



DISTRICT 66

District 66 Traditional Media Contact Tips

Updated 1-1-25 by Kristine Vey, DTM, PRM

(Thank you Erika Byrd of Harrisonburg Toastmasters)

Reference Materials:

Toastmasters Brand Manual – Link: <https://link.us-1.lytho.us/i/1690570343822b4a355d5-2212-4745-a8ca-2e53f2b9957c#block-d6002001-c415-4b1e-83f6-9e9f54b704d9>

Toastmasters Sample Media releases:

<https://www.toastmasters.org/membership/leadership/club-officer-tools/club-officer-roles/public-relations/sample-news-releases>

To promote a special event, write the media release first.

Include a call to action. Here's an example that the Harrisonburg club used successfully to promote the 100 year anniversary of Toastmasters:

Would you be interested in talking with the Vice President of Education of our Club who can share how this organization fulfills its mission In the Shenandoah Valley? This email and follow up phone calls resulted in an interview of their VPE (Al Tuten) on a local Television Station and Radio Station.

(Optional) Include informational links:

About Toastmasters: <https://www.toastmasters.org/about>

Toastmasters History: <https://www.toastmasters.org/about/history>

Website for your specific club

Close with something like this

Please let me know of your interest in talking with an office of the club or sending a crew to an upcoming meeting to see how it works.

Sincerely,

Your Name

VP Public Relations

Club Name

Contact Information

Suggestions for Success:

Try to find specific names to contact.

Television: Call the news director at the local TV station. Follow up with an email that includes the media release in the BODY of the email (not an attachment).

Call or contact the host of any local community program directly. Be prepared to set an interview or visit date. Attend yourself if possible.

Radio: Send a similar email and emphasize how the on-air personality would be aware of the benefits of an organization devoted to public speaking and leadership.

If you are uncomfortable cold calling the media, ask someone in your club to help! Try to consider their work schedule for the timing of the call. The front desk at the television or radio station can likely help you discover when a good time for the personality is.

Here is a sample release that proved successful for the Harrisonburg Club where Al Tuten was interviewed on the news station. **Include YouTube link to interview here?**

Dear xxxxx

Toastmasters International is celebrating its 100th anniversary this August.

Harrisonburg has a local, vibrant Toastmasters chapter. We meet EVERY Thursday at 6:30 p.m.

The meeting is hybrid - both in person for those who show up at the community room 207

at Asbury UMC located at 205 South Main Street or via zoom for those who tune in online.

Guests are always welcome to attend the meetings to see if it would be a fit for them to join.

The mission of Toastmasters is: to provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Internationally, Toastmasters has more than 270,000 members in 150 countries with 14,000+ clubs. Our chapter has about 20 members and we are an active, decorated club, having earned Toastmasters President's Distinguished Club multiple times.

Would you be interested in talking with the Vice President of Education of our Club who can share how this organization fulfills its mission In the Shenandoah Valley?

Below are links to the About page and History pages from the Toastmasters' website. And below that is a link to our local website.

<https://www.toastmasters.org/about>

<https://www.toastmasters.org/about/history>

<https://787701.toastmastersclubs.org/>

Please let me know of your interest in talking with an office of the club or sending a crew to an upcoming meeting to see how it works.

Sincerely,

Erika Byrd

VP Public Relations

Harrisonburg Toastmasters