

## Exemplary Public Relations Award (MI-22)

Council Name: \_\_\_\_\_ Council #: \_\_\_\_\_ Diocese: \_\_\_\_\_  
Grand Knight: \_\_\_\_\_ D D name & #: \_\_\_\_\_

Submit this form to your **District Deputy**, who will verify that each of the criteria have been met. He will forward a copy to the State Public Relations Director. Good communication and public relations are essential keys to successful programs and council membership growth. Councils demonstrating these deserve recognition for making this a priority. The Exemplary Public Relations Award recognizes councils for achieving all of the following criteria. Deadline for submission is June 30.

- 1. Create a tri-fold (bi-fold) image brochure detailing information about the council, officer names, brief history, awards, etc. that can be given to perspective members.
- 2. Issue a minimum of two press releases/articles about activities in the parish bulletin(s) and/or community newspaper(s).
- 3. Create a bi-fold display board showing council activities/achievements and erect this on a parish/council events membership table.
- 4. Select a council public relations director and indicate who that is on the Supreme Council Form 365 listing council directors.
- 5. Issue a council newsletter at least quarterly and email or regular mail it to members.
- 6. Forward the council newsletter to the District Deputy, Diocesan Program and Membership Directors, the *Michigan Columbian* editor, the State Public Relations Director and the Grand Knights of the other councils in the district.
- 7. Submit a description of at least one council activity to the *Michigan Columbian* for publication.
- 8. Submit a description of at least one council activity to the Supreme Council *Columbia Magazine* "Knights in Action."
- 9. Select a minimum of quarterly Knights of the Month and submit their names to the *Michigan Columbian* editor and the State Council Activities Director.
- 10. Select a minimum of quarterly Families of the Month and submit their names to the *Michigan Columbian* editor and the State Family Activities Director.
- 11. Select a Knight and Family of the Year and present their awards along with other recognition at a suitable council appreciation program.
- 12. Complete the SP-7 Columbian Award form that may include the PR programs held by the council.
- 13. Complete & submit the MI-22 form indicating the criteria achieved to your DD.

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### Distribution addresses

1. Council & inform your District Deputy
2. Parish bulletins & local community newspapers
3. Council & inform your District Deputy
4. 365 to: Supreme Council, Fraternal Mission Department [kofc.org/members/forms](http://kofc.org/members/forms) or Fraternal Services 1 Columbus Plaza New Haven CT. 06510 Copies to: State Deputy [forms@mikofc.org](mailto:forms@mikofc.org), District Deputy, Council File
5. & 6. To council members, district GKs, D.D., Diocesan Membership & Program Dir., Mich. Columbian Editor [g.kolbicz@mikofc.org](mailto:g.kolbicz@mikofc.org) or 6025 Wall St. Sterling Hts., MI 48312, State P.R. Dir [g.merritt@mikofc.org](mailto:g.merritt@mikofc.org) or 2950 76<sup>th</sup> St. S.E. Caledonia, MI 49316
7. Mich. Columbian Editor [g.kolbicz@mikofc.org](mailto:g.kolbicz@mikofc.org) or 6025 Wall St. Sterling Hts., MI 48312
8. [knightsinaction@kofc.org](mailto:knightsinaction@kofc.org) or Columbia 1 Columbus Plaza New Haven CT. 06510
9. Mich. Columbian Editor [g.kolbicz@mikofc.org](mailto:g.kolbicz@mikofc.org) or 6025 Wall St. Sterling Hts., MI 49316 St. Council Activities Dir. [l.stopczynski@mikofc.org](mailto:l.stopczynski@mikofc.org) or 885 E. Dawson Rd. Milford, MI 48381
10. Mich. Columbian Editor [g.kolbicz@mikofc.org](mailto:g.kolbicz@mikofc.org) or 6025 Wall St. Sterling Hts., MI 49316 St. Family Activities Director [e.strach@mikofc.org](mailto:e.strach@mikofc.org) or 522 Berkshire Saline, MI 48176
11. Council & inform your District Deputy
12. [mikofc.org](http://mikofc.org) / Resources / Council forms / MI-01- generate SP-7
13. Your District Deputy

Deadline for submission is June 30.

Do not submit until all requirements are met.