



INTRODUCTION

This publication was created by KCR – Community Services 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 Kelowna Community Resources(KCR) 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 Kelowna Community Resources.

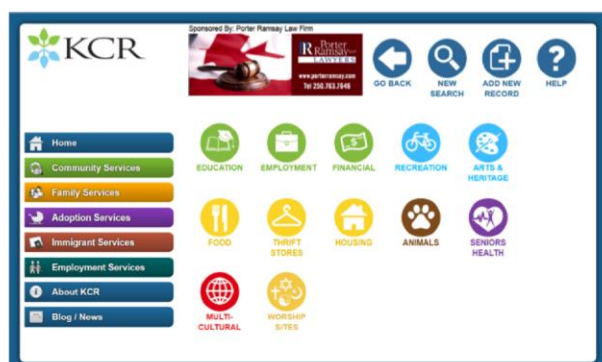
SECTION I - PROMOTE AN EVENT/PROGRAM OR RECRUIT VOLUNTEERS

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

THE KCR SERVICES, PROGRAMS & ORGANIZATIONS ONLINE DATABASE

You can recruit volunteers through the Community Information Search Central Okanagan at <http://kelowna.cioc.ca/> and the Central Okanagan Volunteer Opportunities Online Database at <http://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 the same as new ones and includes updated positions in the next notification email to registered profiles.
- Maximize your exposure by entering individual vol ops or categorizing instead of 'clumping' them all together in one record! Never say "Volunteers needed for all positions".
- Example: enter greeters and set-up/take-down together and route marshals and security in separate records.
- Remember: if volunteers don't see what they want immediately, they will move on!
- Busy? Don't want to forget? Diarize your updates at least four times per year to 'freshen them up'.



SECTION I - PROMOTE AN EVENT/PROGRAM OR RECRUIT VOLUNTEERS

KCR MONTHLY ONLINE E-BULLETIN

The KCR Monthly Online e-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 info@kcr.ca.
- Do you have a special event logo or poster?
- Attach to the email and we will use it!

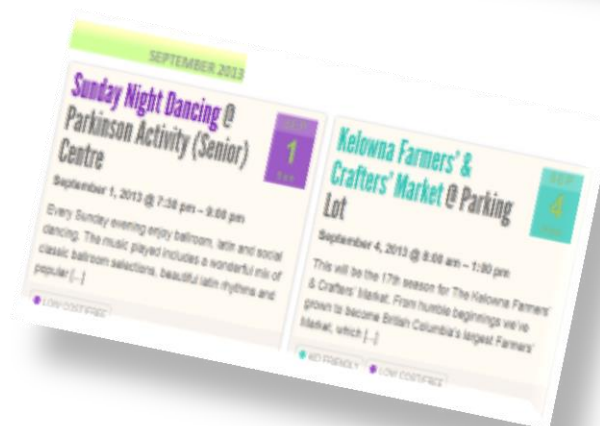


You can read, download, or subscribe to the monthly bulletin at www.kcr.ca | [Monthly Bulletin](#).

KCR CALENDAR OF EVENTS

- The KCR Calendar of Events is a very comprehensive and up-to-date events listing.
- Easy-to-read format, user friendly with multiple search options.
- The archives are an **invaluable** tool for planning your future events.
- Want to know who might be having a fund raiser during the same week you want to have yours? Check out those archives!

Submit your community event for the online calendar of events at <http://kcr.ca/community-services/community-information-volunteer-centre/calendar-of-community-events>



KCR's ANNUAL HOLIDAY EVENTS GUIDE

Each year, KCR creates the Holiday Events Guide and publishes it in early November. 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 2015, email info@kcr.ca no later than the middle of October.

Please include dates, times, location, eligibility, cost and contact information, if applicable.

Not sure if the Holiday Events Guide would be a good fit? Check out the 2015 online version here: www.kcr.ca | Publications



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


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



NEWSPAPERS

Kelowna Capital News



 Publishes three editions per week on Tuesday, Thursday and Friday * circulation of 55,000 homes in Kelowna and the surrounding communities of Peachland, Lake Country and West Kelowna * online services include news, sports, classified ads, weather, and a comprehensive Calendar of Events.



Address: 2495 Enterprise Way
Kelowna, BC V1X 7K2
Phone: General: 250.763.3212
Classified: 250.763.7114
Display Ads: 250.763.3212
Circulation: 250.763.7575

Email: edit@kelownacapnews.com
Website: <http://www.kelownacapnews.com/>
Facebook: www.facebook.com/newskelowna
Twitter: twitter.com/KelownaCapNews

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Covers civic, provincial and federal politics, and local news

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Glenn Beaudry, Circulation Manager
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Jean Russell, Editorial
jrussell@kelownacapnews.com

Jennifer Smith, Reporter, Columnist
jsmith@kelownacapnews.com
Covers the arts, entertainment and culture

Kathy Michaels, Reporter, Columnist
Phone: 250.763.3212
kmichaels@kelownacapnews.com
Covers everything from arts to crime; contributes a column called Kathartic which is published Fridays

SECTION III – MEDIA RESOURCES

Kelowna Capital News, Con't from previous page/...

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Kevin Parnell, Sports Reporter

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Real Estate Weekly

Phone: 250.763.3212

rew@kelownacapnews.com

Sean Connor, Photographer


photodesk@kelownacapnews.com

Warren Henderson, Sports Reporter

whenderson@kelownacapnews.com

Kelowna Daily Courier



 Offers a daily newspaper covering local, national, and international news, sports and events * offers additional publications, including the Westside Weekly and eVent! Magazine * online services include news, sports, weather, and an event calendar.

THE DAILY COURIER

Address: 550 Doyle Ave

Kelowna, BC V1Y 7V1

Phone: Main Office: 250.762.4445

Circulation: 250.763.4000

Classifieds: 250.763.3228

News Room: 250.470.0739

Email: city@ok.bc.ca

Website: www.kelownadailycourier.ca/

Facebook: www.facebook.com/KelownaDailyCourier/info

Twitter: twitter.com/KelownaCourier

Events: news@eventpub.com

Dave Trividov, Westside Weekly Editor

westside@ok.bc.ca

Phone: 250.470.0748

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ed.kennedy@ok.bc.ca

Phone: 250.470.0795

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SECTION III – MEDIA RESOURCES

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Day-to-day stories, Public Service Announcements, Calendar inclusions

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Phone: 250.470.0753

Steve MacNaull, Business


Phone: 250.470.0767

Terry Armstrong, Publisher/Vice President

Terry.Armstrong@ok.bc.ca

Phone: 250.470.0721

Lake Country Calendar

 Offers both home delivered newspaper and online editions that feature community calendar, news, sports, business, entertainment, lifestyle, opinion, classified sections.

Lake Country
Calendar

Address: Unit 3-3370 Beaver Lake Rd
Lake Country, BC V4V 1S7
Phone: 250.766.4688

Email: classified@lakecountrynews.net
Website: www.lakecountrycalendar.com
Facebook: www.facebook.com/pages/Lake-Country-Calendar/301407309875409
Twitter: twitter.com/winfieldnews


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newsroom@lakecountrynews.net

Classifieds
Phone: 250.766.4688
classified@lakecountrynews.net

Jennifer Smith, Reporter
jsmith@kelownacapnews.com

SECTION III – MEDIA RESOURCES

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.ca
Website: www.peachlandview.com/
Facebook: www.facebook.com/ThePeachlandView
Twitter: twitter.com/peachlandview


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designer@peachlandview.com

Annick Stoltz, Office Administrator
admin@peachlandview.com

snapd Okanagan

 Offers free monthly print publication specializing in a "non-political" photographic view of the community * covers a wide variety of community events, business openings and sales * printed monthly and distributed through exit racks at retail stores and through current area advertisers * also offers online version which includes events calendar.



Phone: 250.300.5730
Email: okanagan@snapd.com
Website: www.okanagan.snapd.com
Facebook: www.facebook.com/snapdOkanagan
Twitter: twitter.com/snapdokanagan



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: info@bcmusicianmag.com
Website: bcmusicianmag.com
Facebook: www.facebook.com/bcmusicianmagazine
Twitter: twitter.com/BCMUSICIAN

eVent! Magazine

- ✿ Focuses on entertainment news * delivered to more than 55,000 homes in the Central Okanagan.



Address: 550 Doyle Ave
Kelowna, BC V1Y 7V1
Phone: 250.470.0763


Email: news@eventpub.com
Website: www.kelownadailycourier.ca

Krista Frasz, Advertising Manager
krista.frasz@ok.bc.ca

News
news@eventpub.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

Address: 814 Lawrence Ave
Kelowna, BC V1Y 6L9

Phone: 250.861.5399

Email: info@okanaganlife.com

Website: okanaganlife.com

Facebook: www.facebook.com/OkanaganLifeMagazine

Twitter: twitter.com/OkanaganLifeMag

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production@okanaganlife.com


Wendy Letwinetz, Administration

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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

Email: comments@globalokanagan.ca
Website: globalnews.ca/okanagan/
Facebook: www.facebook.com/chbcglobalokanagan
Twitter: twitter.com/GlobalOkanagan

Community Service Announcements will be distributed to the appropriate department.

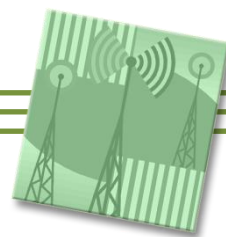
Shaw TV Community Television

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



Address: 1223 Water St
Kelowna, BC V1Y 9V1
Phone: 250.979.6540


Website: www.shaw.ca/shawtv/kelowna/
Facebook: www.facebook.com/ShawTVOk
YouTube: www.youtube.com/channel/UCHfQ233uYya-6mXexXA5TtA



RADIO

103.9 The Juice



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



Address: 1729 Gordon Dr
Kelowna, BC V1Y 3H3

Phone: 250.980.9009

Email: info@1039thejuice.com

Website: 1039.juicefm.ca

Facebook: www.facebook.com/1039JuiceFM

Twitter: twitter.com/1039thejuice

For info on promoting your event, visit info@1039thejuice.com

Clint Palosaari, Regional Account Manager
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Chris Nimigon, National & Regional Sales
cnimigon@vistaradio.net


Jo2, Morning Host
E-mail: jo2@juicefm.ca

Karly Fiddes, Morning Host
karly@juicefm.ca

Lou Attia, On-Air Host
lou@juicefm.ca

SECTION III – MEDIA RESOURCES

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: 250.860.8600

Email: info@thesun.net
Website: www.thesun.net
Facebook: www.facebook.com/99.9SUNFM
Twitter: twitter.com/999SUNFM

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ari@thesun.net

Brian Mack, Afternoon Announcer
brian.mack@bellmedia.ca

Bruce Irving, Retail Sales Manager
bruce.irving@bellmedia.ca

Christy Farrell, Morning Announcer
christy.farrell@bellmedia.ca

Derek Scott, Ryan Seacrest Producer
derek.scott@bellmedia.ca

Diana Arend, Promotions Director
diana.arend@bellmedia.ca

Ian MacKinnon, Morning Announcer
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Ken Kilcullen, General Manager
ken.kilcullen@bellmedia.ca

Mark Burley, Program Director
mark.burley@bellmedia.ca

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news@am1150.ca

Paul Brain, Creative Director
paul.brain@bellmedia.ca


Peter Angle, Regional Sales Manager
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Tammy Cole, Assistant Program Director / Music Director
tammy.cole@bellmedia.ca

SECTION III – MEDIA RESOURCES

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
Phone: 250.860.8600

Email: info@am1150.ca
Website: www.am1150.ca
Facebook: www.facebook.com/AM1150
Twitter: twitter.com/am1150

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Peter Angle, Regional Sales Manager
peter.angle@bellmedia.ca

Phil Johnson, Announcer
phil@am1150.ca


Regan Bartel
regan@am1150.ca

Tammy Cole, Program Director
tammy.cole@bellmedia.ca

CBC Radio One, Daybreak South



SECTION III – MEDIA RESOURCES

-  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
Email: daybreakkelowna@cbc.ca
Website: www.cbc.ca/daybreaksouth/
Facebook: www.facebook.com/DaybreakSouth
Twitter: twitter.com/CBCKelowna/

SECTION III – MEDIA RESOURCES

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
Phone: 250.860.8600

Email: kelownainfo@myezrock.com
Website: kelowna.myezrock.com/
Facebook: www.facebook.com/101.5EZrockKelowna
Twitter: twitter.com/1015ezrock

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Bruce Irving, Retail Sales Manager
bruce.irving@bellmedia.ca

Chanine Carr, Afternoon Announcer
chanine@myezrock.com

Derek Scott, Weekend Announcer
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diana.arend@bellmedia.ca

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ken.kilcullen@bellmedia.ca

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Mark Jeffries, Music Director and Mid-Day Announcer
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Newsroom
news@am1150.ca

Paul Brain, Creative Director
paul.brain@bellmedia.ca


Peter Angle, Regional Sales Manager
peter.angle@bellmedia.ca

Tamara "TJ" Joel, Morning Announcer
tamara.joel@bellmedia.ca

SECTION III – MEDIA RESOURCES

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

Website: www.k963.ca
Facebook: www.facebook.com/K96.3fm
Twitter: twitter.com/K963ClassicRock
Yelp: yelp.ca/biz/k96-3-kelownas-classic-rock-kelowna

Dallas Gray, General Manager/General Sales Manager
dgray@newcap.ca

David Larsen, Program Director
dlarsen@newcap.ca


News
news@K963.fm

Public Service Announcements
publicservice@K963.fm

SECTION III – MEDIA RESOURCES

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
Phone: 250.763.1047

Email: info@power104.fm
Website: www.power104.fm
Facebook: www.facebook.com/Power104
Twitter: twitter.com/Power104

Bob Mills, Announcer
bob@power104.fm

Dan “Dirtman” McFarlane
dirtman@power104.fm

Drew Ferreira, Announcer
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Jake Daniels, Announcer
jake@power104.fm

Jasmin Doobay, Announcer
jasmin@power104.fm

Julie Hill
julie@power104.fm

News Tips
Phone: 250.763.6397
newsroom@power104.fm

Sue Tyler, Announcer
suetyler@power104.fm

SECTION III – MEDIA RESOURCES

Q103-1



- ✿ 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: 250.762.3331

Email: theq@q1031.ca
Website: www.q1031.ca
Facebook: www.facebook.com/Q1031
Twitter: www.twitter.com/Q1031
YouTube: www.youtube.com/q1031radio

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Nancy Mark
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Susan Knight
knight@knightchatter.com

SECTION III – MEDIA RESOURCES

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: 250.862.7851

Email: westbankcommunityradio@gmail.com

Website: www.wdcr.ca/

Facebook: www.facebook.com/pages/Westbank-and-District-Community-Radio-Society/208632282504082



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: Ste 202-346 Lawrence Ave
Kelowna, BC V1Y 6L4
Phone: 250.860.5050

Email: admin@castanet.net
Website: www.castanet.net
Facebook: www.facebook.com/Castanet.net
Twitter: twitter.com/CastanetNews
YouTube: www.youtube.com/CastanetNews

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Carmen Weld, Reporter
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Chris Kearney, General Manager / Sales Manager
ckearney@castanet.net

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Deborah Pfeiffer, Reporter
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Display Advertising Inquiries
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Events
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Jennifer Zielinski, Reporter
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News Tips/Press Releases
news@castanet.net

SECTION III – MEDIA RESOURCES

Castanet.net, Con't. from previous page/...


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Val Palmer, Classifieds / Columnists
val@castanet.net
250.860.5050

Wayne Moore, Reporter
wayne@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
Website: www.okanagan4kids.com
Facebook: www.facebook.com/Okanagan4Kids
Pinterest: pinterest.com/4kidsfun/
Twitter: twitter.com/okanagan4kids

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: ook.ca
Facebook: www.facebook.com/ook.ca
Twitter: twitter.com/discover_ook

SECTION III – MEDIA RESOURCES

Parenting with Pizzazz Online



- ✿ Provides parents and families in the Central Okanagan with a 'one stop shop' for parenting education resources and information including calendar and listings for drop-in programs, workshops and classes.



Website: http://parentingwithpizzazz.kcr.ca/?doing_wp_cron=1423754378.1130330562591552734375
Facebook: www.facebook.com/pages/Parenting-with-Pizzazz-Online/281447325289322?fref=ts

Kelowna Now



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



Address: 206 1441 Ellis St
Kelowna, BC V1Y 2A3
Phone: 250-862-8010
Email: info@KelownaNow.com
Facebook: <https://facebook.com/KelownaNow>
Google+:
Pinterest:
Twitter: <https://twitter.com/kelownanow>
Youtube:

News or Press Release
News@KelownaNow.com

SOCIAL MEDIA SITES



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/ 1,000,000,000 registered users*



FLCKR

<http://www.flickr.com/>

- ✿ Image hosting and video hosting website.
- ✿ Photos and videos can be accessed from Flickr without a registered account.
- ✿ An account must be made in order to upload content onto the website.
- ✿ In March 2013 The Verge reported that Flickr had a total of 87 million registered members.
- ✿ Has official mobile apps
- ✿ Global Page Ranking: 48/ 32,000,000 registered users*



GOOGLE+

<https://plus.google.com>

- ✿ Social networking and identity service.
- ✿ Reports that it is the second-largest social networking site in the world, having surpassed Twitter in January 2013.
- ✿ As of May 2013, reports it has a total of [500 million registered users](#), of whom 235 million are active in a given month.
- ✿ Google has describes it as a "social layer" that enhances many of its online properties, unlike conventional social networks accessed through a single website.



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

SECTION IV –SOCIAL MEDIA



LINKEDIN

<http://www.linkedin.com/>

- ✿ Professional networking service.
- ✿ Gated-access requires an existing relationship or intervention of a contact.
- ✿ Upload resumes, find jobs, seek business opportunities.
- ✿ Mobile version available.
- ✿ Supports formation of interest groups with limited form of discussion areas.
- ✿ Users can follow organizations and companies
- ✿ Users can ask business-oriented questions for community to answer.
- ✿ Global Page Ranking: 12/ 200,000,000 registered users*



MEETUP

<http://www.meetup.com>

- ✿ Facilitates offline group meetings.
- ✿ Allows members to find and join groups unified by a common interest, such as politics, books, games, movies, health, pets, careers or hobbies.
- ✿ Users enter their postal code or city and the topic they want to meet about.
- ✿ Topic listings are also available for users who only enter a location.
- ✿ Receives revenue by charging Organizer Dues to administrators of groups.
- ✿ Supports mobile use with Meetup API.



PINTEREST

<https://pinterest.com/>

- ✿ Pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies.
- ✿ Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos.
- ✿ Supports both Android and Apple mobile use.
- ✿ Global Page Ranking: 48/ 32,000,000 registered users*



TUMBLR.

<https://www.tumblr.com/>

- ✿ Micro-blogging service allows users to post multimedia and other content to a short-form blog.
- ✿ Users can follow other users' blogs, as well as make their blogs private.
- ✿ Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.
- ✿ Apps available for Apple, Android and Windows mobile devices.
- ✿ Hosts 135 million blogs; 60 million blog posts
- ✿ Global Page Ranking: 32*

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

SECTION IV –SOCIAL MEDIA



TWITTER

<https://twitter.com/>

- ✿ Twitter is an online social networking service and micro-blogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets".
- ✿ Over 500 million registered users as of 2012, generating over 340 million tweets daily and handling over 1.6 billion search queries per day.
- ✿ One of the ten most visited websites on the Internet.
- ✿ Unregistered users can read tweets, while registered users can post tweets through the website interface, SMS, or a range of apps for mobile devices.
- ✿ Real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting.
- ✿ Global Page Ranking: 8*



VIMEO

<http://vimeo.com>

- ✿ Vimeo is a video-sharing website on which users can upload, share and view videos.
- ✿ As of December 2011, Vimeo attracts 65 million unique visitors per month and more than 8 million registered users.
- ✿ Fifteen percent of Vimeo's traffic comes from mobile devices.
- ✿ As of February 2013, Vimeo accounted for 0.11% of all Internet bandwidth, following fellow video sharing sites like YouTube and Facebook.
- ✿ Offers several alternate account options: Vimeo Plus, and Vimeo Pro



YELP

<http://www.yelp.ca>

- ✿ Provides specialized search capabilities and information about businesses in a given area using address or postal code, including stores, service businesses, cultural venues, public places and more.
- ✿ The Weekly Yelp brings locals updates on the latest and greatest business openings & other happenings.
- ✿ Had an average of approximately 108 million monthly unique visitors in Q2 2013.
- ✿ Company reported in November 2012 that 45% of its web traffic came from mobile devices.
- ✿ Supports mobile access via iPhone, Android, BlackBerry, and more.



YOUTUBE

<http://www.yelp.ca>

- ✿ Video-sharing website, on which users can upload, view and share videos.
- ✿ Displays a wide variety of user-generated video content, including movie clips, TV clips, and music videos, as well as amateur content such as video blogging, short original videos, and educational videos.
- ✿ Unregistered users can watch videos, while registered users can upload an unlimited number of videos.
- ✿ Company reports that users spend an average of 15 minutes per day on the site.

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

--SOURCE: Information on the social media sites listed above s from Wikipedia.org or the company website.

Expose Yourself: What The Media Wants From Your Organization

by Jennifer Smith, Reporter, Kelowna Capital News

Article or News Release:

There are several ways to get your name in the news without pumping out an endless stream of press releases that never get used. By and large, it just takes a little common sense and discretion, but here are our tips for getting your message noticed.

- ✿ Remember the audience, not your client.
- ✿ Put your energy into a compelling lead.
- ✿ Be brief.
- ✿ Include contact information for someone who is actually available.
- ✿ Don't cry wolf.
- ✿ Use real quotes from real people, not the CEO or Executive Director.
- ✿ Use the subject lines in emails like a headline. Don't write "press release."
- ✿ Employ Google-friendly headlines, with proper nouns that are easily filed.
- ✿ Check spelling and grammar.
- ✿ Follow-up calls with interview opportunity.
- ✿ Say "thank you."
- ✿ Don't ask to see a copy beforehand and find the story after it's published. Don't ask the reporter to send you a copy. They don't have time.
- ✿ Problems with stories should be addressed with the reporter. Ask questions. No one is trying to get it wrong—there's usually a way to resolve conflict.

Photo:

A photo is a great way to get your press release noticed even if it doesn't run.

- ✿ Avoid the grip and grin.
- ✿ Identify everybody in the picture, left to right, first and last name.
- ✿ Only send photos that are in focus.
- ✿ We want emotion—faces should never be smaller than a dime.
- ✿ Shoot close and give us the highest resolution possible.
- ✿ Never use another media outlet's photo. It's stealing. And, don't use Flickr or clip art. Send your photos only or something you have permission to use.

How To Write A Lead:

- ✿ The words “so-and-so is pleased to announce” will never run in any publication unless an editor is asleep at the wheel. We know you’re pleased to make the announcement. Tell us what the announcement is in as little words as possible, and why the public should care.
- ✿ Start by breaking down the ‘who, what, when, where, why’ and how of the story. Then tell us something interesting with as many of those facts in the first sentence as possible.
- ✿ Let the cream rise to the top. You are not writing, “it was a dark and stormy night” so don’t try to build suspense. Tell us the absolute most interesting thing you have to say right in the first line.
- ✿ The first sentence should generally be twenty to thirty words.
- ✿ No quote leads. No questions leads. Never use an exclamation mark.

When to do a press conference:

- ✿ You have to have a reason. A cheque presentation is not one.
- ✿ You need to determine whether what you have to say is important enough to ask everyone to take an hour and a half out of their day and for the people who read it to have an interesting story.
- ✿ It’s better to argue with your boss or your client over the merit of dragging people out than stage a useless press conference.
- ✿ One bad press conference can cause long-term difficulty getting reporters to come back the next time.
- ✿ The media has a mind of its own.
- ✿ If your organization is having newsworthy problems, expect that it will be brought up. Be prepared for the questions and don’t shy away.



If you'd like to find out more about how Kelowna Community Resources can help your organization, visit us at <http://kcr.ca/>, email us at info@kcr.ca, or call us at 250.763.8008.



<https://www.facebook.com/KCRcommunity>



<https://twitter.com/KCRcommunity>



<http://www.youtube.com/user/kelownacomunityres?feature=watch>



<http://kcr.ca/feed/>

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