



Knights of
Columbus®

Public Relations

Public Relations Director Vern Hawkins

vhawkinsjr@aol.com (301) 367-1881



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Columbus®

One of the Maryland State Council's most successful program this year was its Food Packing event.

There were two packing events, one in Baltimore and another in Clinton, Maryland.

These successes were due to a massive Public Relations program.



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SHARING

THE 3 MAIN GOALS OF PUBLICITY

Good Public Relations at the Council level requires that councils fully understand the need and value of publicity.

- Your council's story deserves recognition for its volunteer efforts.
- It helps to educate and inform men of your parish or community who are not Knights, increasing their interest in becoming a Knight.
- Publicizing successful programs and good works is your most effective tool for council growth and reflects positively on the Order.

PUBLIC RELATIONS



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SIMPLE METHODS TO SUCCESS

- Use the Parish Bulletin.
- Feature your charitable activities, with photos.
- Ask local newspapers to publish a photo of KofC performing some charitable or community activity.
- Articles must be newsworthy
- Answer the five “W’s”
- Keep it short.
- Share your story with your diocesan newspaper....
- Create your own newsletter.
- State website, facebook, newsletter...



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USING SOCIAL MEDIA

- **Our youth live in the world of Social Media.**
- **Almost everything that you do can be posted on your council website, and other social sites.**
- **Articles, Photos and Videos of Knights in action.**

**Maryland State Council
Knights of Columbus
Mid-Term Meeting**



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**Stay Connected
And Informed**



**Supreme Council
MD State Council
FaceBook
Instagram
Group.IO
RoboCall**

**Public Relations Directorate
Vernon Hawkins, Jr.
Director**

January 8, 2022

TOOLS FOR SUCCESS

 **Mid Term Handout**

*** PR Guide** 

**Knights of
Columbus**



**Public
Relations
and
Publicity
Guide**

* <https://kofc-md.org/wp-content/uploads/2020/09/Public-Relations-And-Publicity.pdf>

HOME WORK



Knights of
Columbus®

Appoint Your

Public Relations Chairman

To Help Coordinate Your

Public Relations Activities

Service Program

Personnel Report

Form 365

**YOUR
ASSIGNMENT**



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Sing Out - Tell Your Council's Story

“WE,” KNIGHTS OF COLUMBUS HAVE A TREMENDOUS
STORY TO TELL.

“YOU” ARE ENCOURAGE TO SHARE
AND TELL YOUR STORIES.

THROUGH AN AGGRESSIVE
PUBLIC RELATIONS PROGRAM.





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Q U E S T I O N S