

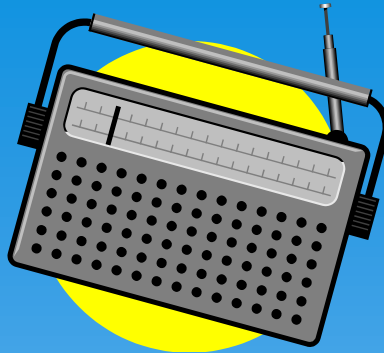
# Visibility Committee

## Module #2

# Making Use of the Media

Created from the Visibility Committee List of  
Recommendations 2013-2014





TV, Radio, Newspapers, Facebook, Twitter and brochures are all vehicles you can use to increase your visibility in your community.



- Kiwanis International provides communication tools and tips to enhance public awareness of your club
- Easy to stay current with downloadable information from the Kiwanis One web site under the “Promote your Club” tab
- News briefs, magazine ads, web site copy, 50 free club brochures available
- Templates available
- Information is updated on an ongoing basis



## What you need to do –

- Have a member be the lead for visibility
- Cultivate contacts with local newspapers and other media available in your area, get to know TV personalities and set up interviews
- Get the word out about your club by distributing your Newsletter to local media, fire halls, police stations, city hall
- Distribute your Kiwanis magazine to hospital waiting rooms, doctors' offices, dentist offices, etc. if permitted



## What you need to do (continued) –

- If able, have a Facebook page for your club and keep it current
- Consider joining Twitter and send “tweets” about what your club is doing
- Get on the information highway



## What you need to do (continued) –

- Make use of the PSA's provided by KI
- Order the 50 free personalized brochures by answering a few questions about your club – found by entering “personalized club brochure” in the search engine of the Kiwanis One web site



## Things to remember –

- Message needs to be consistent
- Keep it current, especially a web site
- Make it relevant to the work your club is doing within your community
- Use approved Kiwanis International logos
- Follow the approved graphics information located on Kiwanis One web site found under the “Promote your Club” tab





# Questions?

