



Title

# Public Relations

**A Powerful Tool**

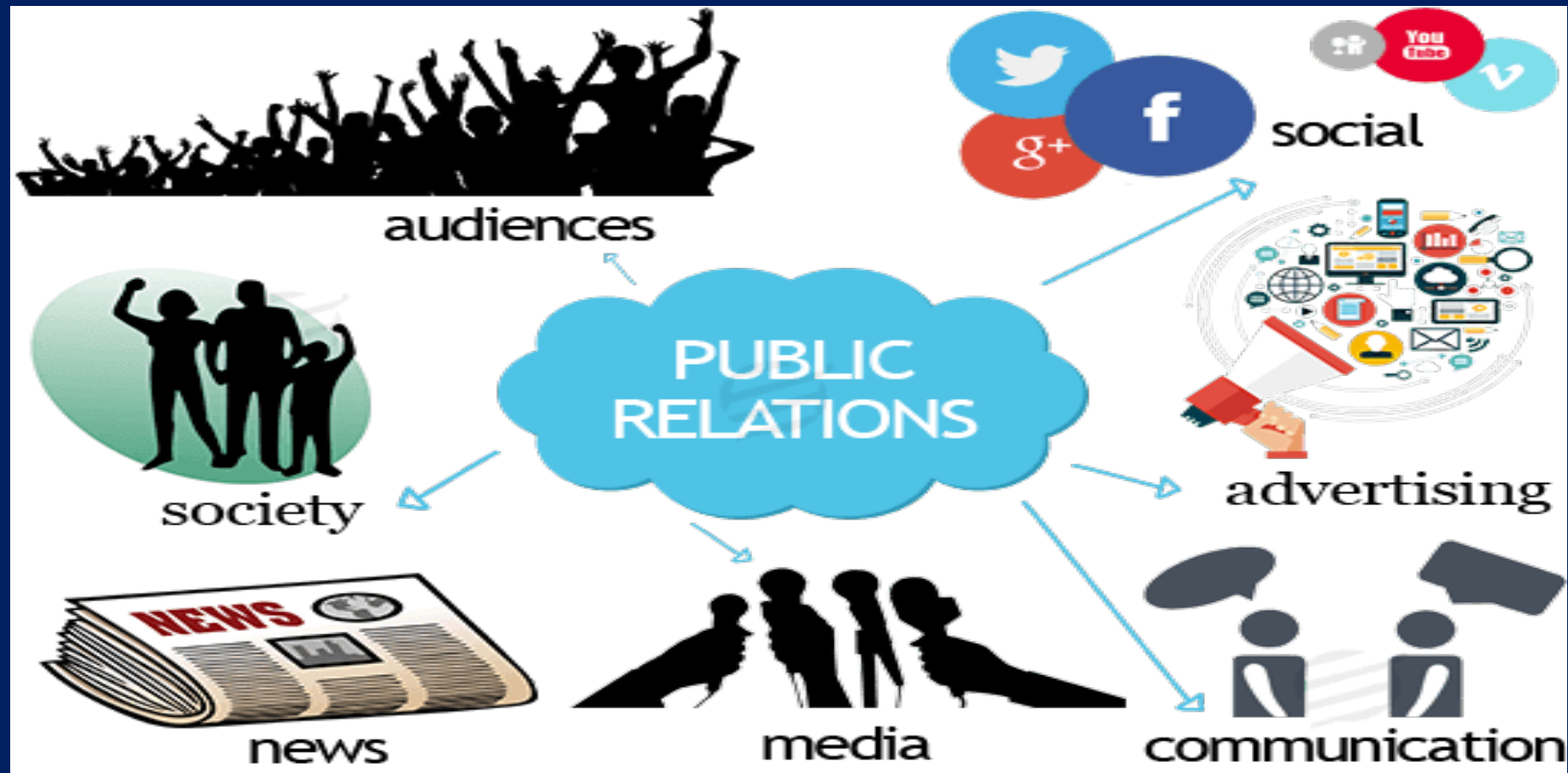
Vern Hawkins

Public Relations Director



# THE POWER OF PUBLIC RELATIONS

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





# THE POWER OF PUBLIC RELATIONS

Some essential “tools of the trade” needed to help councils carry out a successful Public Relations program

- Appointment of a Public Relations Officer – Form 365
- PR and Publicity Guide
  - MD State Website – [kofc-md.org](http://kofc-md.org)
  - State Newsletter – [kofc-md.org](http://kofc-md.org)
  - Group.io
  - Robocalls
  - Social Media - Facebook



**Knights of  
Columbus®**

**Public Relations  
and Publicity Guide**



# FACEBOOK STATUS UPDATE

- Where to Begin...focus on Facebook. Facebook is the world's most popular social media platform and is the optimal place for councils to create their social media page.
- Three things are important for all social media page administrators to remember:
  1. Your Facebook page (and all social media) is public.
  2. Be positive!
  3. Invest time in your social media.



facebook

Maryland State Council Knights of Columbus



# ***KNIGHTS IN THE NEWS***



# LOCAL MEDIA COVERAGE







# MEDIA COVERAGE



MD: Knights of Columbus warm Baltimore students with 1,000 coats.



MD: Men of the Chesapeake Council fling axes in Anne Arundel County to step up faith.



DE: Kofc 2023 Souper Bow collected almost 12,000 lbs. of food for local pantries.



# MEDIA COVERAGE



**MD: Glory Restored: Local Kofc refurbish historic African American Cemetery.**



**DE: Knights of Columbus crown champions in 18<sup>th</sup> Annual Youth Chess tournament.**





# RECENT MEDIA COVERAGE

**EYEWITNESS  
NEWS** abc 7

**wtop  
news**

**FOX &  
friends**

**Aleteia**



Columbia  
Magazine



**EWTN NEWS  
IN DEPTH**  
ENGAGED. INFORMED. CATHOLIC.

**relevant  
radio**  
[relevantradio.com/app](http://relevantradio.com/app)

Clear. Concise. Catholic.

**EWTN News Nightly**

**newsmaxTV**

**KUSI  
NEWS**



# THE POWER AND RESULTS 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”*



# ETWN NEWS NIGHTLY

ETWN News Nightly

FULL EPISODE



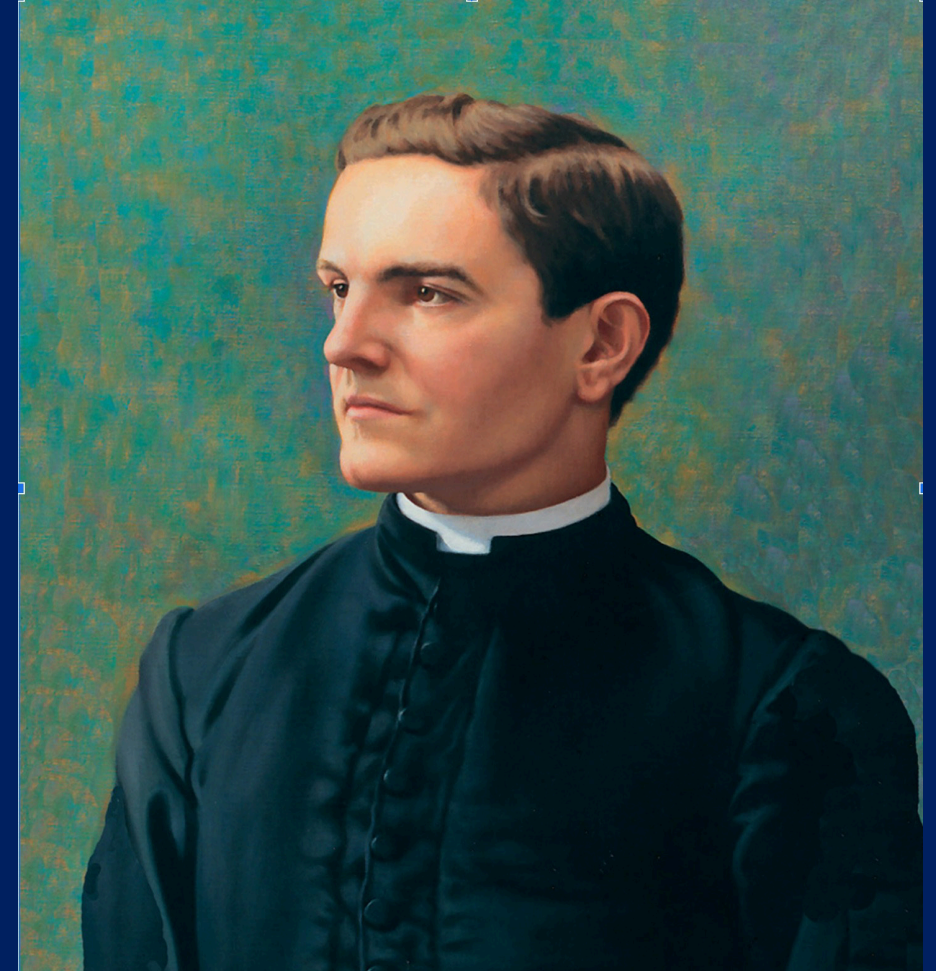


# THE WONDERFUL WONDERS OF THE KNIGHTS

***“The story of the Knights is proof  
that the need for organizations  
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

## *HEAR YE! HEAR YE!*

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!”***

