



Public Relations & Publicity

Vern Hawkins – PR Director



Tell Your Story

“There are eight million stories in the naked city.”

- So too are there such stories here in the Maryland state Council Knights of Columbus.
- However, many of your stories are never told outside of a council meeting. **WHY?**
- An active Public Relations Program is the fixer upper for such failures.



Public Relations A Tool



- Sometimes it seems that the outstanding work we do as Knights for our Church and Community is our best-kept secret.
- That's unfortunate, because these works would attract qualified men to join our Order and increase our ability to do good for others.
- Public Relations can be a very useful communications tool in letting people know what the Knights of Columbus is about and the good works that our members do.



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.



Activities That May Interest The Media

- Information sent to news sources must describe local, timely, newsworthy events that will appeal to a broad audience.
- Here is a sample list of council activities that may interest the media.
- Do not feel limited by the items in this list, as there are bound to be other activities unique to your council and community that would interest the local media.

Charitable Activities

Leave No Neighbor Behind

Little Sisters of the Poor

Awards to members/councils

Members recruited during a membership drive

New Officers

Basketball Free-Throw

Keep C

Keep Christ in Christmas

Senior Citizens Programs

Family/Knight of the Year



Tips for Better Photographs



This photo has much less K of C council branding on the knight's shirt and in the background, leaving it unclear what organization he is representing or what the event is about.



This better photo shows clear signage and branding on the background banner, identifying what the event is and that it's a Knights of Columbus sponsored event.



Web-Based & Social Media

- Supreme
 - Website
 - Columbia Magazine
 - Knightline
- Maryland State Council
 - Website
 - Newsletter
 - Social Media
 - Group.io
 - Council Resources/Newsletters





Public Relations Officer

Remember To Appoint

“Your”

Public Relations Officer

To Help Coordinate Your

Public Relations Activities

Service Program Personnel

Report - Form 365

**Knights of
Columbus**



**Public
Relations
and
Publicity
Guide**



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





Questions?