



Public Relations Report

Chris Moses, DTM

Public Relations Manager – 2025/2026

Primary Goal

The Public Relations team's focus this year is to amplify visibility for District 86 both internally (supporting members and leaders) and externally (building awareness across Ontario communities).

Our approach emphasizes brand consistency, digital reach, and storytelling, ensuring Toastmasters is recognized as the premier place for communication and leadership growth.

Highlights & Current Progress:

Workshops (PRM Dream Team Series):

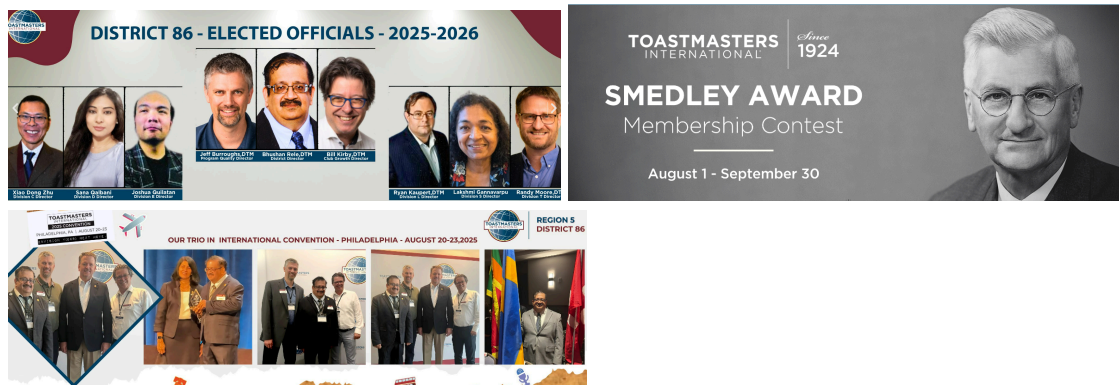
- *Click, Capture, Done – Automating Meeting Notes & Minutes* (Aug 7) with Shane Castle
- *Branding Basics – Make Your Message Stand Out* (Aug 26) with Nancy Movrin, DTM
- *Creativity with Canva* – (Sep 10) with Miglena Ivanova
- More workshops planned monthly, focusing on PR tools, branding, and club support.

Newsletter (Editor: Carley Moore):

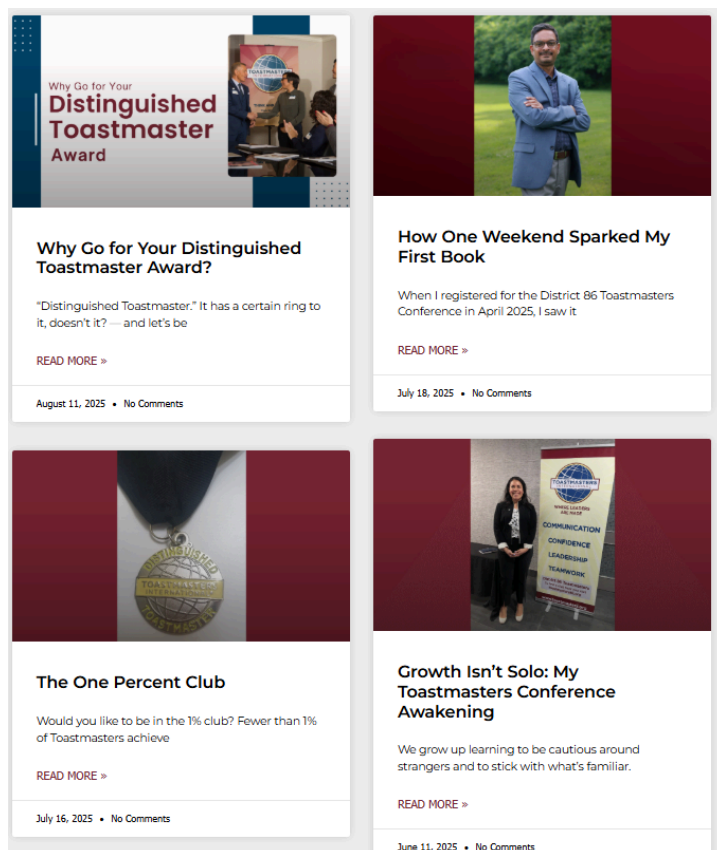
- New design in line with Toastmasters brand standards
- Monthly editions launched with strong open and click rates
- Collecting member submissions and promoting District events

Website & Blog (Webmaster and Blog Editor: Dulce Ruiz):

- Multiple pages updated for 2025–2026 - Welcome page, leadership team, banners, District Calendar, D86 contacts and many more.



- Blog contributions invited from members to share stories, milestones, and insights
- So far, four new blogs have been published



- Submit your own blog here:

<https://toastmasters86.org/district-86-blog-submission-form/>

Social Media:

- **Public (Coordinator: Wayne Khun):** Expanding reach on Facebook, LinkedIn, with consistent event promotion
- **Internal (Coordinator: Shubh Karam):** Strengthening District group engagement and officer updates.

- Created an Instagram account for D86

Graphic Design (Coordinator: Ramanujam Raghavan):

- Flyers, banners, and social media graphics designed for contests, workshops, and open houses
- Ensuring visual consistency with Toastmasters branding guidelines

YouTube & Video (Coordinator: Randy Moore, DTM):

- Event recordings and promotional videos being developed
- Exploring member spotlight features

Press & Media (Coordinator: Jorge Meneses):

- Draft press release templates ready for clubs and District events
- Building connections with Ontario media outlets

Meetup (Coordinator: Cheryl Rankin):

- Events listed to attract guests to club open houses
- Encouraging clubs to leverage Meetup for visibility

AI Integration (Coordinator: Shane Castle):

- Piloting tools to automate content scheduling and note-taking
- Exploring AI-assisted tasks to reduce member burnout.

Team Development

- PRM Dream Team of 10 coordinators fully assembled
- Recently added 2 more members to the team.
 - Deann Brown - Social Media Auditor
 - David T Shaw - Newsletter Auditor
- Regular team meetings for updates, collaboration, and accountability
- Ongoing cross-support between coordinators (e.g., Social Media + Newsletter + YouTube integration)

Next Steps

- Continue monthly PR workshops
- Recruit a District Photographer to complete the PRM team
- Support clubs with Open House, Humorous contest promotions.
- Expand use of digital ads (Facebook/Google) for membership drives
- Exploring additional paid advertising options.

Our goal as the PRM team is simple, to make District 86 visible, vibrant, and united, while showcasing the value of Toastmasters to members, clubs, and the wider community.

Prepared by

Chris Moses, DTM

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PRM Team Members



Cheryl Rankin
Meetup Coordinator



Carley Moore
Newsletter Editor



Dulce Ruiz
Webmaster & Blog
Editor



**Randy Moore,
DTM**
YouTube
Coordinator



Wayne Kuhn
Social Media
Coordinator (Public)



Shubh Karam
Social Media
Coordinator
(Internal)



Jorge Meneses
Press Release
Coordinator



**Ramanujam
Raghavan**
Graphic Designer
Coordinator



Shane Castle
AI Integration
Coordinator