



Public Relations & Publicity

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Public Relations Director



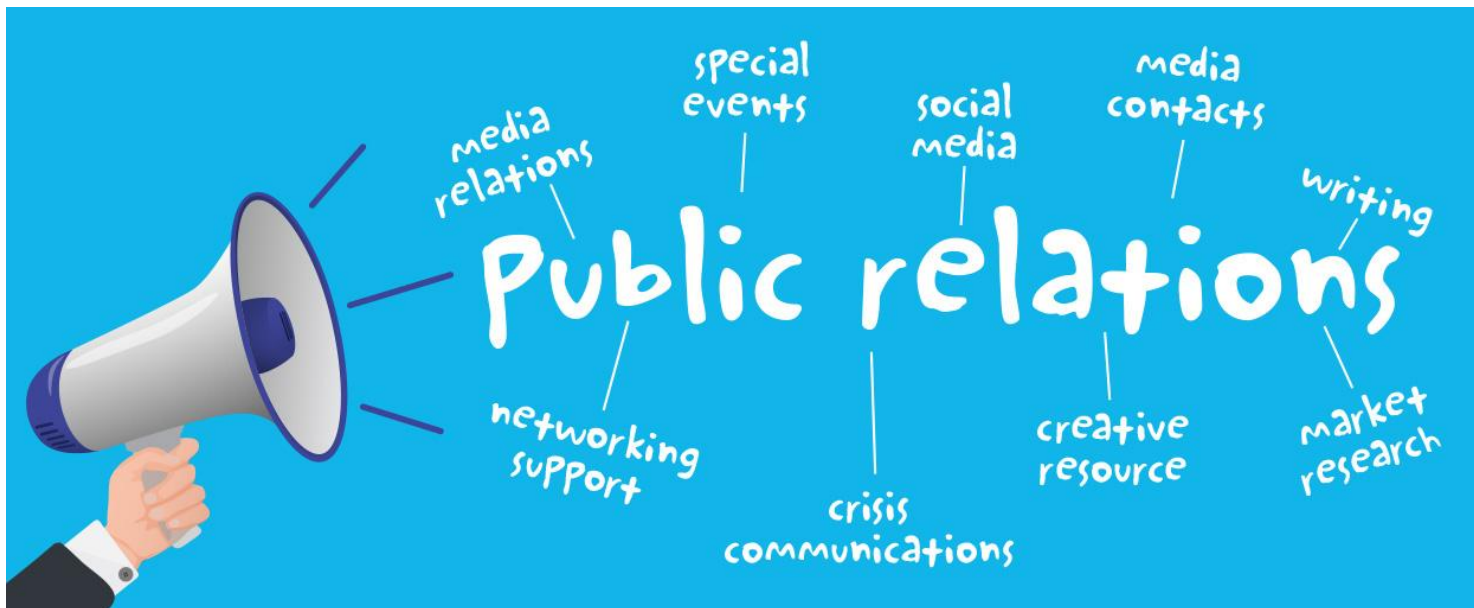
What is Public Relations?

- “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.
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How Do You 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"
 - Who
 - What
 - Where
 - When
 - Why





How Do You Do It?

- Facebook Instagram
- Newsletter, State website
- Share your story with your diocesan newspaper....





Columbia Magazine



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Be Conscious of Branding



**Knight's
of Columbus®**



Brand Recognition





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Brand Recognition





New Initiative

WMET 1160AM & 103.1FM
Guadalupe Radio Network



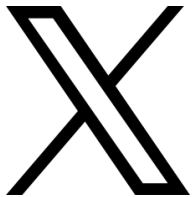


How Can PR Help?

- 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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Use All the Tools Available





Knights of Columbus



Public Relations and Publicity Guide