

Role:	Name	Phone	Email
PRM	Tatiana Maior	0211815948	tatianamaiornz@hotmail.com
Webmaster	Mike Diggins		mikejdiggins@gmail.com
Newsletter Editor			
Social Media Coordinator			
Public Relations			
Graphic Designer	Natalia Ortega	0224227500	orteganati@gmail.com
District Administration Manager	Dione Coleman		dione.coleman1971@gmail.com
Toastmasters International Branding			brand@toastmasters.org
Available Communication Methods:	Location	Coordinator	
District Website	https://d112tm.org.nz/	Mike Diggins	mikejdiggins@gmail.com
District Facebook Page	https://www.facebook.com/d112toas	Tatiana Maior	tatianamaiornz@hotmail.com
District Facebook Members Group		Tatiana Maior	tatianamaiornz@hotmail.com
District Twitter Account	N/a	N/a	N/a
District LinkedIn Group	https://nz.linkedin.com/company/toa	Tatiana Maior	tatianamaiornz@hotmail.com
Bulk Email System (i.e. Constant Contact, etc.)	Emails Alias	Dione Coleman	dione.coleman1971@gmail.com
Directed Email through Area Directors	Emails Alias	District Administration Manager	dione.coleman1971@gmail.com
News Release		Tatiana Maior	tatianamaiornz@hotmail.com
Audience:			
All Members			
Club Officers			
District Council			
Division Council			
Area Council			
District Executive Committee			
External			

Online Resources

Let the World Know Handbook
Brand Manual
Public Relations Resources
Logo, Images, and Templates
Sample News Releases
Toastmasters Media Center

Link

<https://www.toastmasters.org/~media/4961f7be4b244a12a39426d0c9193cd1.ashx>
<https://www.toastmasters.org/Resources/Resource-Library?t=brand%20manual>
<https://www.toastmasters.org/Leadership-Central/Club-Officer-Tools/Club-Officer-Roles/Public-Relations>
<https://www.toastmasters.org/resources/logos-images-and-templates>
<https://www.toastmasters.org/leadership-central/club-officer-tools/club-officer-roles/public-relations/sample-news-releases>
<https://mediacenter.toastmasters.org/>

Internal Communications

Description	Audience	Communications Method	Date	% Complete	Owner	Approver	Approval Lead Time	Tasks
District Appointments	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	1/7/2025	0% DD	DD	DD	2 days	1. Create email listing all appointed DEC positions 2. Send to PR team for distribution
District Calendar	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	22/7/2025	0% DD	DD	DD	2 days	1. Finalize District Calendar 2. Send to PR team for distribution
Smedley Award	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	29/7/2025	0% CGD	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
Talk Up Toastmasters!	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	25/1/2026	0% CGD	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
Beat the Clock	Club Officers	1. District Facebook Members Group 2. Email to Club Officers	25/4/2026	0% CGD	CGD	DD	2 days	1. Create email promoting Smedley Award 2. Get DD approval 3. Send to PR team for distribution
District Newsletter	All Members	1. District Website 2. District Facebook Members Group 3. Email to All Members	Determine are own schedule	0% Newsletter Editor	Newsletter Editor	DD	2 days	1. Collect Articles from Members and District Officers 2. Compile into Newsletter 3. Send to DD for Review 4. Send to PR team for distribution
Member Spotlight	All Members	1. District Facebook Members Group	Monthly	0% PRM	PRM	DD	2 days	1. Determine member for spotlight 2. Get photos 3. Interview member 4. Write spotlight article 5. Send to member for review 6. Send to DD for approval 7. Send to PR team for distribution
DEC Meeting (each)	DEC Members	1. Email to DEC Members	2 weeks' prior (per Protocol 7.1.4 District Executive Committee Meetings)	0% Admin Manager	Admin Manager	DD	2 days	1. Finalize Agenda 2. Send Email, Agenda, and Items Requiring a Vote
Area Council Meeting	Area Council	1. Email to Area Council Members	30 days' prior	0% Area Director	Area Director	Area Director	NA	1. Create Email 2. Send Email to Area Council Members
Division Social Event	Division Council	1. Division Council Members	2 weeks' prior	0% Event Coordinator	Event Coordinator	Division Director	2 days	1. Create Email 2. Send Email to Division Council Members

External Communications

Description	Audience	Communications Method	Date	(% Complete)	Owner	Approver	Approval Lead Time	Tasks
Announcement of District Director	External	1. News Release 2. District Facebook Page	1/7/2025	0%	PRM	DD	2 days	1. Write News Release announcing new DD 2. Send to PR team for distribution
Announcement of Communications & Leadership Award	External	1. News Release 2. District Facebook Page	1/4/2026	0%	PRM	DD	2 days	1. Write News Release announcing C&L Award 2. Approval by Recipient and DD 3. Send to PR team for distribution
Announce Keynote Speaker for Conference	External	1. News Release 2. District Facebook Page	1/3/2026	0%	PRM	DD	2 days	1. Write News Release announcing Keynote Speaker 2. Approval by Speaker and DD 3. Send to PR team for distribution
Announce Visit by ID/IO	External	1. News Release 2. District Facebook Page	1/3/2026	0%	PRM and WHQ	DD	2 days	1. Write News Release announcing ID/IO Visist 2. Approval by ID/IO, WHQ and DD 3. Send to PR team for distribution
Announce International Speech Contest Winner	External	1. News Release 2. District Facebook Page	18/5/2026	0%	PRM	DD	2 days	1. Write News Release announcing ISC Winner 2. Approval by ISC Winner and DD 3. Send to PR team for distribution
Community Club Launch Meeting	External All Members	1. News Release 2. District Facebook Page 3. District Facebook Members Group	As needed	0%	CGD	DD	2 days	1. Write News Release announcing new Club 2. Approval by DD 3. Send to PR team for Distribution
New Club Announcement	External All Members	1. News Release 2. District Facebook Page 3. District Facebook Members Group	As needed	0%	CGD	DD	2 days	1. Write News Release announcing new Club 2. Approval by DD 3. Send to PR team for Distribution
Radio Interviews			As needed					
Local Television Channel Interviews			As needed					

Virtual District Council Meeting	Date		Time			Online URL:		
Description	Audience	Communications Method	Date	(% Complete)	Owner	Approver	Approval Lead Time	Tasks
Announce District Council Meeting	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	4 weeks prior (per Protocol 7.1.6 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Determine Council Date 2. Setup Virtual Council Method - obtain URL 3. Determine Voting Method 4. Create Communication 5. Send to PR team for Distribution
Distribute agenda and all items requiring a vote	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	14 days' prior (per Protocol 7.1.6 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Complete agenda 2. Create PDF of DEC Approved Budget 3. Create PDF of District Appointments 4. Create PDF of any other items requiring a vote 5. Get copy of Audit Committee Report 6. Create communication, including instructions on how to vote during or after meeting 7. Approval of DD 8. Send to PR team for Distribution

Annual Business Meeting	Date		Time			Location		
Description	Audience	Communications Method	Date	(% Complete)	Owner	Approver	Approval Lead Time	Tasks
Announce Annual Business Meeting	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	4 weeks prior (per Protocol 7.1.6 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Determine Council Date 2. Determine Voting Method 3. Create Communication 4. Send to PR team for Distribution
Distribute agenda and all items requiring a vote	District Council Members	1. Bulk Email 2. Directed Email via Area Directors 3. District Facebook Members Group 4. District Website	14 days' prior (per Protocol 7.1.6 - District Council Meetings)	0%	Admin Manager	DD	2 Days	1. Complete agenda 2. Create PDF of District Leadership Committee Report 3. Create PDF of District Realignment Committee Report 4. Create PDF of any other items requiring a vote 5. Attach copy of Audit Committee Report for First Half of Year 6. Attach copy of the District Proxy Form 7. Create communication 8. Approval of DD 9. Send to PR team for Distribution