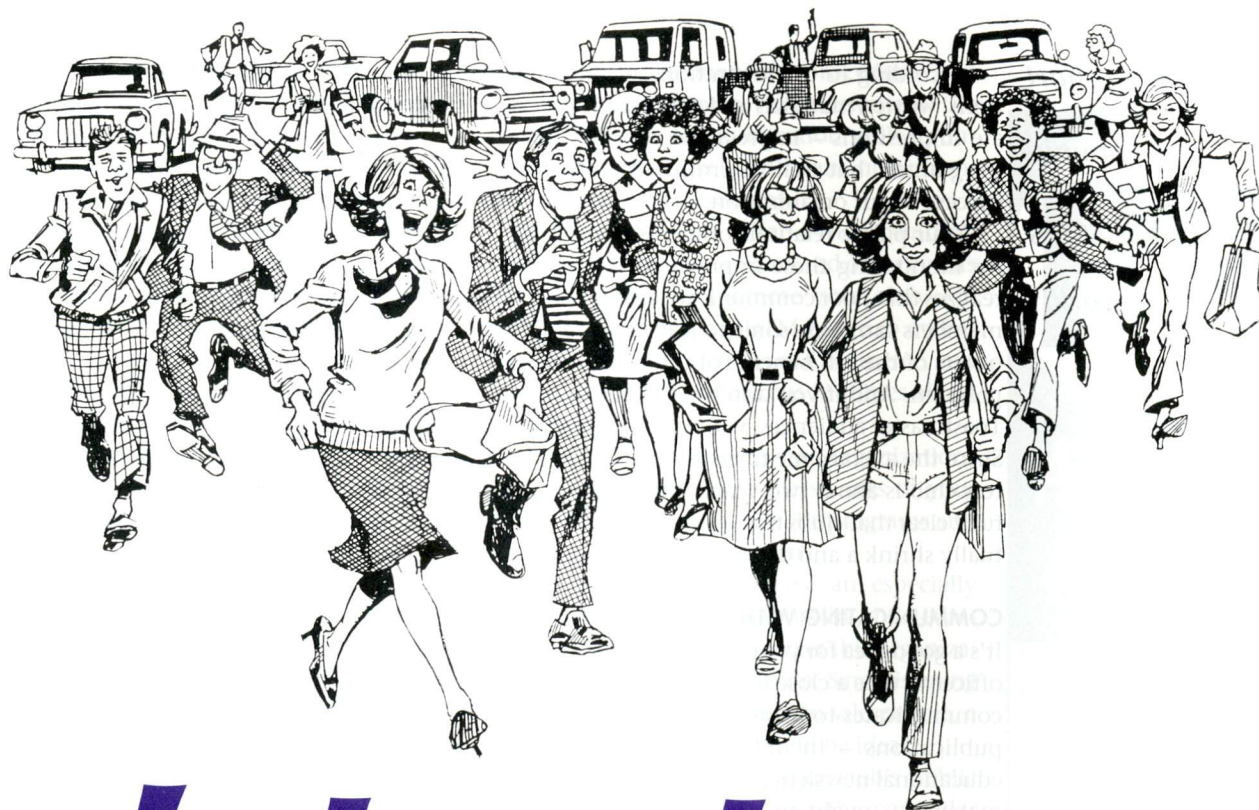
Tip: A free workshop or seminar is one of the best bets for earning radio air time.

OFFER FREE STUDENT CRITIQUES

Take your club meeting on the road to a local high school's speech club or class. Explain the art of a full Toastmasters critique – how the Ah Counter improves performance, the Grammarians increase members' vocabularies and the Timer improves pacing and delivery.

This event is also newsworthy within the community and a good opportunity for inviting those public affairs directors you've contacted to sit in and see how Toastmasters programs work. And if they're game, let them participate in a Table Topic or two. Who knows, they may even sponsor the event and donate T-shirts to the high school Table Topic winners. That guarantees good press for all. **T**

Rebecca Mickey is a freelance writer and former Toastmaster living in Oldsmar, Florida.



Unleash Your Club's Public Relations Power!

Surely many Toastmasters are familiar with the following scenario: Every Monday night the same group of five to 10 members meet to polish their communication skills. The membership roster lists 20 dues-paying individuals, but little is known about their continued absence or level of interest in the Toastmasters program. Occasionally a guest wanders in, but he or she rarely returns for a second look. The meetings seem eerily alike – the same people giving the same speeches.

Surprisingly, a club with a history just like this recently became a top-ranking club in our district. Membership had more than doubled, speakers eagerly completed manual assignments, special educational programs were held on a quarterly basis, and a steady stream of guests and new members visited club meetings.

What was the reason for this radical transformation? Club officers realized that communication with key audiences – Toast-

masters and non-Toastmasters alike – could no longer be taken for granted, and they implemented a comprehensive outreach program, using every means possible. In other words, the club unleashed its public relations power.

DEFINING PUBLIC RELATIONS

If you asked five Toastmasters to define “public relations,” you’d probably get five different answers. For some, it entails sending out an occasional press release highlighting a club event; for others, it’s publishing a club newsletter. And some clubs refer to the Sergeant-at-Arms as “public relations officer” by virtue of that officer’s role in greeting guests and members.

In fact, the practice of public relations is not simply a one-time event or action but rather the sum of them all. A good definition is: “Public relations is the set of social actions and attitudes taken by an organization to win the support of key audiences, upon whom the success of the organization depends.”

Public relations does not consist of isolated events or actions, but rather the sum of them all.

by Mitchell Friedman, DTM

**“Anything short
of total commit-
ment isn’t going
to work!”**

According to this definition, all presentations, written materials and club meetings create impressions – impressions we often take for granted, but that determine the ultimate success of our organization.

Your public relations officer is responsible for monitoring these impressions. He or she realizes that poor communication among club members can cause some to leave and deprive others of the full benefits of the Toastmasters program. And if you don’t reach out to non-Toastmaster audiences, your club won’t grow. Since the average membership in a Toastmasters club is about two years, it becomes painfully clear that clubs that don’t grow will eventually shrink and die.

COMMUNICATING WITH TOASTMASTERS

It’s a good idea for your club’s public relations officer to take a close look at the way the club communicates to its diverse membership. All publications – including district bulletins, educational newsletters, fliers and special club materials – ought to be evaluated by asking questions such as: Is the document providing accurate, complete information? Is it addressing the diversity of members and their needs? What type of image does it portray of the organization?

Two examples from the district level demonstrate how club public relations officers might conduct an “audit” of printed materials provided to members.

During her term as public relations officer in District 5 (San Diego, Calif.), Mary Porter, DTM, undertook an exhaustive campaign to improve the quality of fliers. Widely used throughout her district to communicate information on speech contests, Success/Leadership modules and other educational programs, she found that they varied widely in content, completeness, accuracy and image. For example, some lacked basic information on events (time, location, cost, etc.), while others failed to provide even basic information on beneficial programs likely to be unfamiliar to new Toastmasters. As a result, Mary established a standard of consistency and excellence that has since helped local clubs realize the full potential of the flier as a communications vehicle.

And in District 4, which covers the San Francisco Bay Area, International Director Alan Whyte, DTM, detected a need for consistent, reliable information on Toastmasters programs, presented in a format that would encourage

club officers to read and use it. The result of his efforts was *Fuel 4 Thought*, a monthly newsletter providing vice presidents education with updates on Speechcraft and Youth Leadership programs, as well as tips on speech writing, listening and other communication topics. Portions of the newsletter have since become a part of the district’s newsletter, thus making the information available to all Toastmasters in the area.

Are your members informed about the range of educational opportunities available to them? If not, you may want to produce a newsletter of your own – or make available publications produced by World Headquarters or clubs in your area.

THE PERSONAL TOUCH

Obviously, printed materials are only a small part of your club’s public relations efforts. Direct personal communication in a warm and friendly club atmosphere is still the most effective way of sharing information. Never take communications with your members for granted. Whether it’s through newsletters, a phone call, or other means, be on a constant lookout for new ways to add value to the Toastmasters experience.

Above all, well-organized and educational meetings are your most powerful tool for communicating with members. Here the public relations officer plays the role of “chief quality officer,” working with the vice president education to create an exciting, stimulating and entertaining learning environment. Are members regularly contacted to confirm meeting assignments? Is their progress toward educational goals monitored? How effective is this contact? Do members feel the club meets their needs? If not, how can the club improve?

REACHING NON-TOASTMASTERS

Since our own progress depends on how others improve their own communication skills, it is our manifest destiny to spread the word about Toastmasters among friends, family, co-workers and business and community contacts. We are blessed with a cornucopia of ideas, programs and individual success stories to share with our audiences. From Speechcrafts to speech contests, we have ample material to offer to those who crave our top-notch communication and leadership training.

Securing media coverage for club activities is the most effective means of reaching audiences outside Toastmasters. That’s how the

club described at the beginning of this article generated numerous membership inquiries, guests and new members.

Many Toastmasters seem to believe our "good works" sell themselves. But we can't rely on reputation alone. Many organizations are equally deserving and clamoring for the reporters' attention. Our plea for coverage must cut through the barrage of letters, press releases, faxes, electronic mail and phone calls that media representatives receive daily.

The objective thus is quite clear: Clubs must know the Toastmasters story, make it appealing to print and broadcast media in their area, and then sell, sell, sell.

THE VALUE OF NETWORKING

Building relationships with community, business and professional organizations is also an important element of a club's public relations program. This is especially useful for members working toward their ATM awards and beyond who need to give presentations to non-Toastmasters groups. As a source of speakers, Toastmasters clubs offer credibility and quality – important selling points when contacting local groups desperate for high caliber speakers.

Above all, Toastmasters is a service organization offering life-essential skills in communication and leadership. Lions International, Professional Secretaries International and Optimists are just a few of countless community, business and professional organizations whose members can benefit from our experience in

evaluation, parliamentary procedure and speech training. In turn, we contribute to the improvement of communication skills in our community, and likely will gain new members, maybe even new clubs.

Such groups also offer a never-ending stream of trade shows, mixers and other events you can attend to promote your club. For example, I've worn my DTM badge to events sponsored by our Chamber of Commerce, and as a result received numerous inquiries about local clubs.

Direct your energies toward organizations deemed most critical for the success of your club, and offer these groups the programs and activities best suited for them.

For example, if you have an especially strong Association of Realtors in your community, you may want to target this organization for your outreach program. Since listening skills are especially important to salespeople, a program about this skill would be ideal.

The key to unleashing your club's public relations power is to consider the particular needs and interests of your audience; you'll find that the possibilities for exciting activities are endless. And as clubs like yours unleash their public relations power, we will move towards a stronger Toastmasters program for everyone. **T**

Mitchell Friedman, DTM, is founder of Mitchell Friedman Communications and has nine years experience in helping organizations design and implement communications programs.



Activities to Avoid

Toastmasters International Clubs, Districts and members cannot create or engage in any activity in the name of Toastmasters International that is not directly related to its educational purpose.

Unauthorized activities typically include fundraising drives in cooperation with other organizations, the creation or establishment of scholarships or foundations, public service activities and political causes.

If you have any questions about such activities, please contact the Policy Administration Department at World Headquarters.

VPE Get yourself an assistant!

Let CLUB ASSISTANT schedule your meetings.

CLUB ASSISTANT is a computer system especially developed to support the VPE. It will relieve you of the tedious aspects of scheduling your meetings without taking away your control.

Tell CLUB ASSISTANT which roles you want scheduled, the eligibility requirements of each role and any exceptions. CLUB ASSISTANT will do the rest ensuring that members get an equal opportunity to carry out all the roles available to them.

Once you have reviewed the meeting schedule, CLUB ASSISTANT will print your duty rosters and agendas. If you have an online fax, CLUB ASSISTANT will even fax the roster to those members who have a fax number.

CLUB ASSISTANT also supports manual scheduling, guests, special meetings, actual versus planned, member history and many other features. And when your term as VPE ends, your successor will appreciate it just as much.

CLUB ASSISTANT will run on any IBM or compatible PC with 512K memory and 1MB free disk space. Send a bank check or M.O. for US\$59.95 to Astech Systems Pty Ltd, 7 Irwin St, East Fremantle 6158, AUSTRALIA. Indicate the name of your club and diskette size required.



■ YOU THOROUGHLY ENJOY YOUR TOASTMASTERS club meetings, conferences and other educational activities and often wish you could let others know about the benefits of membership. "But," you may have told yourself, "I don't know enough about public relations to promote Toastmasters."

Actually, there are a myriad of easy and effective ways to inform potential members about the constructive, enjoyable activities of-

press release. Many newspapers will send you a publicity booklet or instruction sheet detailing their preferred release format, how far in advance it must be submitted and other logistics. Following their guidelines will drastically improve your chances of getting the story in print. Remember to keep a copy of each release for your records and attach the clip to it when the information is published.

Getting the Word Out

How about making a public spectacle of ourselves?

by Kay Presto, ATM

fered by Toastmasters International. Think about how many times you have entered into an in-depth conversation about our organization simply because someone noticed you were wearing a Toastmasters pin? After giving them some background information, you probably invited them to your club's next meeting. Without even realizing it, you had practiced public relations for your club.

Getting the word out to the public is often as simple as that. And for Vice Presidents Public Relations, World Headquarters produces an excellent workbook that provides concise public relations tips and publicity samples for print and electronic media.

GETTING YOUR PRESS RELEASE PUBLISHED

One of the most important tools for public relations officers is the press release. How can you guarantee yours will be published? The answer is simple – you can't. But you can take steps to greatly increase the likelihood! One way is to start local – often you'll get the best results from smaller community newspapers. Use resources, such as the *Gale Directory of Publications and Broadcast Media*, at your public library to obtain addresses and information about the editorial style of various publications in your area.

Next, call the newspapers and talk to editors about what they look for in a good

The business section of your daily newspaper is an ideal place to announce your meetings. Since this information doesn't vary much, you can send a release every month announcing your meeting dates.

When pressed for space, editors will cut a story from the bottom first, so make sure to cover the most important information in your first two to three paragraphs.

It's a good habit to send a release to the community news editor after each meeting, detailing who won awards, names of new members and even the names of guests who attended. At the same time, you can send a second release promoting an upcoming meeting by describing its theme, naming special guest speakers and, of course, inviting the public to attend. By using these methods, you will supply a steady stream of Toastmasters news to local readers.

With publicity, timing is everything. Newspapers and other publications adhere to strict deadlines. So, if they specify that your press release must be sent two weeks prior to an event, be certain to send it at that time. If it's sent too soon, it may be filed and overlooked; if sent too late, there may not be sufficient space left in the layout.

Ask each publication about its choice of photos. When providing your own photo, try

not to have more than three people in the frame. Don't photograph them holding a plaque or stiffly posed and staring directly at the camera. Editors prefer "action pictures," but make sure all the participants' faces are showing. A caption identifying those pictured from left to right and a description of the event should be taped to the back of the photo so it doesn't get separated or misplaced.

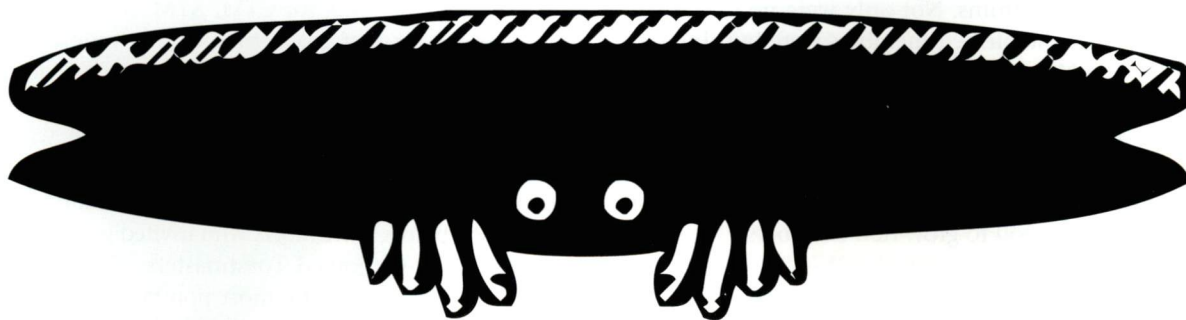
INVITE A REPORTER TO YOUR CLUB

There are many other ways to gain publicity. Does one of your fellow club members have a unique hobby or job – puppetry, acting, etc.?

their magazine rack. A display case featuring a Toastmasters "exhibit" – with posters or photos representing area clubs, timing lights and educational material – is also very effective. Great eye-catchers for the top of the case are "stand-up" fliers with information about several different clubs. They can be coupled with a display mount containing Toastmasters International brochures with a contact name and phone number.

Work closely with your city's Chamber of Commerce and Visitors' or Convention Bureau. Provide them with ample material to distribute to incoming residents and visitors,

**"McDonald's
restaurants in
Camarillo, California,
print a list of local
Toastmasters club
meetings on their
paper placemats."**



Reporters are always looking for interesting story ideas; a phone call describing a member's distinctive skills could lead to a half- or full-page article with photos. During the interview, the member can relate how Toastmasters helped him succeed in a hobby or job.

Invite a reporter and photographer to visit your club. (The club should pick up the tab for their meals.) This enables reporters to experience first-hand the Toastmasters program. They might even decide to write an in-depth story about what they learned, with photos to accompany it! Encourage them to join – not only will they benefit, but it might mean a steady inside source for Toastmasters news.

PUT YOURSELF IN THE PUBLIC EYE

The advantages of conducting Youth Leadership Programs with high school Academic Decathlon teams are twofold. It gives the students excellent speaking skills, which benefit them when competing. This in turn develops new leaders within local high schools and makes excellent material for both press releases and photos.

Libraries, both in communities and at colleges, are also good publicity vehicles. Provide the staff with file information for your club, fliers for the bulletin boards and, by all means, copies of *The Toastmaster* for

and regularly update your officer lists and contact numbers. Place advertisements in their monthly newsletters, and join as a club if your budget allows. These groups, along with many others, are excellent for networking. Community service organizations, such as Rotary, Kiwanis and Soroptimist, are often seeking interesting new speakers. A survey of your members and their subjects of expertise will create a cohesive speakers' bureau from which you can furnish qualified, stimulating speakers.

McDonald's restaurants in Camarillo, California, print community calendars, including a list of local Toastmasters club meetings, on their paper placemats. A formal letter of request on Toastmasters stationery might encourage other establishments to do the same.

Look for opportunities to create national publicity for Toastmasters International. Last year in one of his national columns, Dr. Allan H. Bruckheim published a letter from a reader asking how to overcome his fear of public speaking. Several alert Toastmasters quickly forwarded some information recommending our organization. In a subsequent column, Dr. Bruckheim kindly provided information about our organization, including the World Headquarters' address. And Toastmaster Alan Badger of Monterey, California, promoted our

organization when he appeared on the game show "Jeopardy."

No matter what avenue you use to gain publicity, be sure you remember to show appreciation to the people who helped promote Toastmasters. A personal thank-you note or a small gift for special coverage is a nice follow-up. Also, a yearly letter to the newspaper editor or station manager thanking them for their efforts only takes a few minutes to write, but goes a long way toward establishing continued goodwill. The possibilities for Toastmasters public relations are limitless. A good brainstorming session in your club will surely produce a host of innovative ideas. **T**

Kay Presto, ATM, is the Public Relations Officer for District 12 and the owner of a public relations firm, Presto Productions.

Grow new members grassroots public

Here's how to put your club in the news.

Sun Valley Toastmasters was suffering from a severe case of the summer doldrums. Not only were no new members coming in, the established members were burning out. So our club decided it needed a membership drive.

Three months later, we had welcomed 11 new Toastmasters (a 32 percent increase) and gained an energizing new enthusiasm. If your club is planning a membership drive, getting the message out may be easier than you think. Here is a step-by-step plan for you to grow new members.

ESTABLISH A THEME

Your club members, potential members and the media will get a better grasp of what you are trying to do if you have a specific reference point. We held a contest during Table Topics in which members "sold" their theme ideas. This generated not only ideas, but enthusiasm to kick off the drive. The winning theme was "Master the Possibilities with Toastmasters."

DEFINE YOUR MARKET

This is easy; just look in the mirror. What did you want to know about Toastmasters before becoming a member? What motivated you to join? In most cases, Toastmasters' reputation will precede your publicity campaign. You are confirming the good news and making it easier for potential members to feel welcome to visit. The interest is there – in your spouse, co-worker or stranger reading the newspaper's business section. Your job is to spark it.

SET GOALS AND A DEADLINE

As Toastmasters striving for CTM, ATM or DTM awards, we appreciate the value of goal setting as motivation for success. Each individual club's goals will depend on the needs of its members and the various media available to it. Our club set goals for both an internal drive and a publicity campaign, with a three-month time period in which to accomplish them. We challenged each club member to bring at least two guests during our drive and awarded points to members who invited guests and also to those whose guests joined Toastmasters. At the end of our drive, the member with the most points received an award. We also contacted local newspapers and radio stations.

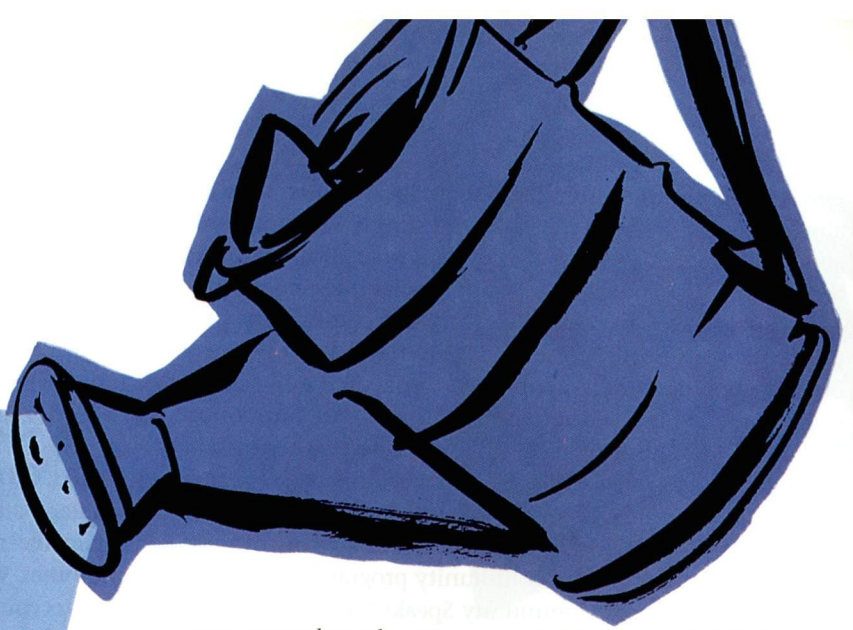
HOOK YOUR AUDIENCE

In a speech, you can hook your audience with an interesting fact or anecdote. In a publicity campaign, you can hook your audience with a special event. We outlined a special meeting centered around our theme, "Master the Possibilities with Toastmasters," and geared it toward our audience – people interested in learning more about our organization. Speech topics included: the benefits of being a Toastmaster, the history of Toastmasters International, how to organize a speech, and qualifications needed for a CTM, ATM or DTM award. Our choice of speakers illustrated the progression from a novice to an advanced public speaker and Toastmaster. Although the internal membership drive was ongoing, we hooked our external publicity campaign on this special event.



by Pamela P. Hegarty

ers with ity



MEET THE PRESS

The business and community sections of local newspapers provide an ideal forum for communicating your message to potential members. Editors are always looking for local events and organizations that might benefit their readers. Since Toastmasters will help readers become better communicators, which helps them in their professional and social lives, your news is likely to qualify.

The best way to reach a newspaper editor is to send a one-page, typed release stating the basic facts and relevance of your message. Most editors prefer that all the facts – the who, what, where, when and why – be listed early in the article, preferably in the first paragraph. When pressed for time, readers and the editor will not have to search for the essential information. Here's an example:

"Master the Possibilities with Toastmasters" (what and who) will be the theme of a special meeting (what) to be held on (when) at (where). This free breakfast (what) will focus on potential members who want to improve their communication and public speaking skills (why) through Toastmasters (who).

In the balance of your press release, provide intriguing background information about your club that could be used in a feature story. Look for the human interest angle. A quote

from a member who was promoted because of skills learned through Toastmasters would grab the editor's attention. Think about all the people who make your club special. Is your club the oldest, largest or most active in the community? You could note the titles and topics of speeches planned for your special meeting or give a brief history of Toastmasters International. Spark the editor's interest with facts. The editor or reporter will call you if more detailed information is needed. Always include a phone number and make sure a knowledgeable person is available to answer the calls.

A press release sent to a specific editor followed by a telephone invitation to cover your meeting will get the best results, but you must work in advance. Newspapers and magazines have different deadline dates, depending on the frequency of publication. Be sure to contact your intended medium in advance to determine its production schedule. Editors' calendars fill up quickly and considerable notice is often required to obtain coverage. Even without the request for coverage, many newspapers require two weeks to schedule your story for the appropriate issue. Also, take advantage of community or business section "bulletin board" calendars that run on a particular day of the week.

BROADCAST YOUR NEWS

You don't have to be a star to be on television. If you have cable TV in your area, you probably have a locally operated community access channel. The primary goal of these chan-



nels is to inform the community about local events. They are always looking for new material and simply will not know about your club unless you tell them. Many will welcome the opportunity to broadcast your special meeting, or produce a segment on your club for their community program. Also, most of these channels have a community bulletin board, which appears as type on your screen, usually during non-programming hours. An announcement with your meeting date, time, place and a phone number to contact for further information will bring your message into thousands of homes.

Don't overlook the VHF and UHF stations. Many of these also have locally produced community programming. In addition, many feature "Community Speaks" editorials, one of the most effective ways to let people in your area know about Toastmasters. Remember, you are providing a valuable service that viewers want to know about. A station in our area recently broadcast several editorials featuring Toastmasters promoting our organization. This resulted in an overwhelming 300 phone calls from potential members looking for specific information.

Because television broadcasts to an area much greater than that covered by your club, a general message about Toastmasters International, rather than specifics about your club or meeting, is recommended. You may have only 40 seconds, so stick to the basic benefits of Toastmasters and encourage viewers to call your contact tele-

phone number for more information. Your local station will give you guidelines on script length and what to wear. Also, ask how far in advance they schedule their editorials. Many work up to three months ahead and take another four weeks after taping to actually broadcast your message.

Radio stations, like television, are required to devote a percentage of their air time to public service announcements (PSAs). This is an excellent medium to communicate your message, but be aware that each station's PSA policy differs. Some stations prefer to write their own using information from your press release; others prefer to receive a pre-written PSA. The best way to get your message broadcast is to call the station's public service director and ask about their PSA policy or to send both a press release and a written PSA.

Your topic (for example, "You *can* improve your public speaking skills. Learn how to Master the Possibilities with Toastmasters...") could begin your PSA, but the essentials are your special meeting's time, place and a contact phone number. Airtime is money, so the more concise your PSA the better. Ten- to 20-second PSAs are the most popular, although 30-second spots are also acceptable. Read your copy aloud

and time it to determine length, then cut where necessary. Make your PSA easy to read by typing it on one page, double-spaced with wide margins. Finally, allow plenty of advance time for the radio stations to air your announcement. Metropolitan stations often require four weeks notice to fit your PSA into their busy schedules. You should take advantage of local stations which may read your PSA repeatedly for up to two weeks prior to the event.

MOBILIZE CLUB MEMBERS

Encourage all your club members to take part in the most fundamental aspect of your publicity campaign: word of mouth testimonies. With a little push, co-workers, friends and family members could soon be on their way to improved communication skills with Toastmasters.

Eye-catching fliers announcing your meeting time, day and place will fortify your word of mouth campaign. Be sure

“Encourage all club members to take part in the most fundamental aspect of your publicity campaign: word of mouth testimonies.”

to emphasize the benefits gained from improved communication skills. Perhaps one of your members with an artistic bent could design them. Then distribute the fliers to club members so they can hang them on company bulletin boards, as well as in your local library and Chamber of Commerce.

With the help of just one club member, you may be able to establish a telephone listing that will make it easy for potential members to find your club. Most local phone companies offer a "Joint User Listing" or "additional listing."

For a nominal monthly fee (usually no more than \$2), your club will have a White Pages and possibly a Yellow Pages listing. Be sure, however, that the person answering the phone is prepared to either refer the call or give information about Toastmasters. An alternative is to feature a recording that asks the caller to send a self-addressed, stamped envelope or to call one of your officers for more information. The recording also could relate your club's meeting place and time.

REAP THE REWARDS

The winner of our membership drive, the member who recruited the most guests and new members, was awarded free dues for a month and a book filled with quotes for speakers. People who joined are now on their way to a CTM award thanks to our publicity campaign. But the real reward for all of us was the renewed club enthusiasm, exciting new members and the satisfaction of achieving our goals. **T**

Pamela P. Hegarty is a former member of Sun Valley Club 998-57 in Concord, California. Her article originally appeared in the July 1988 issue of *The Toastmaster*.

Diamonds in the Rough



*A cut diamond
sparkles and inspires,
its many facets
communicating
success and
achievement.*

*A diamond in the
rough, on the
other hand, conceals
its potential,
remaining mute
and undiscovered.*

ANNUAL MEMBERSHIP PROGRAM - JULY 1, 1993 THROUGH JUNE 30, 1994

Who recognized the diamond in you? Who encouraged you to cut, shape and polish your communication skills? Someone, somewhere, sometime recognized you possessed a tremendous potential and invited you to a Toastmasters Club meeting.

We all see diamonds in the rough every day. Do you recognize them for what they are? Do you leave them in their natural state, or pick them up, and help them find their shining center?

This year, search out diamonds in the rough. Show them how participation in Toastmasters can help them cut through their rough exterior, polish away their imperfections, and start on the road to becoming crown jewel.

From July 1, 1993, through June 30, 1994, Toastmasters International challenges you to bring new members into your Club. When you sponsor new members, you may qualify for the following awards from Toastmasters International:

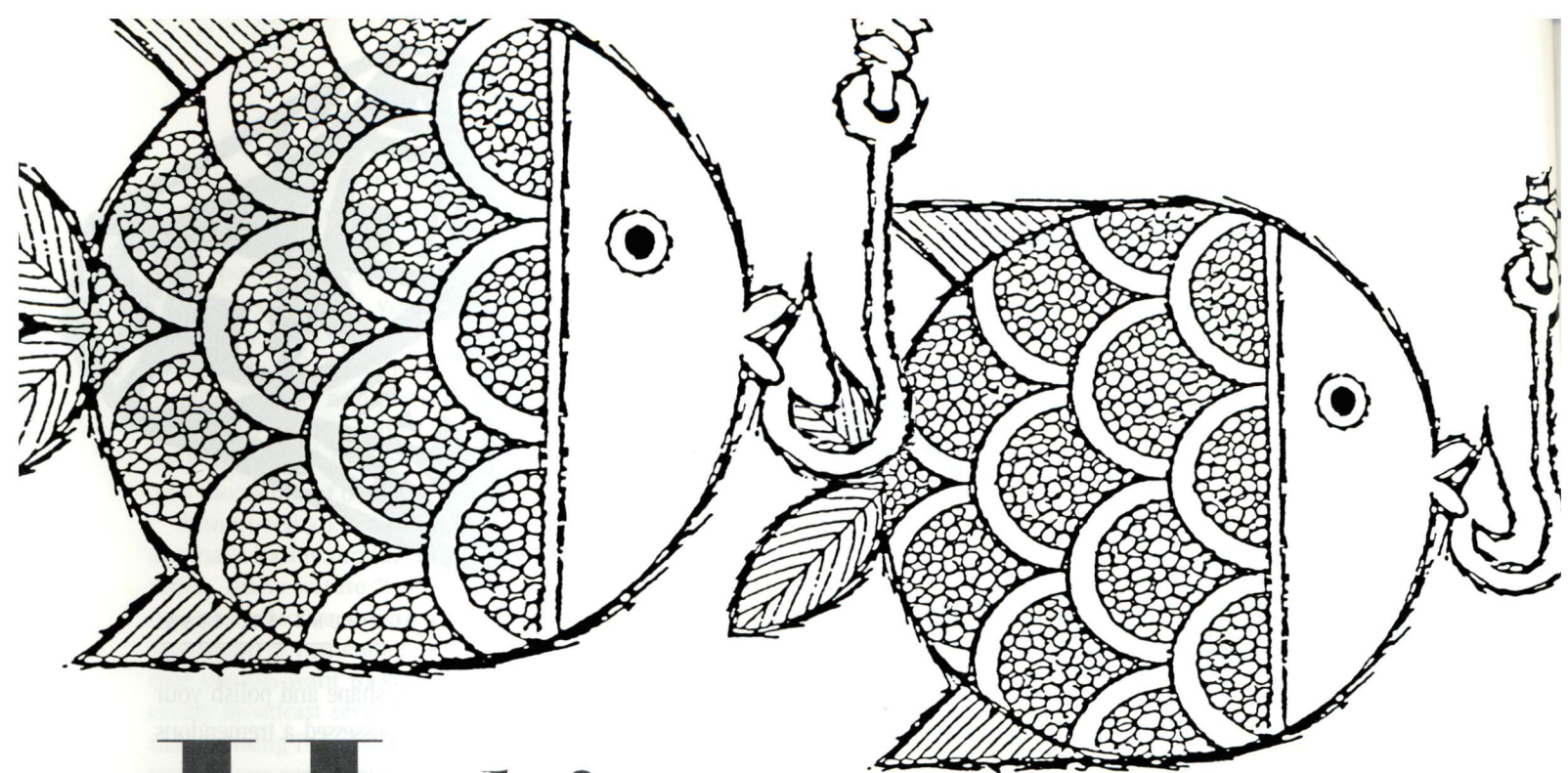
- ◆ 5 members: Membership Building Pin – new pin designed each year!
- ◆ 10 members: Gold Star Pin – new this year!
- ◆ 15 members: Choice of Toastmasters Necktie or Ladies Ascot Scarf

The top ten member sponsors will be honored at the 1994 International Convention in Louisville, Kentucky, USA.

For information on recruiting, contact World Headquarters and request a copy of "From Prospect To Guest To Member" (Catalog No. 108), an informative booklet that will take any member step by step through the recruiting process.



1. This membership program begins July 1, 1993, and ends June 30, 1994.
2. All Toastmasters are eligible and encouraged to participate.
3. To receive credit as a sponsor, your name must appear on the Application for Toastmasters Club Membership (Form 400) along with your home Club number. Please print or type information so that it is legible. No changes will be made to the applications once they are submitted to World Headquarters.
4. New, dual and reinstated members count for credit. Transfer and charter members do not.
5. The new member must join between July 1993 and June 1994. The application must be received at World Headquarters no later than June 30, 1994.



Hook 'em **H**old 'em and **H**aul 'em on board!

Speakers are like
fishermen:
Keeping these
three "H's" in
mind will bring
you a trophy catch.

by **Allan M. Gathercool**

Fishermen are a unique group of individuals. Most plan and replan a major fishing trip. Leaving little to luck they set their minds to bringing home that trophy catch that will bring slaps on the back and congratulations all 'round.

Speakers are like fishermen in more ways than one. Their prize is not a mounted catch but an audience that has been motivated and moved. Speakers, like fishermen, must keep three important issues in mind at all times: HOOK 'EM; HOLD 'EM, and HAUL 'EM ON BOARD.

HOOK 'EM – GET ATTENTION

The first rule is: "A fish doesn't bite without appealing bait." You must know your listeners and what their taste is. Or to put it another way, you don't fish for Marlin with worms. You've got to HOOK 'EM with an attention-arousing opening statement.

Each audience is peculiar about what appeals to them. When you understand what your audience wants, you can "bait" your speech with the right lure. Catch their ear and their mind will follow and rise to the occasion. Get to know those who will be listening. What are their interests and desires? Money? Better job? Happy marriage? Security? Popularity? Power? Praise? When you've targeted your "denizen of the deep," select with care your speech title and opening statements. They must fill the function of a quality lure: entice, tantalize, beckon and beg to be grasped. Once you've HOOKED 'EM, then you must...

HOLD 'EM – PULL THEM IN

But having the audience on the line is just the start – now the struggle to keep them has begun. Their minds will do everything possible

to slip out of your grip. Do not simply think because their eyes are pointed toward you that their minds are following. The moment you slack off, their attention is gone.

All great fish tales begin with a good "snag." Some proceed to describe the fierce fight, but most end up with "the one that got away" because the fishermen didn't manage to HOLD their catch. After an interesting introduction you must keep pulling the listeners toward you with strong information that appeals to their self-interest and shows them the advantages of believing your message. Keep them in touch with their feelings. Remind them of their goals. Paint an attractive picture with words - then place the listeners right in the center of it.

To relax after a strong opening and wander from point to point is a sure way to lose an audience. Show by illustration the advantage of your speech, then pull the listeners into the illustration by stressing that your topic is for them. Prove it with facts, help them to justify their growing convictions. Believable facts give them an excuse for staying on the line. Research your facts and state them accurately. Hard data, test evidence, commendations, testimonials and quotes are helpful for supporting your speech's intent. However, do not let the facts replace your main point.

So: HOLD 'EM tight or they will get away. Keep pulling them towards you with strong

points that appeal to their self-interest. Reel them in until they come right along then...

HAUL 'EM ON BOARD - ASK FOR ACTION

You can HOOK 'EM and you can HOLD 'EM but until you HAUL 'EM ON BOARD you haven't been fishing. Evaluations such as "What a charming talk" or "What a nice speech" just isn't enough for a dedicated orator. You have not spoken with power until you have persuaded the audience to applaud your view with action. Your objective must be to move the audience to a point of change: a change of mind or heart that moves them to take action.

Too often I have heard speakers start their presentations with interesting, attention-grabbing comments, proceed with strong, well supported points, only to end with a weak conclusion that left me dangling. They failed to ask me to act. I would ask myself "What does she want me to do now?," shrug my shoulders and conclude, "I guess nothing." So decide ahead of time what response you want from the audience. Then form a powerful, poignant conclusion that inspires action from you audience.

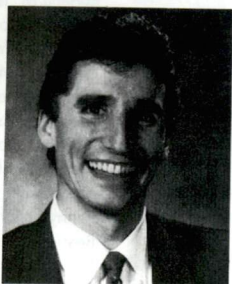
Now you've hooked 'em, held 'em and hauled 'em on board. Good fishing to you. **T**

Allan M. Gathercoal is a pastor, college instructor and Toastmaster in District 33.

"Do not simply think because their eyes are pointed toward you that their minds are following."

WHAT DO YOU "REALLY" WANT TO DO IN YOUR LIFE? GO DO IT!!

**I CAN!
I WILL!!
by
GEORGE
LOUIS**



I CAN! I WILL!! is a straightforward 70-minute high energy, motivating audiocassette designed to help you identify and accomplish what you "REALLY" want to be, do and have in your life.

CAN YOU AFFORD TO WAIT?

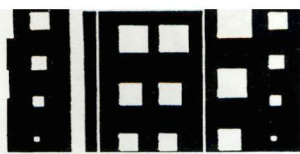
Your minutes, months and years pass in a flash. No more holding back! This unique audiocassette **I CAN! I WILL!!** will give you the infinite energy and clear vision to :

- * Set and reach your true goals,
- * Express **your** real heartfelt feeling and emotions,
- * Enjoy every moment of **your** journey in life. Your successes, victories and even your blunders.

George Louis couples his stirring message and his inspiring musical compositions together to create this superb audiocassette that will give you a positive feeling and enlightened sense about **your** talents, possibilities and yourself. Don't wait for another day or year to live the life **you** envision.

Order I CAN! I WILL!! Today. Send your check or money order for \$14.95 (\$15.95 outside U.S.) to SIDI ENTERPRISE I CAN! I WILL!! P.O. Box 324 Burlingame CA, 94010 Prompt Delivery. Lifetime Product Guarantee. What do you "really" want in your life?

TODAY IS A NEW BEGINNING FOR YOU



hall of fame

DTM

Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest recognition.

David A. Carroll, 5110-U
 Bette P. Gebert, 165-F
 Louise Tenbrook Whiting, 3828-F
 Raul E. Munoz, 822-2
 Evelyn E. Yanagihashi, 8068-3
 Dale Schrupf, 4802-4
 Joyce Currie, 3225-5
 Britt-Marie Wood, 6348-6
 Christopher Leslie, 6129-7
 Becky Olson, 8427-7
 Ted Wear, 525-8
 Kimberly K. Keller, 274-9
 Mary J. Greer, 1894-10
 Helen M. Brown, 1506-12
 Sharon M. McCarthy, 1506-12
 John L. Hobbs, 5432-13
 Teresa Sonsthagen, 3786-20
 Judith E. Leikam, 8178-21
 Angela Sharpe-Gumbert, 1439-22
 James L. Guthrie, 3860-22
 Ben M. Worth, 7361-22
 Thomas Stephen C. Rankin, 1470-25
 Scott Curtis Meischen, 3549-25
 Joy E. Farrance, 8858-27
 Robert A. Bauer, 4757-28
 Carmen Lowe, 4882-31
 David W. McIlhenny, 5525-31
 Sushma Singhal, 6974-36
 Mary Well, 1735-39
 Sylvia L. Priszner, 5091-39
 Ken McGowan, 3868-42
 Richard F. Benson, 8317-43
 Mary Alice Koester, 1033-44
 Elsie Chun, 1780-49
 Beth Levra, 634-54
 Mary Ellen Hughes, 4969-56
 Irene Konzelmann, 3541-60
 Myrna G. Williams, 4843-63
 Gale R. Kidd, 3305-66
 Erica Enraght-Moony, 8595-69
 Maxwell T. Shean, 3460-70

ATM Silver

Congratulations to these Toastmasters who have received the Able Toastmaster Silver certificate of achievement.

William P. Freeman, 161-5
 W. Charles LaTourrette, Jr., 927-7
 Andrew John Yarne, 617-10
 Gary Scott Shumway, 290-12

Stanley S. Reyburn, 4062-12
 Marilyn Mitchell, 8396-12
 Diane Goodhart, 5834-14
 Laird W. Van Gorder, 4846-15
 Ira O. Whittenberg, 989-25
 Lynn Buckner Moorman, 1048-37
 Rick Sydor, 985-39
 Richard F. Benson, 8317-43
 Meredith Gardner, 1949-46
 Randy Nichols, 6517-56
 Mary O'Connor, 3794-71

ATM Bronze

Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.

Norman L. Cook, 8109-F
 John Carrie Benjamin, 7137-2
 Elizabeth R. Bebo, 5182-3
 Jon Shields, 6348-6
 Philip T. Parker, 1023-11
 Rhoda Israelov, 5581-11
 Monica E. Mendoza, 1374-12
 H. Bruce Lund, 759-20
 James G. Hammit, 6881-23
 Robin Popik, 5569-25
 Thomas L. Guthrie, 8846-27
 Robert Willford Boylan, 726-28
 Thomas R. Neblett, 726-28
 Charles D. Taylor, 4816-31
 Joice Franklin, 77-36
 Peter J. Boughton, 3375-38
 Rick Sydor, 985-39
 Donna C. Jean, 6131-42
 Judith R. Dola, 8090-42
 Erma L. Beckley, 5666-43
 Vickie Ruth Sigler, 7532-44
 Janine Bailey, 1695-47
 Robert M. Talaga, 5716-53
 Rebecca Graham, 3479-54
 Janet Murray, 4948-56
 Cathy Shea Millar, 2959-61
 Ruth Newsome, 4559-63
 Martha G. Rollins, 6822-66
 Stephen John Meade, 2482-70
 Barbara Bassil, 5461-71
 Leo Baxendale, 2176-72
 Graham John Kaywood, 7525-72
 May L. Cabibil, 7088-75

ATM

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.

Eleazar "Bill" Baker, 1240-U
 Norman F. Daley, 2442-U

Warrick J. Canning, 3477-U
 Marianne Beaz, 231-F
 Marcia Randolph, 316-F
 Ginger S. Girard, 356-F
 Sobhan Sengupta, 3686-F
 Barry F. Baxter, 7097-F
 Marvin Sellers, 7451-F
 Jim Shreve, 613-1
 Laurie J. Homewood, 2646-1
 Clyde A. Taylor, 5134-2
 Tom W. Christiansen, 6404-2
 John Randolph, 8928-2
 Bill Phillips, 441-3
 Bonnie Cline Marcus, 499-3
 Fidel Castorena, 1751-3
 Isaiah Washington, 2866-3
 Pat Catalano-Park, 3020-3
 Dale M. Bruder, 4456-3
 Donna Clayton, 4456-3
 Stephen F. Brady, 4873-3
 Marga L. Cullumber, 6792-3
 Lynn Katherine Mychel Mostafa, 1829-4
 Francois C. Cartier, 4575-4
 Israel Orais, 6980-4
 Mia A. Goldstein, 1886-5
 Steve Law, 208-6
 Jean C. Johnson, 221-6
 James M. Donahue, 814-6
 Joan Moser, 1392-6
 Marjory Johns, 6052-6
 Dave West, 138-7
 Lauretta De Forge, 364-7
 Richard G. Gitschlag, 420-7
 Steven Schwindt, 5347-7
 Charlene F. Holtz, 5633-7
 Gary R. Withers, 8460-7
 Mildred K. Albers, 1056-8
 Joseph Pagano, 1957-8
 Penny Crittenden, 941-10
 Renate Tilgner, 8480-10
 Michael Kristan, 1521-11
 John M. Fanning, 1348-12
 Benjamin W. Chee, 7730-12
 Amanda Timberlake, 2275-14
 Kim Henry, 2275-14
 DeWitt King, Jr., 5489-14
 Kshama Kakade, 6162-14
 Bob Hallock, 2970-15
 Hazel L. Peterson, 3222-15
 Craig M. Stratton, 7652-15
 Charley Bowers, 645-16
 Thomas L. Bach, 1566-16
 Stuart Brown Maxson, 2761-16
 Phil Clower, 4105-16
 Steven E. Spehar, 5301-16
 George Khoury, 2297-18
 Albert J. DiEnna, 4240-18
 Antonia Chambers, 8423-18
 CeeBee A. McLeod, 504-19
 Lynne Fraser, 7460-21
 V. Arthur Bova, Jr., 475-23
 James O. Ajuziem, 2309-23
 Aileen Bonin, 9194-23
 John L. Catlin, 5779-24
 Elizabeth L. Sones, 7585-24

Mike Amis, 4015-25
 Wade T. Nowlin, Jr., 5830-25
 Robert E. Williams, Jr., 6190-25
 George E. Brandsma, 6530-25
 James Sparks, 7309-25
 Pamela J. Newell, 7349-25
 David Beaulieu, 784-26
 Jerome R. Lavach, 6835-26
 John R. Pexton, 6913-26
 Edward J. Meier, 7952-26
 Frank L. Joe, Jr., 651-27
 Marshall C. Lewis, 651-27
 Marva Dean Jacobs, 2184-27
 Peter G. Dausen, 2412-27
 Rene Y. Cardwell, 3294-27
 Judith E. Pearson, 7132-27
 Karen L. Ellrick, 8846-27
 Christopher J. Benedict, 1909-28
 Bernard M. Brest, 2685-31
 Chuck Taylor, 5464-31
 Karen K. Purple, 8508-31
 Butch Blackburn, 1290-32
 Carol Turner, 4146-33
 Christy McKenna, 4333-33
 Robert L. Mitchell, 4534-33
 Louise B. Beller, 6067-33
 Anna Zaczynski, 77-36
 Madonna M. Grimmer, 1510-36
 Gwendolyn R. Simms, 2221-36
 Clarence D. Mayberry, 2529-36
 Mabel J. Flowers, 5893-36
 David H. Dorsett, 5095-37
 Ralph Leonard Delap, Jr., 2749-38
 John T. Prior, Jr., 6070-38
 William G. Wells, 6280-38
 Rick Sydor, 985-39
 Martha S. Taub, 2134-39
 Dick Kinter, 3359-39
 Sandy Honnold, 6786-39
 Dale Disney, 6870-39
 David Thomas Lewis, 8606-39
 Paul Hoppenjans, 453-40
 Tom Riegert, 453-40
 Helen M. Carmen, 3002-40
 Eugene M. Thoma, 509-41
 Martin R. Cox, 667-42
 Molly Strickland, 3361-42
 Glen Stari, 4310-42
 Henry M. Hanna, 8091-42
 Bonnie Wesson, 3735-43
 Robert H. Rounsefell, 4112-43
 Mae Cole Clayton, 4225-43
 Mary Anne Casey, 1327-44
 Penny Schaffner, 6014-44
 Bessie Rinzler, 6022-45
 Barbara Rucker, 952-47
 Scott Illingworth, 1066-47
 Ruth L. Hicks, 2092-47
 Robert N. Woods, 2492-47
 Robbie L. Young, 2582-47
 Maggie Johnson, 3602-47
 Marsha Ellen Dobrenick, 4541-47
 Muriel "Shelby" Schwartz, 4698-47
 Wyman L. Austin, 5193-47
 Mary G. Schultz, 5817-47

Thomas E. Russ, 5854-47
Josephine Rebensky, 6690-47
Stacia Robinson, 2482-48
Paul K. Lemcke, 4239-49
John E. Tolar, 1458-56
Carolyn Mata, 2243-56
Bruce A. Atkins, 2659-56
Lawrence John Geffert, 3116-56
Carolynn Lee Conley, 4908-56
Gary J. Sroka, 5530-56
Leslie J. Hoy, 6058-56
Christina J. Garrison, 6379-56
Joyce Pollock, 6397-56
Michael Strom, 8350-56
Grant A. Flint, 635-57
Paul Lee, 635-57
Judy Burgio, 890-57
John F. Renshler, 6426-58
Ned Olmstead, 8351-58
Linda Fletcher, 2729-60
Sylvia Grace Fraser, 3419-60
Frank R. C. Procter, 4330-60
Edward J. Kerr, 7976-60
D. Alan Jones, 3319-61
Adrian Adams, 5407-61
John (Jack) Scott, 8210-61
Nick Baets, 8210-61
Patricia O'Keefe, 806-62
Iris P. Scott, 868-62
Robert J. Pell, 1080-62
Timothy P. Kemp, 1080-62
Carole L. Sorensen, 1926-62
Bonita B. Sparks, 697-63
Linda C. Broyles, 3004-63
Brenda Louise Edmondson, 1332-64
Sharna Lea, 1419-64
Loretta A. Morse, 5337-65
Eugene K. Goffigon, 1471-66
Alexander L. Schiffelbian, 6822-66
James Nelson, Jr., 8662-66
Gayle M. Landry, 4204-68
Heather Jean Carey, 6935-69
Cheryl Murray, 8015-69
Ruth Mary Steenson, 1218-70
Pixie Fagen, 2054-70
Phillip Jacklin, 2618-70
Joan S. Dennis, 2822-70
Chris Luk (Lukianczuk), 2982-70
Raymond M. Wienand, 3180-70
Harry Chuan Seng Tan, 2176-72
Neville O. Moffat, 4793-72
David Jones, 5493-72
Paula Thornton, 6475-72
Patricia L. Latimer, 8677-73
W. Jordaan, 3499-74
Rodney Paul Taylor, 5624-74
Alcio G. Tumalak, 1697-75
Melanie L. Chua, 2100-75
Wandry D. Yu, 2100-75

ANNIVERSARIES

45 years

American Legion PST 44, 637-10
Logansport, 621-11

40 years

Fox Valley, 1331-35
Mount Rushmore, 1326-41
El Dorado, 1304-43
Daybreakers, 1327-44

Enterprising Toastmasters, 133-57
Aiken, 1355-58

35 years

Blue Flame, 2717-F
Logan Co. Agricultural, 2808-8

30 years

Kaohsiung, 1904-U
Pacesetter, 1913-4
Townsville, 3632-69

25 years

Stadium, 1815-5
Mesa Masters, 3240-5
Decatur Communicators, 1375-14
Capitol Hill, 1460-27
Airustrial, 1633-32
Federal Employees, 2287-43
D C, 3761-69
Taree, 2893-70

20 years

Sunrise, 74-3
Whitehorse, 1060-73

15 years

The Orators, 36-F
Kuala Lumpur, 1997-U
Rail Talkers, 3420-24
Top Cats, 2837-29
Mineral King Toastmasters, 887-33
Ad Lib, 3780-39
Richmond Breakfast, 635-57
Myalla, 3713-69
Pinetown, 823-74
Ernst & Whinney, 862-74
Insurance Institute, 3852-74

10 years

Tundra Talkers, 5263-U
Peninsula, 174-1
Rancho Cucamonga, 5247-12
S.W.E.C., 5261-31
Kemble Plaza, 5265-46

NEW CLUBS

Irvine Chinese School, 9314-F
Irvine, California
Taco Masters, 9316-F
Irvine, California
Alcon Eye Speak, 9317-F
Irvine, California
Crystal Cathedral, 9331-F
Garden Grove, California
Crystal Clear, 9332-F
Garden Grove, California
Positively Speaking, 9342-F
Pasadena, California
Lite Talk, 9286-2
Everett, Washington
Pruspeaks, 9357-3
Scottsdale, Arizona
Oracle Speakers, 9285-4
Redwood Shores, California
Toasts 'R Us, 9288-4
San Francisco, California
Century, 9273-5
San Diego, California

Incredibly Terrific Toasters, 9293-6
Plymouth, Minnesota
Super Talkers, 9294-6
Courtland, Minnesota
NECstep, 9275-7
Hillsboro, Oregon
TNT, 9277-7
Newport, Oregon
Beaverton, 9278-7
Beaverton, Oregon
Lloyd Towers, 9279-7
Portland, Oregon
Kneeknockers Talkers, 9280-7
Portland, Oregon
East County Speak EZ, 9323-7
Camas, Washington
Toastmasters at PSU, 9348-7
Portland, Oregon
Pet Toastees, 9300-8
St. Louis, Missouri
ALLTELL, 9282-10
Hudson, Ohio
Boldmasters, 9347-10
North Canton, Ohio
Whiskey Rebellion, 9339-13
Pittsburgh, Pennsylvania
Spielmasters, 9290-14
Atlanta, Georgia
Club Car, 9328-14
Augusta, Georgia
Allied Signal, 9289-16
Catoosa, Oklahoma
Productively Speaking, 9284-20
Edgely, North Dakota
Money Talks, 9340-21
Vancouver, British Columbia, Canada
Telemasters, 9321-22
Kansas City, Missouri
Farm Credit Expressives, 9283-24
Omaha, Nebraska
Boulder City Singles, 9343-26
Boulder, Colorado
West Chicago Speak EZ's, 9296-30
West Chicago, Illinois
Essayons, 9310-30
Chicago, Illinois
Speaking of Irwin, 9336-30
Burr Ridge, Illinois
Periodic Statements, 9358-30
Wood Dale, Illinois
IDX, 9318-31
Boston, Massachusetts
Friendly Persuasion, 9327-31
Havenshill, Massachusetts
Golden Communicators, 9324-33
Las Vegas, Nevada
Damas Toastmasters La Mesa, 9305-34
Tijuana, BC, Mexico
Merrill, 9304-35
Merrill, Wisconsin
East-West, 9308-36
Hyattsville, Maryland
IDB Development Speakers, 9335-36
Washington, D.C.
PDE, 9346-38
Harrisburg, Pennsylvania
Ch2M-Hill, 9291-39
Sacramento, California
Seventh Street Speakers, 9292-39
Sacramento, California
SAC Toasters, 9329-39
Sacramento, California
Vandalia, 9297-40
Vandalia, Ohio

Cincinnati NIOSH, 9319-40
Cincinnati, Ohio
Siouxper Speakers, 9281-41
Sioux Falls, South Dakota
ACE of Clubs, 9287-42
Calgary, Alberta, Canada
Lave-Ling North, 9338-42
Edmonton, Alberta, Canada
Toast and Jam, 9315-43
Little Rock, Arkansas
Mid-Day Jammers, 9333-43
Little Rock, Arkansas
Dartmouth Chambers, 9307-45
Dartmouth, NS, Canada
Electric Toasters, 9295-47
Clearwater, Florida
AT & T Paradyne, 9313-47
Largo, Florida
System One, 9322-47
Miami, Florida
Positively Speaking, 9352-47
Sarasota, Florida
Conveyors, 9356-47
Orlando, Florida
Power Speakers, 9309-48
Birmingham, Alabama
SpeakEasy, 9312-54
Bloomington, Illinois
Undergraduate Business, 9299-56
Austin, Texas
CBI, 9320-56
Houston, Texas
TxDOT, 9325-56
Austin, Texas
Operations Orators, 9344-60
Scarborough, Ontario, Canada
Uplands Wingtalkers, 9303-61
Ottawa, Ontario, Canada
Seven Oaks, 9274-64
Winnipeg, Manitoba, Canada
West Winners, 9330-64
Winnipeg, Manitoba, Canada
North West Company, 9355-64
Winnipeg, Manitoba, Canada
Unity, 9311-65
Buffalo, New York
PSI, 9353-68
Baton Rouge, Louisiana
First Baptist Norfolk, 9302-66
Norfolk, Virginia
Singleton, 9301-70
Singleton, New South Wales, Australia
Interchange, 9334-70
Sydney, New South Wales, Australia
Speak Easy, 9298-71
Mallow, Cork, Ireland
Greystones, 9341-71
Greystones, Co. Wicklow, Ireland
Tralee, 9326-71
Tralee, Co. Kerry, Ireland
Business Breakfast, 9248-72
Wellington, New Zealand
Bangiora, 9337-72
Bangiora, New Zealand
Spirit of Endeavor, 9263-73
Reynella, South Australia, Australia
Tree Gully, 9345-73
Modbury, South Australia, Australia
Whitelodge, 9276-74
Johannesburg, South Africa
Architects and Friends, 9306-75
Makati, Metro Manila, Philippines
Dumaguete, 9356-75

A SYMBOL of PRIDE

Wear the emblem that lets everyone know you belong to a great organization. The Toastmasters symbol says eloquently what words can't express. It tells about achievement - yours and that of Toastmasters International.



Mail to: **TOASTMASTERS INTERNATIONAL**
P.O. Box 9052, Mission Viejo, CA 92690 USA

PAYMENT MUST ACCOMPANY ORDER

Enclosed is \$ _____ (U.S.) check or money order payable to Toastmasters International.
(Be sure to include postage, handling and tax charges as stated.)

Charge my MasterCard / Visa (CIRCLE ONE)

Card No. _____
Exp. Date _____
Signature _____
Name _____
Club No. _____ District No. _____
Address _____
City _____ State/Province _____
Country _____ Zip _____
Please print engraving requirements here: _____

5751	340
5752	340-A*
5753	391*
5754	391-A*
5702	391-B
5801	391-S
5802	398*
5813	389-A*
5815	339*
5814	339-O
5805	390
5806	5920
5807	5939
5907	5951
5905	5952
5906	5800
5942	5799
5940	5798
5941	5700
343*	5701
343-A*	5703
	5704

STANDARD DOMESTIC SHIPPING PRICES	
Total Order	Shipping Charges
\$0.00 to \$2.50	\$1.10
2.51 to 5.00	2.05
5.01 to 10.00	2.65
10.01 to 20.00	3.65
20.01 to 35.00	4.95

Total Order	Shipping Charges
35.01 to 50.00	\$5.80
50.01 to 100.00	6.80
100.01 to 150.00	8.95
150.01 to 200.00	10.95
200.01 to _____	— Add 6% of total price

For orders shipped outside of the continental United States estimate Airmail at 30% of total, surface at 20% (minimum \$1.50) Any excess will be billed through your Club's account. California residents add 7.75% sales tax, Canadian residents 7% GST.

Pins

- Miniature membership pin (5751), 1/2" diameter, \$2.75; 12 or more (5752), \$2.50
- Large membership pin (5753), 5/8" diameter, \$3.25; 12 or more (5754), \$3.00
- Women's membership pin (5702), 5/8" diameter with guard clasp, \$4.50
- Club President (5801), \$6.50
- Club President with two zircons (5802), \$16.00
- Vice President Education (5813), \$6.50
- Vice President Membership (5815), \$6.50
- Vice President Public Relations (5814), \$6.50
- Secretary (5805), \$6.50
- Treasurer (5806), \$6.50
- Sergeant at Arms (5807), \$6.50

District Officer Pins

- Public Relations Officer (5907), \$15.00
- Division Governor (5905), \$15.00
- Past Division Governor (5906), \$15.00

See the Supply Catalog for a complete listing of pins, including past club officer and district officer pins.

Toastmaster Tags

Gold-type CTM, ATM and DTM tags attach to any membership pin.

- CTM tag (5942) has white letters, \$4.50
- ATM tag (5940) has red letters, \$4.50
- DTM tag (5941) has blue letters, \$4.50

See the Supply Catalog for a complete listing of member anniversary tags honoring membership and service.

Identification Badges

- TOASTMASTERS ID BADGE (343/pocket, 343-A/pin back) ...Special white badge with name, office and club name engraved in red, \$7.00 each.
- CTM ID BADGE (340/pocket, 340-A/pin back) ...Special brown badge with name and club number engraved in white, \$7.00 each.
- ATM ID BADGE (391/pocket, 391-A/pin back) ...Special red plastic badge with name and club number engraved in white, \$7.00 each. Your ATM badge can show your level of ATM achievement. These polished bronze and silver speaker figures adhere to your ATM badge. \$2.50 each:
 - ... ATM Bronze attachment (391-B)
 - ... ATM Silver attachment (391-S)
- DTM ID BADGE (389/pocket, 389-A/pin back) ...Special gold plastic badge with name and club number engraved in white, \$7.00 each.
- TOASTMASTERS CLUB ID BADGE (339/pin back) ...Small blue plastic badge, with name and club name engraved in white, \$3.95 each.
- ENGRAVED CLUB OFFICER BADGE (339-O/pin back) ...Blue badge with white engraving of Club office and Club name. Please specify name, office and Club name, \$3.95 each.

Be sure to print all information for engraving. Blank badges are not available. You can turn a pin-back badge into a clip-on badge with the clip-on attachment (390), \$1.25 each.

Mark of Distinction

Provide yourself with some added recognition.

- FOR CTMs: CTM Pin (5920), \$6.50
- FOR ATMs: ATM Pin (5939), \$6.50
 - ...ATM Bronze Chevron (5951), \$4.25
 - ...ATM Silver Chevron (5952), \$4.25
- FOR DTMs: DTM Pin (5800), \$6.50
 - ...DTM Pin with sapphire - blue stone (5799), \$12.00
 - ...DTM Medallion (5798), \$17.00

For Our Women Toastmasters

- Scarf-Pin (5700), \$5.25
- Membership Brooch (5701), \$10.00
- Membership Pin (5702), \$4.50
- TI Earrings (5704) pierced only, \$6.95