



DISTRICT 80 PUBLIC RELATIONS COMMITTEE 2014/2015

PRESENTS

EFFECTIVE PUBLICITY, EFFECTIVE TOASTMASTERS  
RECRUITMENT WORKSHOP



*The Importance of  
Publicity for YOUR club*

By Vera Beith Wee, DTM

District 80 Public Relations Advisor

# WHAT IS PUBLICITY?

- ◎ Type of promotion that relies on public relations effect of a news story carried usually free by mass media.

The main objective of publicity is not sales promotion, but creation of an image through editorial or 'independent source' commentary.

While the publicist can control the content of the story, he or she may not have any control over its placement or interpretation by the media.

Read more: <http://www.businessdictionary.com/definition/publicity.html#ixzz3J1emyGP5>

# WHAT IS PUBLICITY?

◎ N E W S t r y

◎ E V E N T S

◎ W O R L D

◎ S E E



# Why is Publicity Important?

# WHAT IS YOUR CLUB'S CURRENT PUBLICITY EFFORTS?

◉ N E W Story eg

◉ E V E N T S eg

◉ W O R L D eg

◉ S E E eg.

# 3 TYPES OF PUBLICITY

⊙ P \_\_\_\_\_ publicity

⊙ I \_\_\_\_\_ publicity

⊙ N \_\_\_\_\_ publicity

# 3 M'S OF PUBLICITY

○ M e m b e r s

○ M e d i u m

○ M e s s a g e

# 3 SIMPLE STEPS TO GET MEMBERSHIP UP

- a) Feedback from members
  
- b) Involvement from members
  
- a) Tagline contests



# WHAT IS YOUR CLUB'S 2<sup>ND</sup> M EDIUM?

a. W \_ \_ \_ \_ \_

b. O \_ \_ \_ \_ \_

c. W \_ \_ \_ \_ \_

a. F \_ \_ \_ \_ \_

b. A \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

c. B \_ \_ \_ \_ \_

# WHAT IS YOUR 3<sup>RD</sup> M? MESSAGE

- ◉ A ctivities - Who are you?
- ◉ D efine - What's unique about your club?
- ◉ D oes it do?

WIIFT? \_\_\_\_\_

# DOES YOUR CLUB HAVE THE X- FACTOR? 5 SENSATIONS

⊙ S \_\_\_\_\_

⊙ S \_\_\_\_\_

⊙ S \_\_\_\_\_

⊙ T \_\_\_\_\_

⊙ T \_\_\_\_\_

# WHO IS RESPONSIBLE FOR YOUR CLUB'S PUBLICITY?

⊙ V \_\_\_\_\_

⊙ V \_\_\_\_\_

⊙ I \_\_\_\_\_

⊙ P \_\_\_\_\_

# THE IMPORTANCE OF PUBLICITY FOR YOUR CLUB'S SUCCESS IS .....



3 Ms

1. Members
2. Medium
3. Message