



# ***Public Relations & Publicity***

Jeff Maynard– PR Director

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# What Did We Tell You Before?

## PUBLIC RELATIONS



COMMUNICATION



INTERNET



JOURNAL



EVENTS



RADIO + TV



SOCIAL MEDIA



CUSTOMER

- Public Relations lets people know what the Knights of Columbus is about and the good work that our members do.
- A good PR practitioner will find positive messages and translate those messages into positive stories.



# PR Practitioner

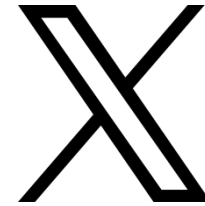
- Newsletters



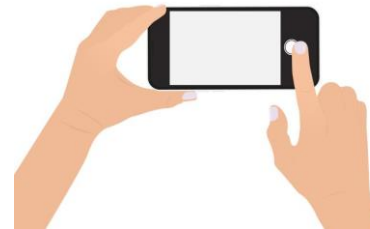
Maryland State Council  
Newsletter



- Oversee Social Media / Website Operations



- Photographer Scheduling





# ***How Can PR Help***

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- Creating awareness: PR can help people understand KofC 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 the Knights of Columbus.
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# Supreme Convention





# The Frederick News-Post



St. John's Council #1622, Frederick, is serving as the hub location for councils in Western Maryland every third Saturday for the monthly KofC Maryland State Program to provide material support to the Little Sisters of the Poor's St. Martin's Home in Baltimore.

LOCATION: Front of the St. Margaret Bauer Evangelization Center at St. John the Evangelist Church, 114 E. 2nd Street, Frederick, MD.

CONTACT POINT: Br. John Fischer.

2024 dates are: 8/17, 9/21, 10/19, 11/16, 12/21.



# ***Columbia Magazine***

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# **KNIGHTS IN ACTION**

Send your photos and stories to:  
[KnightsinAction@KofC.org](mailto:KnightsinAction@KofC.org)

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# ***How to Make a Difference?***

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- Smile at a stranger. It costs nothing and is something we can all do
  - Call up an old friend. Invite him to become a Knight.
  - Help out an elderly neighbor.
  - Show someone you believe in them.
  - Be there to talk to someone when they are struggling.
  - Teach someone a new skill.
  - Start making a difference today!
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