



Radio LIVE

The District Public Relations Manager is offering:

1. no-cost
2. 1-hour radio slots on a Monday night
3. at 8pm
4. to clubs with a great Toastmaster Brand Awareness message

Why?

This is an opportunity for you to get a recording of your promotional message. Getting your stories into local radio is all about cultivating relationships. With a little planning, you will be able to receive repeated exposure of your radio interview - free. Why book with the District Public Relations Manager? Because, we know the radio station staff.

Preparation?

To prepare you will need to write radio copy [a prepared written promotional message]. You may also refer to the Toastmasters International Advanced Manual: *Communicating on Video* Item 22J *Project # 2 The Talk Show*. If you need help with what to write, how to prepare and/ or if your club is interested, email [District Public Relations Manager - DPRM](#). This is for clubs hoping to:

- ▶ Get the attention of prospective members
- ▶ Get across one or two powerful, simple, and easily conveyed messages that will drive people to your club
- ▶ Have publicity with plenty of *visual repetition*

FAQs

Q: Do you have an example of what to expect?

A: Yes, [WATCH Radio LIVE recording](#) – simplistic example.

Q: Where is the radio station located?

A: In Prince George's County, Maryland

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](#).