



### **Podcast LIVE**

The District Public Relations Manager is hosting and producing a podcast for [and in] your division. It will be similar to a radio talk show featuring interviews with guest speakers and featured in *The District News* newsletter. However, unlike a radio show, a podcast is on the Internet, and available, for free, to anyone in the world with an Internet connection, and a connected device capable of playing audio.

The **Podcast LIVE** is produced by District 18 Toastmasters Public Relations Manager in conjunction with other partners and supporters on communication and leadership development.

Brief summary:

1. no-cost to attend or participate
2. 30-mins & 1-hour length podcast sessions depending on your division
3. Dates, times, location information will be distributed district-wide
4. When? August 2017 – June 2018

### **Why?**

It's an inexpensive way to provide audio content via the Internet. A successful Toastmasters club should be a good storyteller. With podcasting, your voice tells the story. To listen to some Toastmasters International podcasts, [CLICK HERE](#).

### **Preparation?**

Watch you inbox for registration information if you would like to participate or contact your Area Director. It will be easy – we will be sharing more information soon. If your club is interested in making a day of it and bring out your members, family and friends, email [District Public Relations Manager - DPRM](#) with any questions. This is for clubs and VPPRs hoping to:

- ▶ Grow your membership
- ▶ Retain your membership
- ▶ Have personal and professional growth in communication and leadership
- ▶ Engage millennial prospective members [aged 18 – 34] and nurture exiting members
- ▶ Offer live Q & A Sessions for individual growth

### **FAQs**

#### **Q: What do you mean by Podcast LIVE?**

A: Live podcasts are shows that are more like a radio show than traditional podcasts. Shows will be recorded and broadcast, post-event, through online software.

#### **Q: What are the advantages of live podcasting?**

A: Establish a loyal following with podcast publicity, brand awareness and publicity for our club (more FAQs on next page)

**Q: How hard is it?**

A: Difficulty level: it is easy to participate. Arrive & have fun.

**Q: How will the podcasts be scheduled?**

A: District Public Relations Manager will plan each podcast as a separate event and members can register, at no cost, to attend.

**Q: When do they begin?**

A: September 2017 – June 2018

**Q: May I keep a copy of the podcast?**

A: It will be uploaded after final production edits and made available at no cost to members

**Q: How do I attend or participate only as an audience member?**

A: Registration will be made available online

**Q: How may I volunteer on the Podcast Committee?**

A: Email [The District Public Relations Manager](#).

**Q: What is the dress code?**

A: Professionally representative of Toastmasters International diverse membership base

If you have questions, email [The District Public Relations Manager](#).