

2020 Virtual KLC – Recorded Session

4. Publicity/Communication Director – Lydia & Kinsey



1. Responsibilities for the Director of Publicity



a. It shall be the duty of the director of publicity to inform members of the local association of future meetings and activities by attractive posters; to assist the recreation committee with party decorations; and to report news for the school paper and local newspaper.

2. Why is Effective Communication Important?

- a. Club success - “talking” and “listening” and “understanding”.
- b. Share with your community what KAY is doing
 - i. 4 KAY News Release Forms

3. Effective & Creative Ways to Communicate

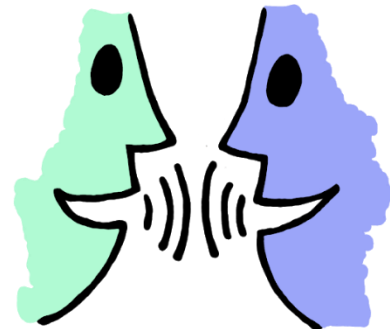
Sidewalk Chalk	Imprint Messages on Swag
T-Shirts	Hang Signs Crooked
Create Posters in Unique Shapes	Make Buttons
Use Attention Grabbers – IE balloons	Body Paint
Re-Write Words To A Jingle	School Announcements
Themes	School Newspaper

4. KAY Club Bulletin Boards

- a. Location
- b. How Members Can Use It

5. Social Media

- a. KAY Facebook, Instagram, Twitter, TikTok
- b. Webpage on your school’s website



6. Designing Posters, Social Media Posts, and Other Communication Pieces

- a. What to include
- b. Colors, designs
- c. Location of Information

7. Scrapbooks

- a. Digital or tangible
- b. Share at end of the year celebration

8. Getting Creative During COVID-19

- a. Communicating with members
- b. Sharing with the community

9. Addressing Challenges