

District 86 Publicist of the Year

Nomination Form — Reusable Annual Template

Nomination-based award recognizing publicity that promotes Toastmasters and advances the District mission. Self-nominations are not permitted.
Evidence → verification → evaluation. The nominator supplies evidence; the Public Relations Manager verifies facts; an independent District evaluation committee judges quality and impact.
Award Year

	Deadline
Candidate Name	
	Club Number
Club Name	
	Candidate Email
Nominator Name	
	Nominator Email

Eligibility

- Any D86 member may nominate a D86 member.
- Self-nominations are not permitted.
- Outgoing District Executive members are not eligible.
- Public Relations Manager is not eligible during the year they serve as PR Manager.
- Top three finishers may be announced; committee may decline to award if no nomination demonstrates sufficient merit.

Weights

- Publicity Reach & Audience — 25%
- Impact & Results — 30%
- Quality & Strategic Effectiveness — 20%
- Breadth & Initiative — 15%
- Evidence & Verifiability — 10%

Part A — Nomination Evidence

Keep evidence concise. Identify the publicity, reach, result and source.

Publicity Reach & Audience — 25%

Reach and significance of the media/publicity channel: circulation, audience size, geographic/community reach, prominence and relevance.

Publicity / Claim

Evidence / reach / results

Source

Publicity / Claim

Evidence / reach / results

Source

Impact & Results — 30%

Evidence that publicity advanced Toastmasters: inquiries, guests, memberships, club participation, event attendance, follow-up responses or other measurable outcomes.

Publicity / Claim

Evidence / reach / results

Source

Publicity / Claim

Evidence / reach / results

Source

Part A — Nomination Evidence (continued)

Keep evidence concise. Identify the publicity, reach, result and source.

Quality & Strategic Effectiveness — 20%

Quality of the message, appropriateness of the medium, consistency with Toastmasters/District goals, timing, targeting and effectiveness of the publicity.

Publicity / Claim

Evidence / reach / results

Source

Publicity / Claim

Evidence / reach / results

Source

Breadth & Initiative — 15%

Range of appropriate publicity efforts, initiative, creativity and ability to use multiple channels or opportunities throughout the year.

Publicity / Claim

Evidence / reach / results

Source

Publicity / Claim

Evidence / reach / results

Source

Evidence & Verifiability — 10%

Completeness and reliability of supporting evidence and ability to confirm material claims. This is not a reward for submitting more paperwork.

Publicity / Claim

Evidence / reach / results

Source

Publicity / Claim

Evidence / reach / results

Source

Part A — Summary, Documentation & Letters

Letters are optional; maximum three considered and included only as part of Evidence & Verifiability.

Why This Candidate Deserves Publicist of the Year

Nominator relationship / first-hand knowledge

Supporting Documentation

Examples include media releases, published articles, radio/TV/internet interviews, blogs, newsletters, bulletin-board posts, municipal proclamations and community-event publicity.

Item 1

Date / outlet

Item 2

Date / outlet

Item 3

Date / outlet

Item 4

Date / outlet

Letters of Support — Optional

Maximum three letters. Specific first-hand knowledge is required. Generic praise receives little/no credit. Committee-member letters are prohibited; a committee member who authors one must recuse.

Letter 1 writer / role

Relationship

Specific first-hand evidence

Letter 2 writer / role

Relationship

Specific first-hand evidence

Letter 3 writer / role

Relationship

Specific first-hand evidence

Part B — Public Relations Manager Verification

Factual verification only — no scoring, ranking, endorsement or recommendation.

Verify material claims using the publicity item, outlet information, audience/reach data and response evidence where available.

Claim / item

Source / evidence

Result

PR Manager comments

Claim / item

Source / evidence

Result

PR Manager comments

Claim / item

Source / evidence

Result

PR Manager comments

Claim / item

Source / evidence

Result

PR Manager comments

Claim / item

Source / evidence

Result

PR Manager comments

Claim / item

Source / evidence

Result

PR Manager comments

Claim / item

Source / evidence

Result

PR Manager comments

PR Manager

Name

Date

Eligibility: the Public Relations Manager is not eligible for Publicist of the Year during the program year in which they serve as PR Manager.

Additional Verification / Discrepancies

Part C — Independent Evaluation

District Awards Evaluation Committee — evaluate quality, reach, results and impact.

Review the nomination and PR Manager verification. Score the evidence and impact, not the volume of attachments. Evaluators must disclose conflicts.

1–5 Rubric

- 1

Limited evidence or impact
- 2

Some evidence / modest impact
- 3

Strong and effective
- 4

Very strong reach and impact
- 5

Exceptional, highly effective and demonstrably impactful

Weighted Evaluation

Publicity Reach & Audience	25%	Rating	Score
Impact & Results	30%	Rating	Score
Quality & Strategic Effectiveness	20%	Rating	Score
Breadth & Initiative	15%	Rating	Score
Evidence & Verifiability	10%	Rating	Score

TOTAL

Decision

Finalist Rank

Decision

Committee rationale

Committee Chair

Date

Evaluator Eligibility

Evaluators should be District-level volunteers who are not current formal District Executive members, have no material conflict with the candidate, and are not part of the candidate's immediate club leadership team. The PR Manager does not evaluate this award during their PR Manager year.