



2022 Fall Meeting

Are You Out There?

**Vern Hawkins, Jr.
Public Relations Director**



RESOURCES AT DD/GK FINGERTIPS MINIMUM USAGE

- Reconfigured State Website
 - Easy to Navigate
 - Grand Knight Focused
 - Timely Information
 - Link – kofc-md.org



Utilization Of The Site Is Minimum. - Why Are You Not Using The Site?



BREAKING NEWS FEATURE FEW LEADERS SUBSCRIBE

- Group.io News Feed
 - Supplements robocaller
 - Prayers for members
 - Emergent event changes
- As of October 15th
 - 23 of 34 DDs Are Members
 - 23 of 147 GKs Are Members
- Missing Breaking News
- Let's Talk About It





REACHING OUT — ARE YOU THERE?

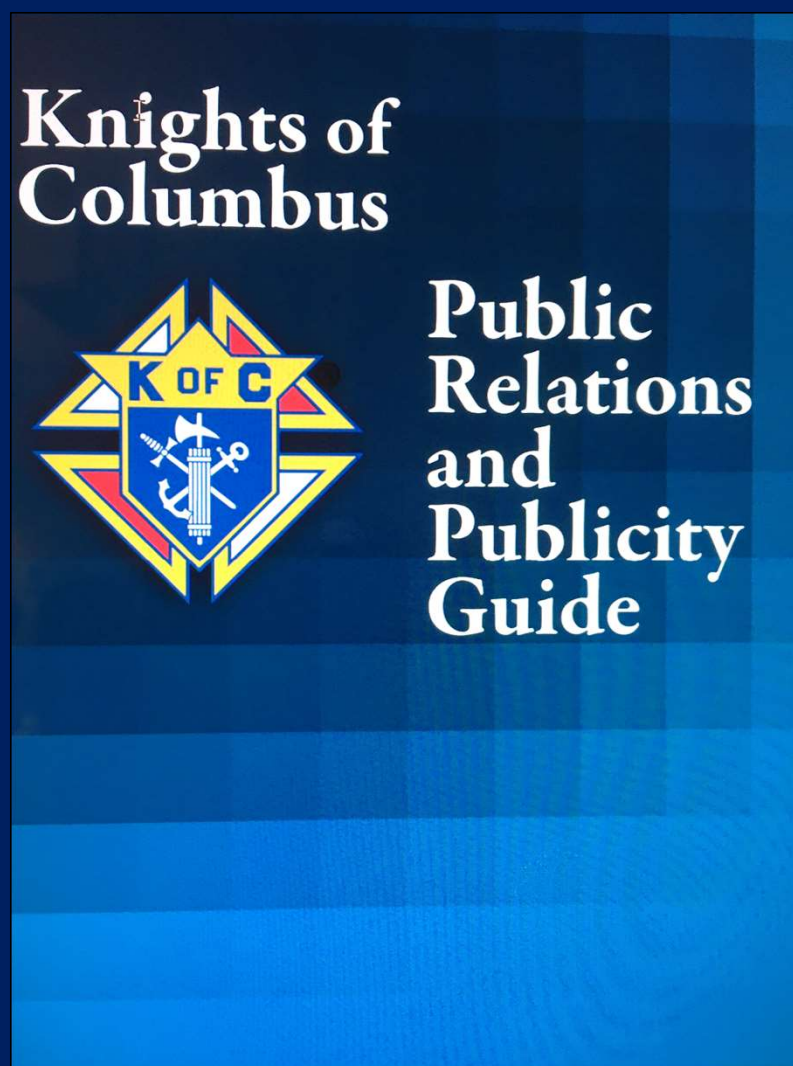
- Monthly Newsletter
 - kofc-md.org
- Social Media Platform
 - Facebook
- Your Thoughts





ARE YOU PR SAVVY HOW ABOUT YOUR COUNCILS

- Update of Public Relations and Publicity Guide
 - Social Media 101
 - Tips for Taking Great Photos
 - Perfecting the Press Release





PUBLIC RELATIONS WORKS

**Cumberland Council
586
Corn & Weenie Roast**



**James C. Fletcher, Jr. Council
11422
Community Prayer**



BREAKING NEWS



- Guadalupe Radio Network (GRN) is coming.
- KofC is teaming with GRN, Washington DC affiliate
 - To help spread the word of our KofC good works through the broadcast and streaming Catholic radio station.
 - We are looking around the State to identify good council and regional KofC events that would benefit from a quick GRN spot.
- Implementation of this endeavor is still in the planning stage.
- This is another awesome Public Relations endeavor that will allow us to share and tell our stories.



DISTRICT DEPUTY ACTIONS

- Ensure that councils have appointed a Public Relations Chairman.
- Encourage GKs and Council Officers to register with Group.io.
- Sharing of stories of council activities are encouraged: Supreme, State, District, Councils and Community.



QUESTIONS?