



## MAKING A DIFFERENCE AS PUBLIC RELATIONS MANAGER

As the public relations manager (PRM), formerly known as Public Relations Officer, you are responsible for coordinating publicity efforts in the district. By establishing and maintaining lines of communication between the district and its members, as well as between the district and the public, you work to increase awareness of Toastmasters through all available media.

Let the World Know!



During your recent officer training you received a lot of valuable information. At this point you may be overwhelmed and not know where to look first. I have compiled a list of what I consider the most valuable resources and links to help you get off to a great start. Here's a resource that you should have with you all the time:

### [District Leadership Handbook](#)

As PRM, I recommend you assemble a 'PRM Kit': a portable file carrying case (plastic) that contains items useful at any and every district function: training, contests, conferences, or visits. This would consist of the district leadership handbook mentioned above; all the Club Officer manuals (in case you or another Toastmaster might have to conduct training with little notice); a gavel, contest rulebook, timing cards (or red, green, yellow file folders), a stop watch, thumb tacks, tape, an extension cord, CC and CL manuals, contest judging forms, district calendar, and a list of all district officers (with addresses, phone numbers and emails). And here are some links to some very valuable resources:

[Attract and Retain New Members](#)  
[Club Building Strategy Guide for Districts](#)  
[Clear Communication. Your organization needs it](#)  
[Corporate Info Flier](#)  
[Features, Benefits and Values Chart](#)  
[How to Build a Toastmasters Club](#)  
[How to Rebuild a Toastmasters Club](#)  
[Membership Building Contests](#)  
[Membership Building Kit](#)  
[Marketing Flier](#)  
[Membership Growth](#)  
[Toastmasters International Membership Application](#)  
[Portable File](#)  
[Publicity and Promotion Handbook](#)

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