



Public Relations & Publicity

“It Works”

Vern Hawkins – PR Director



Tell The Story

- Thank you for your many outstanding contribution to the Knights of Columbus, our church and the communities you serve.
- Your work helps us uphold the pillars of our Order as established by Blessed Michael McGivney: charity, unity and fraternity.
- We appreciate all you do to tell the Knights' story.



Get The Knight's Message Out

- Utilization of the MD State Council Newsletter to tell your stories has been quite successful.

However “It is important to get the Knight message out into the community and not just internally among Knights. This is something I was hoping we could have done with the raffle award winners rather than an article for the State Newsletter.”

[Michael Watson, DD#18]

- It is one of the key objectives of our Public Relations program.



It's A Dream





It's Not A Dream

- Continue with:
 - Church Bulletin
 - Council Newsletters
- Explore Radio/TV Hot Spots
- Use local/county Newspapers
- Press Releases
- Social Media





The Wonders of Press Releases

- District #10
- Patuxent Council #2203
 - Share Program
- Press Release & Coverage
 - WTOP
 - ABC Channel 7





The Wonders of Press Releases

- District Deputy #18
 - Rock Creek Council #2797
 - Mater Dei #9774
- Press Release
- Potomac Lifestyle Magazine
- November 2022



The Knights of Columbus

“An Unheralded Gem Still Thriving in the Modern World”



The Wonders of Press Releases

*"The story of the Knights is proof
that the need for good
organization that help children
and the poor never goes
out of style.*

*In today's turbulent world, their work
is needed now more than ever."*

[Marie Robey Wood – Potomac Magazine]





It's All About Public Relations

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

“PR Works!”



QUESTIONS?