



Public Relations & Publicity

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Public Relations Director

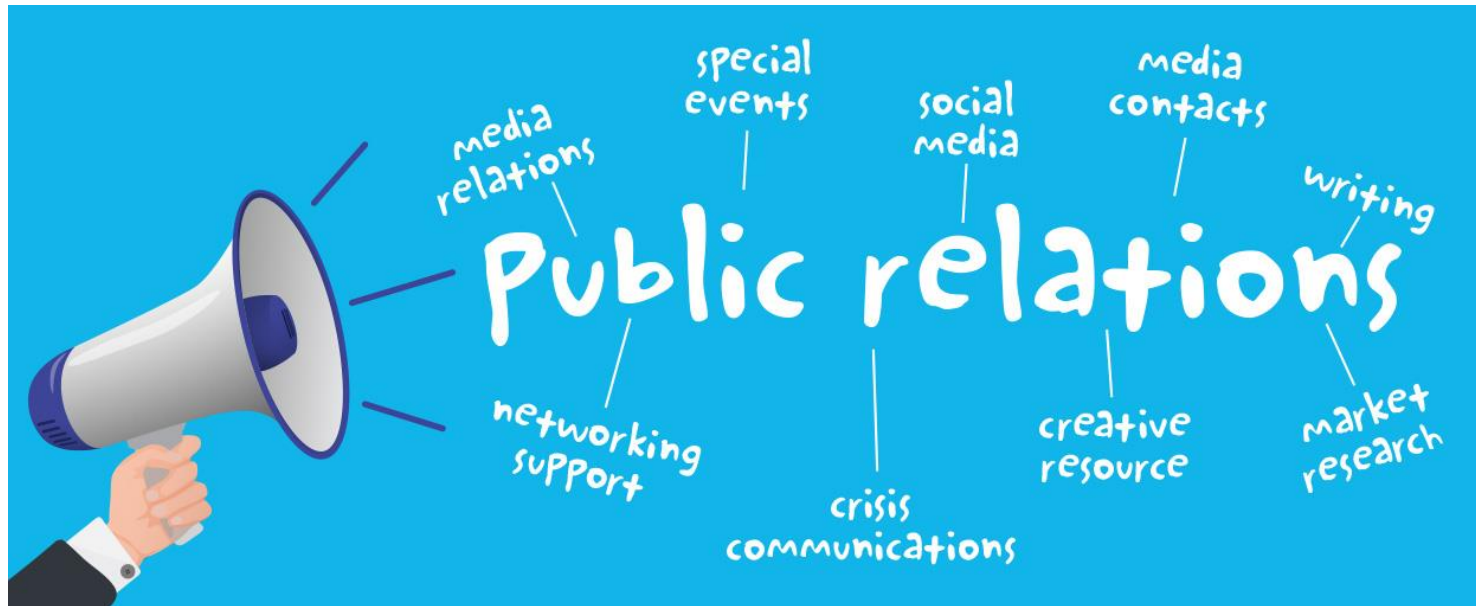


What is Public Relations?

- “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”
 - Public 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.
 - Public relations is a powerful recruiting tool for the Knights of Columbus.
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PR People are Storytellers

- They create narratives to advance their agenda.



- A good PR practitioner will find positive messages and translate those messages into positive stories.

PR People are Storytellers

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How Do We Do It?

- Use the Parish Bulletin.
 - Feature your charitable activities, with photos.
- Ask local newspapers to publish a photo/story of KofC members performing some charitable or community activity.
 - Articles must be newsworthy.
 - Answer the five “W’s”



How Do We Do It?

- Share your story with your diocesan newspaper....
- Create your own newsletter.
- State website, Facebook, newsletter...





Be Conscious of Branding



Knights of
Columbus®



Brand Recognition



Brand Recognition





Brand Recognition



Use All the Tools Available



social media

marketing

blogging

pr



press

share

PUBLIC



RELATIONS

network

publicity

events

promoting

communication





How Can PR Help

- Creating awareness: PR can help people understand brand values.
 - Building credibility: PR can help build trust and affinity with an audience.
 - Maintaining relationships: PR can help build relationships with the public.
 - Influencing public opinion: PR can help shape the public's attitude towards our organization.
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Isn't This Just Advertising?

- Unpaid vs. Paid.
 - “Advertising is what you pay for, publicity is what you pray for.”
 - Earned vs. Purchased.
 - Public relations tastes great, advertising is less filling.
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MD State Council
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2024-2026
*Make a Difference in
Someone's Life*

Knights of Columbus



Public Relations and Publicity Guide



The Team

- Newsletter EditorMike Forehand
 - Social Media.....Joe Massimini
 - Web MasterJeffrey Wilk
 - PhotographerRick Askins
 - PhotographerRick Brady
 - PhotographerJohn Fox
 - PhotographerBill McMahon
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