

The following are examples of activities or announcements on club, area and district levels that merit media coverage:

Club level:

- A project that relates to a topic of interest for the local residents and/or business members in the community
- A successful club member who used their Toastmasters speaking or leadership skills to gain job promotions or otherwise enhance his or her life
- Officer elections or installations
- Speech contests – local person moving up to higher level after winning at club level
- Special presentations for the public, such as Speechcraft, Success/Leadership or Youth Leadership
- Important visitors or guest speakers
- Communication Achievement Award presentation to a prominent member in the community
- Club and member awards, such as Toastmaster of the Year, educational accomplishments,
- Distinguished Club recognition
- Club anniversary
- Club demonstration meetings
- Club charter meetings

Area level:

- Area speech contest
- Area-wide events that are open to the public (special workshops, for example)
- List of clubs in local area, mentioning any specialties

District level:

- Officer elections
- District conferences
- Communication and Leadership Award recipient
- Outstanding Toastmaster of the Year honorees
- Outstanding Area Director of the Year honorees
- Advance publicity for speech contests
- Division speech contest winners
- District speech contest winners
- Distinguished District recognition (if applicable)