



Public Relations & Publicity

Vern Hawkins – PR Director



What is Public Relations

The Public Relations Society of America defines public relations as:

- “a strategic communication process that builds mutually
- beneficial relationships
- between organizations and
- their publics.”





Communications Tool

PUBLIC RELATIONS



PRPublic Relations can be a very useful communications tool to let people know what the Knights of Columbus is about and the good works that our members do.



Using Social Media

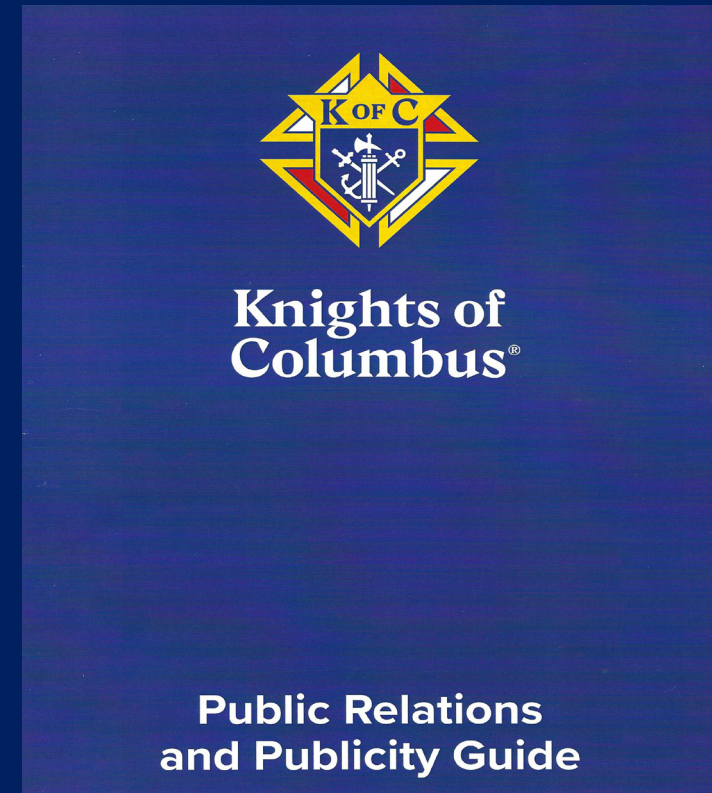


- Our youth live in the world of Social Media.
- Almost everything that you do can be posted on your council website, and other social sites.
- Articles, Photos and Videos of Knights in action.



The Source Of All Knowledge

- Just Released
 - Print, Broadcast and Web-based/Social Media
 - The Mechanics of PR & Publicity
 - Capturing the Media's Attention
 - PR Guidelines
 - Photo Guidelines
 - Press Release Guidelines
 - Copyright Laws





Stay Informed & Connected

- **Communications** is the activity or the process of expressing ideas and feelings or of sharing information or instruction with people.
- **Informed** is to have knowledge of a particular subject
- **Connected** within your environment allows you to

Maryland State Council Knights of Columbus “Leadership”

Stay Informed And Connected



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

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

June 17, 2022



Your Assignment

- Ensure that councils appoint a PR Chairman to help coordinate their PR activities
- Submit Service Program Personnel Report, Form 365
- Due July 1, 2022
- Supreme / State / DD / Council Files

**YOUR
ASSIGNMENT**



Questions?