

## COUNCIL PUBLIC RELATIONS

- Purpose of this communication
  - Public Relations tips before and after council program events
- Publicity help; **Resources/Manuals and Documentation/Public Relations**
  - to help promote your upcoming event in your community
- Publicity within Parish
  - insure your council's newsletters are available to parishioners
  - insert your promotion in the parish bulletins
  - speak of your events at coffee and donuts, at social events, etc.
  - place in announcements after Masses, have a member speak from the front of church
  - insure the council website address is available
- Publicity within the community
  - Create and distribute press releases to local media
    - examples on the State website
    - flyers sent to locations affected by the event  
I.e; schools for youth events
    - display advertising of event in the community
- Exposure throughout the Jurisdiction
  - Send articles & photos to Michigan Columbia
    - e-mail - [g.kolbicz@mikofc.org](mailto:g.kolbicz@mikofc.org)
    - mail - State Office 6025 Wall St. Sterling Hts., MI
- Exposure throughout the Order
  - Send articles & photos to Columbian magazine
    - e-mail - [columbia@kofc.org](mailto:columbia@kofc.org)
    - mail – 1 Columbus Plaza New Haven, Ct. 06510-3326
- Program/Service Award Application
  - outstanding program documented in a binder, sent to Diocesan or State Program Director
  - details found on **Supreme** and **State** websites
  - winners announced at State Convention & forwarded to Supreme for consideration
- **MI-22** Exemplary Public Relations Award
  - purpose to gauge council's PR success
  - complete necessary items on form, reviewed by DD, sent to State PR Director
- Supreme promotional videos
  - e-mail concise articles, photos & short videos to Supreme V.P. of Corporate Communications Charles Lindberg - [charles.lindberg@kofc.org](mailto:charles.lindberg@kofc.org)
  - Phone – 230-752-4264

Proper promotion will gain exposure for your council, the Order and potential members. *"By their fruits, you will know them."* Matthew 7:16

Don't be the best kept secret in town. *"let your light shine before others, that they may see your good deeds and glorify your Father in heaven."* Matthew 5:16

State Public Relations Director  
Gary L. Merritt