

DISTRICT 206 PUBLIC RELATIONS MANAGER REPORT

District Leadership Meeting | September 26, 2026

Contact: susan.sontra@t206tm.org

Public Relations Manager Susan Sontra	Reporting Period September 2026	Overall Status Systems established; moving into expansion
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1. STATUS SUMMARY

- **Core district communication infrastructure is now functioning.** The website and district calendar are serving as central public information sources, and social channels are active.
- **Communication Plan completed.** Roles and information flow have been clarified so content owners provide and verify source information while PR packages, schedules, publishes, and promotes it.
- PR is shifting from primarily establishing systems toward **consistent district communication and increased community visibility.**

2. HIGHLIGHTS / ACCOMPLISHMENTS

- **D206 Communication Plan completed** with communication rhythms, audiences, ownership, channels, priorities, and support needs.
- **September district newsletter developed** around immediate priorities: district meetings, Club Success Plan deadline, membership dues, upcoming contest information, and remaining September training/resources.
- **Social media infrastructure is active:** [Facebook - District 206 Toastmasters](#) | [Instagram - @district206_toastmasters](#). The next phase is expanding content beyond internal announcements to useful, community-facing information.
- **External PR strategy expanded.** Initial framework developed for reaching prospective members through professional associations, coworking spaces, employers, colleges, civic organizations, community publications, neighborhood channels, and other low-cost publicity opportunities.
- **Reusable PR approach established:** create district-level materials once, then distribute through Division, Area, club, social, and community channels rather than recreating campaigns individually.

3. CURRENT PROJECTS / IN PROGRESS

- **Facebook Events:** beginning to use event pages for special district events to improve discoverability and sharing.
- **Community-facing social content:** developing regional club-meeting information, public-speaking tips, practical communication content, and a potential "Toastmasters Near You" series.
- **VPPR support:** continuing development of reusable templates, resources, and communication support for clubs.
- **PR team development:** Division-level PR support, additional social-media help, Meetup coordination, and YouTube/content support remain in development.
- **Community Visibility Network:** beginning a system for distributing district/club information beyond Toastmasters channels and identifying warm prospective-member and new-club leads for appropriate handoff.

4. AREAS NEEDING ATTENTION / SUPPORT

- **Earlier information flow:** PR needs confirmed dates, links, changes, recognition information, and event details early enough to promote them effectively rather than only announce them at the last minute.
- **Division/Area participation:** local leaders and VPPRs can help identify community calendars, organizations, employers, media outlets, and other distribution opportunities in their own geographic areas.
- **Volunteer support:** Division PR support assistants, an additional social-media contributor, and Meetup coordination are still needed. For general PR volunteer opportunities, contact Susan at susan.sontra@t206tm.org.
YouTube/content help: Contact David Betowski at David.Betowski@d206tm.org.
- **LinkedIn:** repeated platform flagging/spam issues continue to make it an unreliable primary district channel.

5. PRIORITIES BEFORE NEXT REPORT

- Establish a more consistent **external-facing social media rhythm** while maintaining essential member communication.
- Begin using **Facebook Event pages** for appropriate district events.
- Develop the first **regional club visibility / “Toastmasters Near You”** content that groups clubs by location, day, time, and meeting format.
- Begin building a **community outreach/distribution network** that clubs and district leaders can use without requiring extensive one-to-one PRM engagement.
- Continue building the **PR support team and VPPR resource system** so district communications are sustainable and not dependent on one person.

PR DIRECTION: Strengthen communication inside District 206 while expanding public visibility outside Toastmasters - using reusable systems, useful community-facing content, and shared distribution through district leadership and clubs.