

Toastmasters Article Writing Brief

Over recent years, members of our district have had articles published via our external PR Consultant, Chantal Cooke. This is a wonderful opportunity to raise the profile of Toastmasters, increase public awareness of this organisation and also for the writer to gain recognition. Further more, if a District 71 member is successful in having an article published via Chantal, **they will enter a draw** for a **conference ticket for our Spring Conference!!!**

Overview

The article needs to be approx. 1000 words long and advice heavy. If it is solely a pitch on marketing the Toastmaster brand this will fall under the title of advertising and not get picked up by journalists.

The overall aim is to raise the profile of Toastmasters across the UK and Ireland. And the bonus is – it will also raise the profile of the author as they will be credited in all their articles.

Note: Chantal may edit the piece to suit the publication. Indeed the publisher may edit the piece before print too.

We have had a lot of coverage and previous authors have benefited a great deal from the additional exposure.

Here are a few sample publications for reference:

<http://www.freshbusinessthinking.com/12-tips-to-help-you-become-a-better-business-speaker/>

<http://www.thesundaytimes.co.uk/sto/public/Appointments/article1427672.ece>

<http://www.telegraph.co.uk/women/womens-business/11252456/Public-speaking-how-to-make-a-great-speech.html>

<http://talkbusinessmagazine.co.uk/2015/04/02/10-reasons-why-you-suck-at-public-speaking-and-how-to-overcome-them/>

<http://www.the3rdimagazine.co.uk/2015/03/fabulous-feedback-creating-a-culture-that-creates-great-leaders/>

<http://www.walesonline.co.uk/business/business-news/10-things-avoid-comes-public-8947718>

<http://www.bmmagazine.co.uk/in-business/advice/how-to-deal-with-impromptu-questions-after-your-presentation/>

<http://www.businessfirstonline.co.uk/our-guest-bloggers/use-visual-aids-effectively-creatively-giving-presentation/>

In addition we had radio coverage as well as national newspaper coverage (in both the UK and Ireland) and national glossy magazine coverage.

What else do I need to send with the article?

We also require details of the author's Toastmasters club, and roughly where you live (not your address, but your local town/area), a brief bio of about 30 words (maximum), and a hi-res head shot of you and, if you have it, an action shot (speaking!). The hi res head shot is essential – the article cannot go out without this. Please ensure this a shot you'd be proud of – low quality images do your brand, and the Toastmasters International brand, no favours.

If you submit a piece it is important that you are available to be contacted for any follow-up interview, articles or radio shows. If you have a holiday planned or know you will be unavailable – please let us know. This is important as we don't want to send a piece out to the press and then find you are unavailable to speak to them or provide more information. If you know you are going to be unavailable we can schedule your release around you – we just need to know in advance!

Please check the article title/proposed content with Chantal before writing it – just to make sure it isn't a topic we've covered recently, and that is it a topic that will interest journalists.

Some other notes

There is some commonality between the titles/topics and no doubt there will be re-use of ideas – but the articles do need to feel different. Just cutting and pasting won't work!

We need an article ready for publication every month. This must be delivered to Chantal by the 18th of the previous month (i.e. by 18th August Chantal needs to have the September article).

IMPORTANT: the articles must be new and unique and must NOT have been used elsewhere – including on your own website. Please do NOT post the articles on your website or blog or anywhere else.

What happens after your article is published?

A link to the article will be posted on the TM UK and Ireland Facebook page.

The writer will get a link to any publications. Ideally the author's local club should also advertise on whatever social media and websites they use or indeed circulate the link to interested parties.

You can add the links to your published articles on your own website if you wish.

Please do NOT post the articles themselves on your website – as this will stop journalists publishing your (and other Toastmasters) articles.

Approximately six months after we have sent your article to the press (NOTE: not six months after you delivered it – but six months as it was sent to the press) you can use the article on your website or elsewhere. Please do not use it any sooner than this. Thank you.

What next?

If you'd like to write an article please speak to your District PR and let them know the date by which you will deliver the finished article to Chantal. Please be realistic about this – once you have set a date it is VERY IMPORTANT that you deliver by this date. The work that everyone else has to do and the on-going coverage for Toastmasters relies on you delivering on time. If there is a problem – please give us plenty of notice (a few weeks minimum).

In order to use your article the additional info (bio, photo etc.) must be delivered at the same time – we cannot use the article until we have all the information/images.

Chantal will liaise with you re changes, journalist interviews and requests, and will send you (and the rest of the Toastmasters team) links to coverage. If you want a copy of print coverage then it will be your responsibility to source your own copy. Journalists do not supply copies and it is very bad form to ask them for one.

Please, under no circumstances, contact a journalist direct unless asked to do so by Chantal. Chantal should be the point of contact in all cases.

If you spot coverage of your article that Chantal has not told you about – please let us all (including Chantal) know. Often the publications don't say they are using an article, so we don't always spot all of them immediately.

Contacts for further info

Chantal Cooke (PR Consultant)

Chantal@panpathic.com

Panpathic Communications

Tel: 020 8544 0091

Mob: 07788 184 649

DISTRICT CONTACT:

Karen O'Donnell

District 71 PR Manager

karenodonnellD71@gmail.com

Mob: +353 86 2366816