



COMMUNITY RESOURCES

Enhancing Lives - Connecting Communities

[illegible]

2018

INTRODUCTION

This publication was created by KCR – Community Resources, and is intended to provide community organizations with a guide to effectively promote fundraising or, an event, or to recruit volunteers. It will be updated twice per year, and will be available for download from the KCR Community Resources website at www.kcr.ca/publications.

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The listing of an organization or company in this guide does not indicate endorsement, and the exclusion does not imply any disapproval by KCR Community Resources.

SECTION I

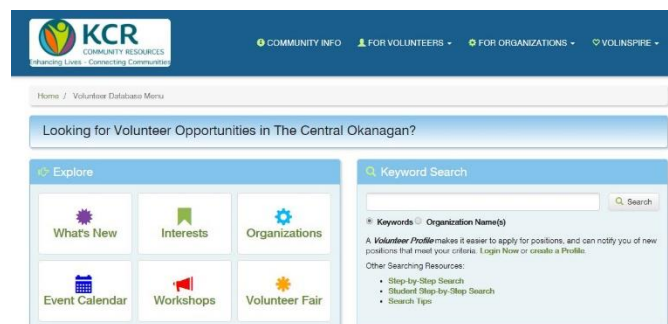
Promote an Event/Program or Recruit Volunteers

KCR Community Resources provides non-profit groups and organizations several, FREE tools with which to promote events, programs, fundraisers, and volunteer opportunities.

KCR CENTRAL OKANAGAN ONLINE DATABASE

You can recruit volunteers through the Community Information Search Central Okanagan at kelowna.cioc.ca and The Central Okanagan Volunteer Opportunities Online Database at kelowna.cioc.ca/volunteer.

- ✓ Potential volunteers can enter their information into a Personal Profile to receive email notifications about new volunteer opportunities.
- ✓ The database program classifies updated opportunities as new ones and will include your updated positions in the next notification email sent to the registrants.
- ✓ Maximize your exposure by entering individual volunteer opportunities or by grouping them together under the person they will report to instead of 'clumping' them together in one record! Never say "Volunteers needed for all positions".
- ✓ Remember: if volunteers don't see what they want immediately, they will move on...so **no** clumping!
- ✓ Busy? Don't want to forget? Make a standing appointment 4 times a year to 'freshen them up' so they will be emailed to a fresh batch of volunteers.

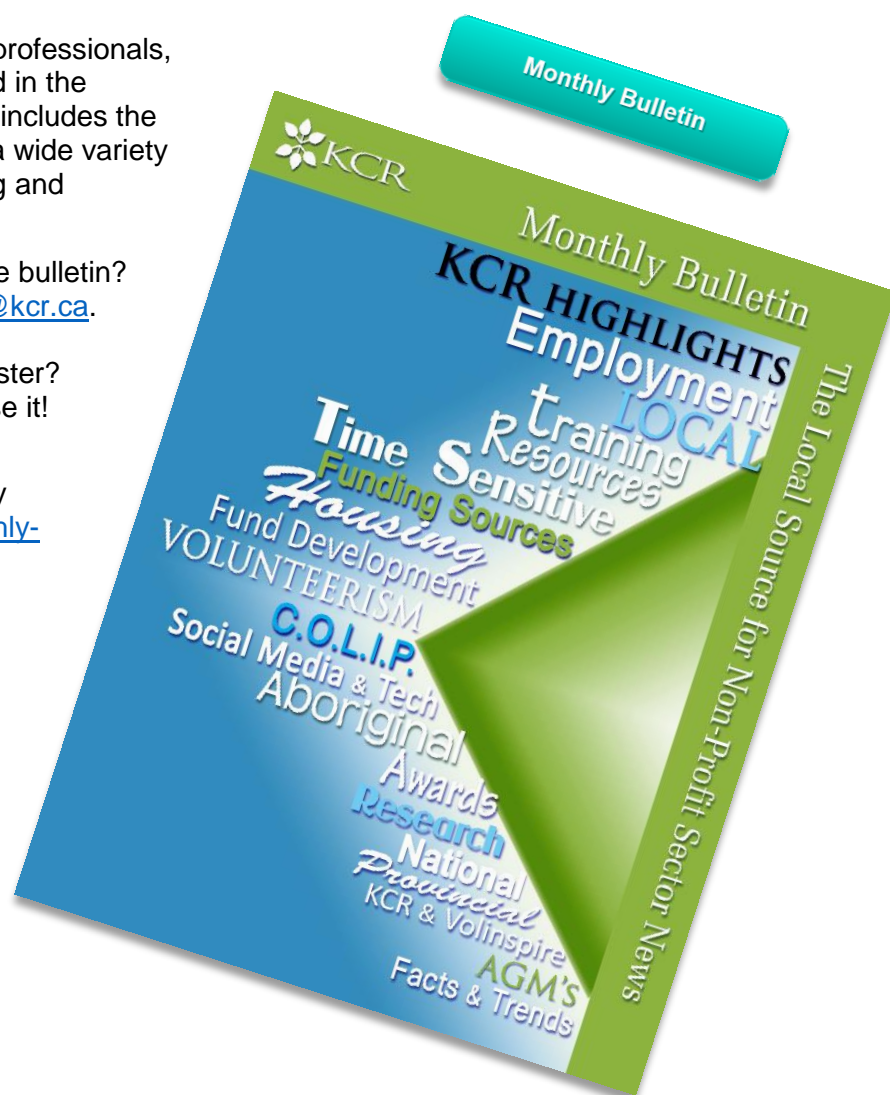


KCR MONTHLY BULLETIN

The KCR Monthly Bulletin is sent out to professionals, volunteers and those individuals invested in the not-for-profit sector in our community. It includes the latest news items, resources, research, a wide variety of local items, and information on funding and workshops.

- ✓ Want to promote your event in the bulletin?
Email your information to admin@kcr.ca.
- ✓ Do you have a special logo or poster?
Attach to the email and we will use it!

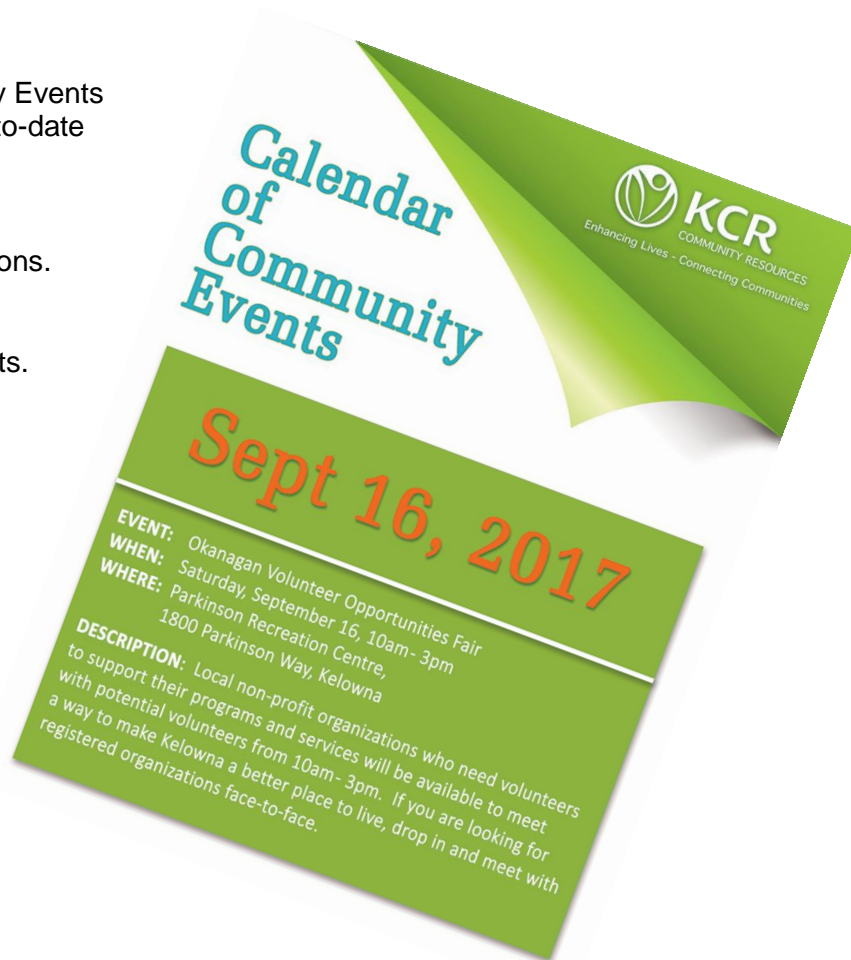
You can read or subscribe to the monthly bulletin at www.kcr.ca/publications/monthly-bulletin/monthly-bulletin.



KCR CALENDAR OF EVENTS

- ✓ The KCR Calendar of Community Events is a very comprehensive and up-to-date events listing.
- ✓ East-to-read format, user friendly with multiple layout and view options.
- ✓ The archives are an **invaluable** tool for planning your future events.

Submit your community event for the online calendar of events at www.kcr.ca/community-services/calendar-of-community-events



ANNUAL HOLIDAY EVENTS GUIDE

Each year, KCR creates the Holiday Events Guide and publishes it in early November online and in partnership with a local newspaper.

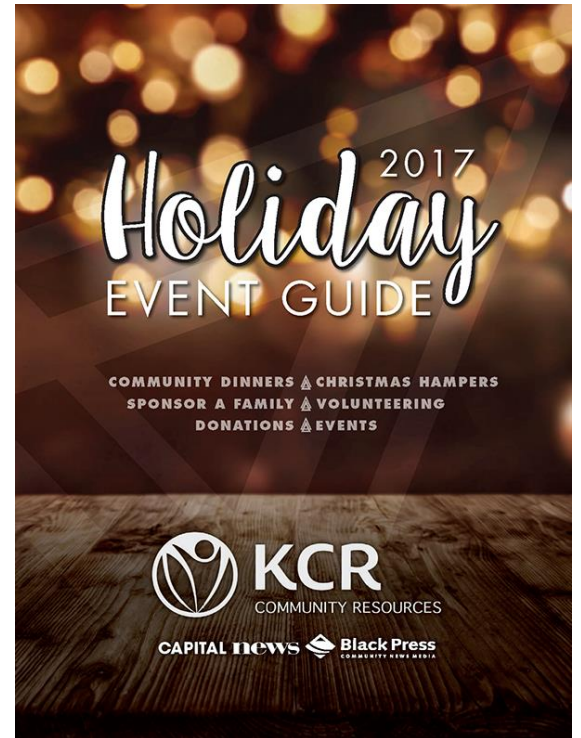
It features:

- ✓ Low cost or free events for the whole family.
- ✓ Where a low-income recipient can apply for a Christmas Hamper.
- ✓ Wish List and Donations for organizations or programs who need help to meet the needs of the community.
- ✓ Children's activities.
- ✓ Where individuals and families can volunteer.
- ✓ Church Services and much, much more.

To submit content for 2018, sign up for our mailing list here to be notified when we are accepting submissions:

<http://eepurl.com/c9S7kL>

Not sure if the Holiday Events Guide would be a good fit? Check out the 2017 online version here: www.kcr.ca/publications



SECTION II

Community Calendars & Events Listings

Various publications, radio stations, television stations and websites offer online community calendar or event listings, and you can submit your events on their websites.

QUICK-LIST

Castanet	www.castanet.net/events/
Kelowna Capital News	www.kelownacapnews.com/calendar
CHBC News.....	globalnews.ca/okanagan/events/
HelloBC.com	www.hellobc.com/british-columbia/things-to-do/festivals-events.aspx
Kelowna Events Info	kelownaevents.info/
Lake Country Calendar	www.lakecountrycalendar.com
ook.....	ook.ca/events
snapt Okanagan.....	www.snapokanagan.com
Tourism Kelowna	www.tourismkelowna.com/events
Kelowna Now	www.kelownanow.com/events

If you know of a media resource that would benefit the local not-for-profit sector when promoting their events, fundraiser, or volunteer recruitment, please email admin@kcr.ca.

SECTION III

Media Resources

Newspapers



Kelowna Capital News & Lake Country Calendar



The Kelowna Capital News publishes two editions per week on Wednesday and Friday with a circulation of 45,000 homes in Kelowna and the surrounding communities of Peachland and West Kelowna. Our sister publications, the Lake Country Calendar is delivered every Wednesday to 4,500 homes in the communities of Lake Country. Online services include news, sports, business, communities happenings, classified ads, weather, and a comprehensive Calendar of Events that not for profits can post events to free of charge. We also offer advertising options at very affordable rates, please contact our Publisher for these special options.



Address: 2495 Enterprise Way
Kelowna BC, V1X 7K2

Phone: 250.763.3212
Classified: 250.763.7114
Display Ads: 250.763.3212
Circulation: 250.763.7575

Email: edit@kelownacapnews.com

Website: www.kelownacapnews.com
www.lakecountrycalendar.com

Facebook: www.facebook.com/newskelowna
www.facebook.com/LakeCountryCalendar

Twitter: www.twitter.com/KelownaCapNews

Dave Hamilton, President B.C. Interior South
Phone: 250.204.2720
dave.hamilton@blackpress.ca

Kathy Michaels, Editor
250.979.7309
kmichaels@kelownacapnews.com

Kelowna Capital News, Continued

Karen Hill, Director of Sales B.C. Interior South
Phone: 250.215.2222
karen.hill@blackpress.ca

News Tips
Phone: 250.979.7315
newstips@kelownacapnews.com

Letter to the Editor:
Phone: 250.979.7315
edit@kelownacapnews.com

Classified Inquiries / Obituaries
Phone: 1.866.865.4460
bcclassifieds@blackpress.ca

Kelowna Daily Courier

Offers a six-day-a-week newspaper for the Central Okanagan (The Daily Courier is Monday to Friday: The Okanagan Weekend is published Saturday) covering local, national, and international news, sports and events. Offers additional publications, including the Westside Weekly. Online services include news, sports, weather and an event calendar.

THE DAILY COURIER

Address: 550 Doyle Ave
Kelowna BC, V1Y 7V1

Phone: 250.762.4445
Circulation: 250.763.4000 in Kelowna or 250.260.3284 in Vernon area
Classifieds: 250.763.3228
News Room: 250.470.0739

Email: csr@ok.bc.ca

Website: www.kelownadailycourier.ca

Facebook: www.facebook.com/KelownaDailyCourier/info

Twitter: www.twitter.com/KelownaCourier

Events: calendar@ok.bc.ca

Kelowna Capital News, Continued

City Editor
city_desk@ok.bc.ca
Phone: 250.470.0739

Sports
sports@ok.bc.ca
Phone: 250.470.0753

Letters to the Editor
letters@ok.bc.ca
Phone: 250.470.0739

Peachland View



Provides free community newspaper that is distributed each Friday to every home and business in Peachland. Offers online version including news, sports, classifieds and events calendar.



Address: 4437 3rd St
Peachland BC, V0H 1X7

Phone: 250.767.7771

Email: admin@peachlandview.com

Website: www.peachlandview.com

Facebook: www.facebook.com/ThePeachlandView

Twitter: www.twitter.com/peachlandview

Editor
editor@peachlandview.com

Sales
sales@peachlandview.com

Designer
designer@peachlandview.com

Office Administrator
admin@peachlandview.com

snapd Okanagan



Offers free website publication specializing in a "non-political" entertaining photographic view of the community. Covers a wide variety of community events, business openings and sales. Also offers events calendar and can create and promote tickets (free and paid) for all of your local events.



Address: #9 - 3151 Lakeshore Road
Kelowna BC, V1W 3S9

Email: okanagan@snapd.com

Website: www.snapokanagan.com

Facebook: www.facebook.com/snapokanagan

Twitter: www.twitter.com/snapokanagan

Magazines



BC Musician Magazine



Publishes a magazine dedicated to promoting local talent and venues 6 times per year. Covers venues, road trips, music art, summer camps, workshops, travel tales. Online services include a list of venues and a calendar of music festivals.



Email: hello@bcmusicianmag.com

Phone: 604.999.4141

Website: www.bcmusicianmag.com

Facebook: www.facebook.com/bcmusicianmagazine

Twitter: www.twitter.com/BCMUSICIAN

Leanne Nash, Publisher/Production
lnash@bcmusicianmag.com

Sarah Fahey, Editor
sarah@bcmusicianmag.com

Okanagan Life



Offers glossy magazine published once per month and online services that cover culture, food and wine, getaways, health, homes, best of the Okanagan, best restaurants, events and golf.

OkanaganLife

Email: info@okanaganlife.com

Phone: 250.861.5399

Website: <http://okanaganlife.com>

Facebook: www.facebook.com/OkanaganLifeMagazine

Twitter: www.twitter.com/OkanaganLifeMag

Paul Byrne, Publisher and Editor
paul@okanaganlife.com

Press Releases
editorial@okanaganlife.com

Production Materials
production@okanaganlife.com

Television



CHBC Television, Global Okanagan



Offers local news, events, sports, weather, traffic. Online services include comprehensive calendar of events.



Address: 342 Leon Ave
Kelowna BC, V1Y 6J2

Phone: 250.762.4535

Website: www.globalnews.ca/okanagan

Twitter: www.twitter.com/GlobalOkanagan

Instagram: www.instagram.com/globalnews

Pinterest: www.pinterest.com/globaltvnews

Tumblr: www.globalnewscanada.tumblr.com

LinkedIn: www.linkedin.com/company/global-television

YouTube: www.youtube.com/globalnews

For feedback related to Okanagan or BC News programming

Viewer Contact: viewercontactokanagan@globalnews.ca

News Tips: okanagan@globalnews.ca
1.888.762.4535

Community Service Announcements will be distributed to the appropriate department.

Shaw TV Community Television



Displays community service announcements on Channel 11. Online services include calendar of events.



Address: 106 - 1223 Water St
Kelowna BC, V1Y 9V1

Phone: 250.979.6540
Fax: 250.979.6550

Website: www.shaw.ca/ShawTV/Kelowna

Email: shawtvokanagan@sjrb.ca
*Public Service Announcements/ Channel 11 crawl - Submit a message (maximum of 255 characters)

Facebook: www.facebook.com/ShawTVOk

YouTube: www.youtube.com/user/ShawTVOkanagan

Shaw TV is mandated by the CRTC to provide free training in all aspects of television production, and provides direct access to their channel. Training in television production might also be provided (graphics, switching directing, audio and editing). Also, a segment or documentary produced by someone in the community (produced independently or with assistance) can be aired if meeting all the criteria for community television. Shaw TV utilises volunteers for both on air and behind the scenes productions.

More info at: www.shaw.ca/ShawTV/Kelowna/Volunteer

Okanagan Oldies – 103.9

Radio



Plays a variety of music appealing to listeners of different ages. Online services include events calendar, news, sports, and weather.

Address: 455 Lawrence Ave.
Kelowna BC, V1Y 6L6

Phone: 250.980.9009
Studio: 250.980.1039

Website: <https://okoldies.net>

Email: info@okoldies.net

Facebook: www.facebook.com/okoldies1039

Twitter: www.twitter.com/okoldies1039



Okanagan Oldies 103.9

99.9 Sun FM



Reaches younger demographic with current hits music. Provides news, weather, sports and events. Online services include calendar of events.

Address: 435 Bernard Ave
Kelowna BC, V1Y 6N8

Phone: 250.762.4487

Sales: 250.860.8600

Webmaster: webmaster@thesun.net

Website: www.iheartradio.ca/sun-fm/99-9-sun-fm

Facebook: www.facebook.com/99.9SUNFM

Twitter: www.twitter.com/999SUNFM



AM 1150 Talk Radio



Offers talk show format, news, events, sports.
Online services include calendar of events.



Address: 435 Bernard Ave
Kelowna BC, V1Y 6N8

Reception: 250.860.8600

Studio Line: 250.862.2525

Email: info@am1150.ca

Website: <http://www.iheartradio.ca/am-1150>

Facebook: www.facebook.com/AM1150

Twitter: www.twitter.com/am1150

CBC Radio One, Daybreak South



Presents a morning radio show based in Kelowna that covers current affairs, news, weather and road information for the Southern Interior. Also covers business and personal finance, native affairs, the environment and the arts.



Address: 243 Lawrence Ave
Kelowna BC, V1Y 6L2

Phone: 250.861.3781

Toll Free: 1.888.662.6628

Email: daybreakkelowna@cbc.ca

Website: www.cbc.ca/daybreaksouth

Facebook: www.facebook.com/DaybreakSouth

Twitter: www.twitter.com/CBCKelowna

EZ Rock 101.5



Offers easy listening music format appealing to many age groups, news, weather, and events. Offers online calendar of events.



Address: 435 Bernard Ave
Kelowna BC, V1Y 6N8

Studio: 250.860.1015

Sales: 250.860.8600

Email: kelownainfo@myezrock.com

Website: <http://www.iheartradio.ca/ez-rock>

Facebook: www.facebook.com/101.5EZrockKelowna

Twitter: www.twitter.com/1015ezrock

K96.3 Kelowna's Classic Rock



Plays classic rock, and provides news, weather, and sports coverage in addition to local events. Online services include an events calendar, concerts list, and rock report.



Address: 1601 Bertram St
Kelowna BC, V1Y 2G5

Phone: 250.861.5963
Fax: 250.469.9963

Newsline: 250.862.5963

Website: www.k963.ca

Facebook: www.facebook.com/K96.3fm

Twitter: www.twitter.com/K963ClassicRock

Peter Angle, General Manager
pangle@newcap.ca

K96.3 Kelowna's Classic Rock, Continued

Production

okprod@newcap.ca

Creative Director

okcreative@newcap.ca

News

news@K963.fm

Power 104 FM



Plays rock music. Active in concert and event promotion. Online services include a calendar of events.



Address: 3805 Lakeshore Rd
Kelowna BC, V1W 3K6

Main Office: 250.763.1047

Studio: 250.763.8800

Email: info@power104.fm

Website: www.power104.fm

Facebook: www.facebook.com/Power104

Twitter: www.twitter.com/Power104

Beach Radio 103.1



Plays up-tempo mix of music geared towards female audiences between 25-44. Supports causes such as annual Crimestoppers Golf Tournament and the Q Kids Care Charity. Online services include local events listings.



Address: 3805 Lakeshore Rd
Kelowna BC, V1W 3K6

Phone: 250.868.1031

Website: www.beachradiokelowna.ca

Facebook: www.facebook.com/1031BEACHRadio

WDCR 95.1 FM, Westbank and District Community Radio Society



Community radio station run by volunteers will include live DJs, local musical acts, local news, alternative music, local sports and weather.



Phone: 250.768.1111

Email: westbankcommunityradio@gmail.com

Website: www.wdcr.ca

Facebook: www.facebook.com/westbankdistrictcommunityradiosociety

Twitter: www.twitter.com/WDCR_Radio

Press/Volunteer
newsandsports@wdcr.ca

Sponsorship/Advertising
sales@wdcr.ca

Programming
programming@wdcr.ca

Music
musicdirector@wdcr.ca

Internet / Online Services

Castanet.net



Offers coverage of local, national and international news, sports, entertainment, area-wide events listings, online classifieds ads, local weather, business and community information.



Address: 455 Lawrence Ave.
Kelowna BC, V1Y 6L6

Phone: 250.860.5050
Fax: 250.860.0505

Email: admin@castanet.net

Website: www.castanet.net

Facebook: www.facebook.com/Castanet.net

Twitter: www.twitter.com/CastanetNews

YouTube: www.youtube.com/CastanetNews

News Tips/Press Releases
news@castanet.net

Forums
forums@castanet.net

Letters to the Editor
letters@castanet.net

Classifieds
classifieds@castanet.net

Display Advertising Inquires
sales@castanet.net

Okanagan4kids.com



Provides online resource where families can find information on a wide variety of topics relevant to Okanagan parents. Family-focused online calendar of events and directory.



Email: info@okanagan4kids.com

Facebook: www.facebook.com/Okanagan4Kids

Twitter: www.twitter.com/okanagan4kids

Pinterest: www.pinterest.com/4kidsfun

ook.ca



Provides a web-based Arts and Culture website that lists events such as openings, concerts, lectures, readings, exhibitions, screenings, workshops, classes, seminars, forum, performances, volunteer opportunities and calls for submission in and around Vernon, Kelowna, Penticton.



Email: discover@ook.ca

Website: www.ook.ca

Facebook: www.facebook.com/ook.ca

Twitter: www.twitter.com/discover_ook

SECTION IV

Social Media



FACEBOOK

<https://www.facebook.com>

- ✓ 64% of Facebook users are between the age of 18 and 34.
- ✓ Registration required before using the site, can add other organizations as friends, **exchange messages, post to their wall and support their causes.**
- ✓ **Support common-interests such as a contest where the winner receives needed equipment, an office upgrade, new technology, etc.**
- ✓ **Available on many mobile devices.**
- ✓ Global Page Ranking: 2



TWITTER

<https://twitter.com>

- ✓ News and social networking service.
- ✓ 319,000,000+ monthly active users. Available in 45+ countries
- ✓ Hashtags for a wider reach #.
- ✓ Able to use polling for up to 7 days.
- ✓ Global Page Ranking: 8



INSTAGRAM

<http://instagram.com>

- ✓ Online photo-sharing, video-sharing and social networking service.
- ✓ Users take pictures and videos, apply digital filter, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr.
- ✓ Supported on both Apple and Android mobile devices.
- ✓ Can connect Instagram account to other social media such as Facebook and Twitter.
- ✓ Primarily use is on a mobile phone, not the internet. Web version is a simpler version of the phone App.
- ✓ Global Page Ranking: 41

*--SOURCE: http://en.wikipedia.org/wiki/List_of_social_networking_websites