



Public Relations Manager Report

13 April 2023

This is the final PRM report to you, the District Executive Committee and District Council for the 2022-2023 Toastmasters' year. So, a time for reflection and thanks.

Reflection

I didn't have any firm pictures for how my year as Public Relations Manager would turn out. And that is my first lesson - set clear goals when undertaking a role.

However, I did know a team would be necessary to provide effective PR for the District. I knew the job and experience would be too big for me to tackle alone. A great team of Toastmasters have worked alongside me during the year. Each bringing their own experience and expertise. This has added a huge dimension to our offerings.

Newsletter

The newsletter has been a large focus of my role and has been changed to a monthly publication. My starting place was to continue with the high standard set by Brad Grootelaar, the previous Public Relations Manager. From there I developed a slightly different approach.

Reflecting on this aspect of the role leads me to further learnings.

1. Market research is necessary to ensure the needs of one's audience are being met. I think I took the newsletter along the path I thought was needed - in a sense doing to the District rather than working with the District.
2. Be clear about the format one's audience prefers. Preparing online material has different needs to printed material. Considering how the final product looks in a range of situations is important - seeing past my own screen in fact.

Social Media

This has been the other focus of the year. I thought I knew a little about posting and using Social Media. Turned out what I knew was way too small to be called "a little". However, I have now completed a course and now have a clearer idea of just what I don't know.

Fortunately some of the others on the PR team did know what they were doing and have kept things ticking along nicely.

Reflecting on this area of our work gives me further insights.

1. A social media strategy is very important to avoid the scattergun approach.
2. Procrastinating does not lead to great posts being created. (I really did already know this at a deep level, I just need to remind myself often. And then do something about it!).

Thanks

The people who have been part of the PR team have been impressive.

Keith Morris has taken care of the regular emails we have sent on behalf of the District

Brad Grootelaar has continued to maintain the website. While I am not sure if the website is part of the PRM role, I appreciate Brad's availability to post newsletters (and other necessary items) on the website almost immediately.

Jane Gregory and Sonya Fenton have been our Facebook team. Jane needed to take a break to focus on her other responsibilities this year. She certainly worked hard during the first 6 months to set us up well.

Sonya has carried on by herself since then. I appreciate the support and work they both willingly provided.

Mary Prendergast has been a Jill-of-all-trades. She has provided support and encouragement to me with Word of the Day posts, written articles for the newsletter whenever I have asked, and just been quietly encouraging in the background.

Karen Lynley has been the lead videographer for much of the year, and that's with other Toastmaster roles of Area Director and part of the conference organising committee. She has been my sounding board on numerous occasions. I feel we have been privileged to have her as part of the team.

Two other people who have been fantastic support while not actually being part of the PR team are Michelle Gerwitz and Helen Cartmell. Each month they proofread the newsletter and do their best to correct my typos. They have also provided useful feedback on what I have been trying to do with the newsletter.

Thank you to each of these people for contributing to the success of the PR team during this year.

I plan to prepare a desk file for the PRM role. I think this will be a great resource for the next PRM and for the District.

As usual, I look forward to any feedback members of District 72 have for me. I am keen to keep growing.

Thank you

Kath Cherrie
D72 Public Relations Manager 2022-2023