



Public Relations Manager Report

Saturday, August 14, 2021

Fellow District 54 executive committee members,

In this report, I'll highlight the 3 initiatives I've been working on over the last month, current open positions on the PR team, as well as how you can keep connected with the District in between DEC meetings.

First, the three initiatives I've worked on all support the goal of generating publicity for clubs throughout the district. I've communicated with each of the Vice Presidents of PR for the 16 corporate and community clubs who achieved Distinguished, Select Distinguished, and President's Distinguished status during the previous 2020-2021 year. Those clubs now have available to them templated press releases that they can use to publicize their achievement, which is especially relevant since we're now currently in the midst of the Smedley Award membership drive through the end of September. These templates are already on the District 54 Facebook group's Files tab now, and they will soon be available on our website. If a club in your area or division needs it right away, please contact me.

To that end, I'd also like to work with our District team over the next month to update and potentially consolidate the media lists that currently exist on the [District 54 Resources page](#) as I've learned that some publications have folded over the last year. In addition to the media database, I've also assembled a database of local Facebook groups for every town with a Toastmasters club in our district that will be added to the District 54 site so that VPPRs and members alike can publicize their clubs in their geographic location.

Second, we are looking for your help to build out the PR team for this year. Open spots include social media coordinator, newsletter editor, and District historian. We also have a number of volunteer positions open throughout other areas of the district. You can view open roles and their descriptions on our Facebook group, on the District 54 [Team page](#), or you can ask me directly and I'll connect you where you need to go.

Third, please be sure to support District 54 on social media! If you haven't already, please join and engage with our Facebook group. I'd like to give a special shoutout to program quality director Dan Kyburz, who's posting great resources almost daily. This group is meant to be a resource for your club's officers and members. Please make sure you're receiving [notifications about new posts](#) if you're not already. Click <https://www.facebook.com/groups/498728804348481>, or search "District 54 Toastmasters Group." Please invite your fellow club members!

Our District 54 Toastmasters page is another place you can connect with us. Click <https://www.facebook.com/d54tm>, or search "District 54 Toastmasters."

Finally, if your division or area has success stories within its clubs—job promotions, goals achieved, special programs—please let me know! I want to help support your efforts to publicize those wins and help drive members to your clubs.

Respectfully submitted,

Adam Bockler
Public Relations Manager, District 54