



Knights of Columbus®

Public Relations and Publicity Guide

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Introduction

Thank you for your many outstanding contributions to the Knights of Columbus, our Church and the communities you serve. Your work helps us uphold the pillars of our Order as established by Blessed Michael McGivney: charity, unity and fraternity. We appreciate all you do to tell the Knights' story.

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. This guide offers some essential "tools of the trade" needed to carry out a successful public relations program.

PLEASE NOTE: None of the information included in this guide should be understood as binding legal advice. The information contained in this publication is offered to our members as general guidance only. Members are advised to consult a qualified local attorney for definitive legal advice.

Public Relations and Publicity Versus Advertising

Both advertising and public relations depend heavily on the media to convey a specific message to key audiences. However, while advertising may be expensive, public relations efforts in the form of press releases, social media posts and influencer activities are lower cost.

How to Recognize a News Story

Information sent to news sources or posted to your social media platforms should describe local, timely, newsworthy events that will appeal to a broad audience.

The following is a sample list of council activities that may interest the media. Do not feel limited by the items in this list, as there are bound to be other activities unique to your council and community that would interest the local media.

- Charitable activities such as Coats for Kids distributions, Food for Families collections, support for Special Olympics or Habitat for Humanity, wheelchair deliveries or any other program that helps people in need
- Awards presented to members or to the council, and awards the council presents to others
- Number of new members recruited during a membership drive
- New officers
- Basketball Free-Throw Championship, “Keep Christ in Christmas” art contest and Soccer Challenge
- Senior citizens programs
- Refund Support Vocations Program (RSVP)
- Fundraising projects for people with intellectual and/or physical disabilities
- Sponsored cardiopulmonary resuscitation (CPR) courses, blood drives or other health-related initiatives
- Significant church renovations
- Student scholarship winners
- Other community service or fundraising projects
- Hands-on assistance to families that have suffered personal disaster, loss or illness
- Support for members of the military and their families
- Council awards presented to “Family of the Year” and “Knight of the Year”
- Local results of Annual Survey of Fraternal Activity
- Financial contributions to community agencies
- Major anniversaries or related activities
- Almost anything that is superlative: biggest, smallest, latest, newest, oldest

Public Relations and Publicity

Print, Broadcast and Web-based/Social Media

Media outlets fall into three major groups: web-based/social media, print and broadcast. All should be used to prudently and effectively target information about your local activities in a manner that advances the goals and Catholic identity of the Knights of Columbus.

Statements Regarding Political and Cultural Issues

It's important to remember that while you are free to express your opinion on issues of a political or cultural nature, you may not identify yourself as a member of the Knights of Columbus or your local council. When the Order speaks publicly about certain matters, including legislation and judicial decisions, it does so through the Communications Department at the Supreme Council. This ensures consistency and discipline in messaging. For this reason, members who wish to be heard on matters of political or cultural significance are instructed to do so as individual citizens and not as representatives of their council or the Order as a whole. Please contact the Communications Department if you have any questions: communicationsdept@kofc.org.

Web-based/Social Media

Web-based social media includes, but is not limited to, mobile communications such as text messaging, the internet, networking apps and websites. Examples include: social networking sites such as Facebook and LinkedIn; video- and photo-sharing sites such as Instagram and YouTube; microblogging sites such as Twitter; discussion boards such as Reddit; online encyclopedias such as Wikipedia; as well as all websites and/or platforms that allow users to publish user-generated content.

The U.S. Conference of Catholic Bishops notes, "Social media can be powerful tools for strengthening community, although social media interaction should not be viewed as a substitute for face-to-face gatherings. Social media can support communities in a myriad of ways: connecting people with similar interests, sharing information about in-person events, providing ways for people to engage in dialogue, etc."

To that end, we encourage our members to employ social media tools in a prudent and effective manner that advances the goals and Catholic identity of the Knights of Columbus. In the next section you will find an overview of what social media can do for your local council/assembly and how to best use it.

Social Media 101

The scope and use of social media is continuously changing — what was once used only to connect with friends is now also a tool for your council to connect to your parish and reach out to the greater community. It is important for councils to understand and take advantage of the opportunity to increase its impact by having a positive, relevant, and engaging presence online.

A local council's social media presence is not only a representation of itself, but of the Knights of Columbus in its entirety. As such, each council should model its social media presence after that of the Supreme Council. Sharing content from the Supreme Council's social media pages and maintaining a positive presence online are important ways to advance the mission of the Order.

The articles below are designed to help bolster your council's social media presence, whether you're just starting out or have an audience of thousands.

For additional resources and guidance, feel free to contact the Supreme Council Communications and Strategic Partnerships Department. Please send inquiries to communicationsdept@kofc.org.

Where to Begin

Social media is a powerful tool to communicate with council members, reach out into your parish and diocesan communities, and welcome more Catholic men into the Order. The ever-changing landscape of social media may seem daunting, but here are three steps to get started:

Focus on Facebook. Contrary to popular belief, your council doesn't need to be on every social media platform to make an impact. Developing a robust presence on one social media site — by consistently posting relevant content and interacting with your followers — is much more effective than operating accounts on several sites without consistent updates. Facebook is the world's most popular social media platform and is the optimal place to create your council's first social media page.

Know Your Audience. Your council's social media presence is meant to represent not just one or a few individuals, but the council, and in turn the entire Order. It is also important to note that your social media is public. Content should be relevant not only to current members, but to potential members, your parish community and other Catholics. Consistent posting about council events, charitable initiatives, parish activities and Orderwide news will increase engagement both online and on the ground.

Comply with Order Policies. Because your council page represents the Knights of Columbus, it is very important that it remain a positive forum, with communications that reflect our Catholic values and protect the good name of the Order. The Knights of Columbus Social Communications Policy, found in the [Officer's Desk Reference](#) on kofc.org, is a must-have guide for every council.

Social Media Basics

With so many people online and on social media, it makes sense for your Knights of Columbus council (and assembly) to be there too. But how do you use social media for community outreach and engagement, rather than simply keeping in touch with family and friends?

Because Facebook is the world's largest social media platform, it makes sense to start there. Your council should set up a Facebook page (not to be confused with a personal profile, which is for individuals), and designate two or three officers, such as the grand knight, the recorder, and/or the social media chairman, to serve as administrators. Administrators can post to your page and respond to comments and messages the council may receive.

Your council can use a Facebook page to share council news, advertise council fundraisers, share resources from the Supreme Council, and encourage Catholic men to join the Knights of Columbus.

Three things are important for all social media page administrators to remember:

1. **Your Facebook page (and all social media) is public.** Anyone can see your page, and all of your posts. This isn't a place for private council business, or personal conversations among council members. You are representing your council, and the Knights of Columbus, and all content should be appropriate, positive, and follow the Knights of Columbus Member Social Communications Policy, which is available on the Officers' Desk Reference.
2. **Be positive!** Don't post content that speaks negatively of a person, group, political party or idea even if they are critical of the Knights. Instead, focus on the good that your council does. Share from the Supreme Council social media platforms to add validity to your page, and always keep the values of the Order in mind when representing your council online.
3. **Invest time in your social media.** The more you post to your council's platforms, the more people will be inclined to "like" your page and follow your council on social media. Reply to comments and messages you may receive, in a timely and appropriate manner, especially from those interested in being members of your council.

Responding to Naysayers

Social media is a great tool for your council to cultivate a community online and start conversations about the mission of our Order. While your council's social medial platforms will attract followers who are genuinely interested in the work the Knights do, sometimes you may receive a negative comment, and it can be difficult to know how to address it in a professional manner. To respond most effectively, follow these guidelines:

Take the high ground. Above all else, always remain charitable in your response and work to deescalate conflict. No matter how negative or even factually incorrect a comment is, never try to engage the commenter in an argument. Instead, remain polite, and offer a concise, friendly response.

Determine whether the comment needs to be addressed publicly, or at all. Not all negative comments require a reply. If a comment is irrelevant and you can see no way to politely respond, you can simply "hide" the comment. If the comment warrants a longer response, sometimes it is best to send the individual a private message. If the conversation is about a sensitive topic, you may want to take the conversation offline.

Continue posting uplifting content. Don't let negative comments discourage you from continuing to post content that is relevant, positive, and shares the good works of the Order on your council's Facebook page! The best defense against negative comments is content that promotes the Order's principles of charity, unity and fraternity.

Making the most of Social Media

More people than ever before use social media, and experts project that social media use will only continue to grow and evolve in coming years. With so many people online, your council's social media presence can be the perfect tool to raise awareness, increase participation in council events, and recruit new members. Here are some tips to make the most of your council's social media:

Take More Pictures. To make your council's social media posts stand out from the crowd, be sure to use compelling images in your posts. Photos that show your council in action — a Knight helping a child try on a winter jacket at a Coats for Kids drive, or handing out meals at a soup kitchen — will convey the Order's first principle of charity in a concrete way. **Encourage members with a good eye to take photos of council activities, and select the best shots to post online.**

Share Catholic Resources. In addition to posting about council events and news on social media, you should also share content of general interest to your followers as well. Regularly sharing videos and articles from the Supreme Council's Facebook page is a great way to engage your followers.

Don't Forget to be Social! Answering messages in your page's inbox, replying to comments (while always maintaining a positive and professional tone), and liking followers' posts are important to sustaining a strong online presence. Making your council accessible on social media means potential members will be better able to connect with your council and feel encouraged to join.



Politics + Social Media: Knights of Columbus Rules

As Catholics, and as members of the Knights of Columbus, each of us is called to faithful citizenship — to live out our Catholic faith in our public lives as well as our private lives. But how to do this, especially when representing yourself as a Knight on social media, is not always clear. Here are some guidelines:

Talk about issues, not candidates. It is very important that your council's social media platforms never endorse one specific candidate or party. Instead, share information about the pro-life movement, religious freedom and other issues that Catholics care about when they go to the polls. Your council can also encourage your community to register to vote with the Knights of Columbus Get Out the Vote initiative.

If you are running for office, separate your candidacy from your being a Knight. You cannot campaign as a member of the Knights of Columbus on social media, or offline. The Officer's Desk Reference has a detailed guide on how to conduct yourself as a Knight when running for political office.

Be positive and polite online (and in person!). A gracious and charitable attitude when using social media goes a long way. Rather than attacking a candidate or political party, share resources to guide others in their faithful citizenship. Refrain from engaging with people who leave inflammatory or impolite comments on your council's social media platforms.

Why follow the Knights of Columbus?

What do Knights gain from following the Order on social media?

Motivational stories — While it's easy to feel full of motivation after a council activity, it's also easy to let that motivation wane in the following days and weeks. By following Knights of Columbus on social media, you'll have access to stories of Knights living out our call to put their faith into action. You will also find resources to strengthen your prayer life and ideas for making faith the center of your family.

Relevant information for Knights — As a Catholic, you can ensure that you are always informed about the news most important to you and your family when you follow Knights of Columbus. Keep on top of the latest news from the Supreme Council, as well as updates on programs and charitable initiatives, by following the Order.

All Knights are encouraged to follow the Knights of Columbus on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).

What great content looks like

What exactly does engaging content look like? And where can you find it? As your social media presence is a representation and extension of your council, let the founding principles of charity, unity and fraternity be your guide when looking for content appropriate to share with your audience.

Charity: One of the best ways to encourage potential members to join your council is to promote the active charity that is central to the Order's mission. Posting high-quality photos chronicling such events is a great way to show your audience what it means to be a Knight.

Unity: Your content should promote your council's unity with your parish, with the Order's mission, and of course, with the Catholic Church. Share articles that feature upcoming parish events, new Knights of Columbus initiatives, and faith resources from our website.

Fraternity: Look to the Knights in Action section of each month's *Columbia* magazine for great examples of Knights around the world serving the Church and their communities. Sharing these stories shows how immense the Order's impact truly is! Also, include updates on our insurance and financial products from your Knights of Columbus field agent.

Capturing that perfect moment

Online visual content captures more attention than online textual content. Every council with a social media presence should make posting high-quality photos a priority in order to boost engagement from your audience.

So, how do you take a good photo? With a smartphone and these few tips, every photo you take for your council's Facebook page can be great!

Capture the Action — Great photos capture the action of the moment. Rather than posing for a "grip and grin" photo of your council's grand knight presenting a check to the director of a food pantry, take a photo of council members helping to stock shelves.

Turn on Your Grid — Today's smartphones have many features that help the amateur photographer take images that look professional. By enabling the "grid" application on your phone's camera, you can keep a level sightline in your photos. To optimize images, your subject should intersect at least four of the grid squares and not be focused solely in the center of the grid.

Keep It Timely — The wonderful thing about using your smartphone to capture pictures is that you can upload photos to your council's social media sites immediately. This quick turnaround time will ensure maximum relevance of these images to your audience.

Remember Privacy Rules — Finally, always keep in mind the Order's guidelines for privacy when taking and posting photos. Ask permission before taking photos of participants at your event and make them aware that photos may be posted online. Be especially sure to get permission from parents before photographing any minors. Never "tag" participants in photos you post.

Rules of Privacy on Social Media

Often on social media, we may feel we're in a bubble containing only our family and friends. In the case of your council's social media sites, however, remember how public these platforms truly are. Be sure your council follows privacy etiquette, the Order's Social Communications Policy, as well as these tips:

Take private conversations offline: Your council's social media posts may receive public comments. Some of these — such as "Who can join the Knights?" or "When is your next Coats for Kids drive?" — can be answered through a public reply in the comments section, since the answer can be helpful to the general public and doesn't include private information. Questions whose answers may include private information should be answered using the private message feature.

Obtain the necessary permissions before posting photos: Be sure to request permission to use photos taken at council events and activities on your council's social medial posts. When asking an individual's permission, make it clear that the photos may be posted on social media and that you will not "tag" him in any photos you post to your page. Permissions are particularly important with regard to minors. If any youth were at the event or activity, be sure to ask verbal permission from parents or guardians before posting images.

Refrain from disclosing sensitive information: Remember that anyone browsing social media sites (or using a search engine) can see your council posts. Therefore, it is important not to use social media to post information that should be seen only by council members. Do not post council members' full names, addresses or contact information. You may post an advertisement of the next Exemplification of charity, unity and fraternity, but you should not post council meeting minutes or other private council news.

When you follow proper privacy etiquette on social media, you protect not only the good reputation of your council and the Order, but also those involved in your programs and activities. You should refer to the Social Communications Policy, available on the [Officers' Desk Reference](#), as your regular resource.

Please ask your grand knight, faithful navigator, financial secretary or consult the [Member Social Communication Policy](#) brief located on the [Officers' Desk Reference](#), under the "social communications" tab. This tool provides accessible guidelines to councils, assemblies and members about how to properly employ social media tools to advance the mission of the Knights of Columbus.

All members who use the name and emblem of the Knights of Columbus on social media are required to comply with all the instructions listed in the [Member Social Communication Policy](#) brief and must exercise common sense.

Print Media

- Newspapers include daily, weekly and community papers, as well as secular, diocesan and state council publications. These publications often have websites associated with them.
- Magazines include state and community publications, company and association publications, and general and special-interest magazines, such as sports or youth publications and *Columbia* magazine.
- Newsletters include council, parish and organization (senior citizen, chamber of commerce, local service clubs) bulletins, and library and school publications.

Broadcast Media

- Radio includes AM, FM and online stations with news, talk segments or shows.
- Broadcast television includes network, independent and local television stations (and their websites).
- Cable television includes cable stations with local-origination programming available. Not all local cable companies have local programming capabilities, so check your television listings or call the local cable operator to find out which stations have local programming.
- Podcasts are a series of digital audio files that can be downloaded or streamed. Many are locally based and are worth reaching out to with potential content.

The Mechanics of Public Relations and Publicity

Defining Target Markets

Reaching the right people with the right message – or “knowing your audience” – is critical to a successful public relations/publicity program. First, look at the subject of your message. As you develop your media list (see section titled “Developing and Maintaining Media Lists” for details), you can match your target audience to an appropriate media outlet. The media can tell you who their audiences are.

Distribution

Distributing news and feature releases can be done in several ways:

Hand-Delivered

This is an effective personal touch and will help to foster a good relationship with key media contacts.

Email

Most editors and reporters have distinct personal preferences on how they receive news releases. A reporter may have an email address, but strongly prefer to get a time-sensitive release via fax or another “paper” form.

Mail Distribution

If you mail your news releases, send them first class and address them by name to a specific contact. Call the media outlet for the name of the individual to whom your release should be directed.

Electronic/Web Site Distribution

There are professional services that specialize in distributing news releases directly to media newsrooms via electronic wire or the internet. If you have any activity that is particularly timely or important, and has interest beyond your local community, this vehicle can be useful. These services can also be useful in electronically tracking the release after it has been published to a publication or posted to a media website.

Timing

Your council should use publicity for two main purposes: (1) to announce forthcoming events in order to ensure full participation by members and the public, and (2) to inform members and the public about the accomplishments of the council and the Order.

Proper timing of your release can make the difference in getting media coverage. Know what the deadlines for each publication are.

You should schedule your release about an upcoming event so that the media has it in hand at least two weeks prior to the event or activity. After getting the name of the right editor to contact, follow up with phone calls closer to the time of the event.

For releases that pertain to new members or officers, or the results of fundraising or other activities, plan to get the release to the media as quickly as possible and no later than two days after the event or activity.

Developing and Maintaining Media Lists

A key component in any public relations effort is an up-to-date and accurate media list. To develop this list, consult Google or other Internet search engines for a listing of all newspapers; magazines; and radio, television and cable stations. Also include church and state council bulletins and diocesan newspapers on your list.

For newspapers and their websites, the right contact is usually the city editor or religion editor. For television, radio and cable stations, the news or assignment editor/director is the proper contact person. Public service announcements should be sent to the public service director.

Establishing Media Relations

After you develop your media list, the next step is to get personally acquainted with your contacts. Keep conversations short and to the point.

Always remember these guidelines when contacting a member of the media:

- Identify yourself, your organization and the purpose of your call (to introduce yourself and your role as public relations representative for your Knights of Columbus council).
- Editors and broadcasters work on deadlines, so always ask if the timing of your call is convenient or when it would be best to call back.
- Always be appreciative of the time you are given. Once you have established a basic relationship, continue to touch base with your contact from time to time. Don't become a bother, as editors and broadcasters are busy.
- Remember that your story is competing with many others for limited space and you will not always succeed in attracting coverage.
- Send a note thanking contacts for the help they have given your council.

Media Training

- Identify the three most important points you want your audience to remember.
- Write and speak about these points in a very clear and concise manner.
- Practice your talking points.
- If you are doing a telephone or podcast interview, have your speaking points in front of you, but don't sound like you're reading.
- Remind the audience of the benefits to them and the community.
- End with a call to action for the audience.

Capturing the Media's Attention

The News Peg

It is important that your media reports and broadcasts focus on the aspect of the program or event that would be interesting to the media and the public. This is called the “news peg.”

The following initiatives have the potential of becoming good news pegs:

- Charitable activities that benefit the community
- Election of new officers
- Knights of Columbus sponsored essay or poster contest winners on local, district, state council or international levels
- Dollars raised for the community through fundraising efforts with examples of where the money goes and how it is being used
- Programs for senior citizens
- Oldest or youngest Knight's involvement
- Community service projects, especially those that are unique, or involve a large number of volunteers or volunteer hours
- Results of the council's Annual Survey of Fraternal Activity

These would not only make good news stories, but also offer excellent photo and feature opportunities. If you take the photo, be sure it is of professional quality — a sharp, clear image with good contrast and interesting subject.

Guidelines

Media Materials Guidelines

Written media materials that require the least amount of effort on the part of the editor have the best chance of publication. When sending any written materials (including press releases, photo releases and media alerts) to an editor or broadcaster, there are certain guidelines which you must adhere to.

- Remember that the appearance of any news release or other correspondence reflects the professionalism of the Knights of Columbus and yourself.
- Keep information as brief and concise as possible.
- Make sure names, numbers, quotations and other factual information are correct.
- Obtain written usage consent from every person who appears in a photograph, provides a quote, etc.
- Follow up by phone to make sure your release was received.

Tips for Better Photographs #1

Show Branding and Identify the Event



This photo has much less K of C/council branding on the knight's shirt and in the background, leaving it unclear what organization he is representing or what the event is about.



This better photo shows signage and branding on the background banner, identifying what the event is and that it's a Knights of Columbus-sponsored event.

Tips for Better Photographs #2

Exposure and Cropping



Dark exposure and poor cropping (a disembodied arm on the right and two pedestrians in the background on the left) are shown here.



Better exposure, as well as good cropping, in a closer action shot.

Tips for Better Photographs #3

Closer Is Better



This photo, with a tighter/closer shot, is able to show faces and what's happening.



Because this photo is farther away, we can't see details or K of C branding.

Tips for Better Photographs #4

Establishing the Shot and Focus



The photo on the left shows great signage/branding and a focused, established shot with good composition.



The right photo is blurry, with no K of C branding/signage and poor composition.

Tips for Better Photographs

Always have your camera handy — even modern phones have cameras that can provide quality photos — you never know when a good photo will present itself at a Knights of Columbus event.

COMPOSITION: Make sure there are no distracting items in the background (e.g., a flag appearing to come out of the top of someone's head). Also, central figures should not be in shadows or oddly lit (use your flash if necessary, even outside, and keep in mind its limited range).

SUBMITTING PHOTOS: Newspapers and other media will accept photos via email and website.

Knights of Columbus publications will accept photos via email or thumb drive. They should be sent as attached jpeg files, and not embedded as part of a Word or PDF document. Photos that are sent embedded within other files or through a third-party online photo service often cannot be downloaded at the necessary resolution. Images should be at least 5.5 inches wide with a resolution of 300 dpi or greater. The greater the resolution, the better the image will reproduce in print. Be sure to include caption information in the email. Camera photos that are taken at a high resolution are acceptable.

Other Do's and Don'ts

DO...

Take a photograph of the program or item that the funds your council raised helped purchase: children with coats, students using new computers, Knights dishing out food, etc.

AND, DO...

Get close to the action. When you think you're too close, move a bit closer. People's faces are perhaps the most interesting part of a photo; they should be prominent.

Wear your Knights of Columbus gear! If your members have T-shirts, aprons or other items printed with the emblem of the Order, encourage them to wear these items at your events. But **don't** send photos with embedded information such as smaller photos or wording on them (including date- and time-stamps), or collages of photos.

OTHER TIPS

Action photos illustrate the activity. Photos of people lined up in rows with their backs to the camera are not action photos and **do not** depict all of the ways the Knights are active in the parish and community. Similarly, photos of check presentations, "grip-and-grins," or the "line up" may be easy to arrange, but are not very imaginative. Show readers how your council is helping people through the funds you've worked so hard to raise; **don't** show them a signed check. Limit the number of people in each shot and, as we've said before, avoid the grip-and-grins. But if you absolutely must, at least make sure the K of C branding, logo and banner is prominent!

Photo Guidelines

Taking and submitting photos

- Make sure the background is simple and uncluttered.
- Images should be of people who appear neat and comfortable, rather than posed. Always try to include some Knights of Columbus identification (lapel pins, council banners, jackets and T-shirts, caps, etc) and get action into your photograph.
- Take photographs that tell the story of what's happening. Avoid so-called "grip and grin" shots (i.e., a photo of a Knight shaking hands while handing over a check to a local hospital administrator), and instead depict Knights actively involved in the Church, Order or community (a photo depicting a patient using Knights of Columbus-donated equipment, etc.).
- Capture a variety of images, keeping in mind that the best are often mid-range photos that combine multiple elements and context.
- VIPs should be prominently featured among the subjects.
- It's not essential that all faces are "in full view," but at the least aim for profiles. Avoid capturing photos of subjects from the back.
- Always provide photo captions, identifying the people from left to right. Double-check all names and titles.
- **Email digital photos at their highest, original resolution, whereas images received via text or social media are usually a reduced size.** JPG format is the most familiar and universal file type.

Sample Photo Caption

Provide a printed photo caption, identifying the people from left to right, with the photo file.

KNIGHTS OF COLUMBUS DONATES COMPUTERS

(City, State/Province — Date)

(Name), a resident at the (name) home for people with intellectual disabilities, works at a personal computer with grand knight (full name). Funds for the purchase of computer equipment were donated by (name of council) Knights of Columbus Council (number) in (city).

For More Information, Contact:
(name, phone number, email address)

Sample Photo Permission Release¹

¹Please note, none of the information included in this guide should be understood as binding legal advice. The information privacy laws vary by state/province. However, there are a few general principles applicable to most jurisdictions. Generally, a photo release form is NOT required if the purpose of the photo is for non-commercial activities. For example, a photo published on a council's website capturing attendees at the council's annual picnic usually does not require a photo release from the subjects, even if the subjects are minors.

Below is a chart that councils or assemblies can refer to in determining if a photo release is necessary.

Do I need a Photo Release?

No.	Topic	Activity
1	Who is the subject?	Determine who the individual is in the photograph or video.
2	Is the subject a member?	Determine whether the individual is or had been a member of the local council.
3	Where will the photo be used?	Determine the reason for the rights clearance (e.g., video, photograph, website, Facebook page, printed brochure).
4	What purposes will the material serve? (e.g. Purpose of usage? Social, Fraternal, Educational or Informational?)	Determine whether the material is being used for social, educational or informational purposes. If for social or fraternal purposes, no written permission is usually required.
5	Will the material be used for commercial purposes?	Determine if the use is for commercial purposes such as promotion of (i) membership in Local Council, (ii) fundraiser, or (iii) sale of insurance. If there is a commercial purpose, a Permission Form should be signed by the individuals in the photograph or video.

If the image is being used for commercial purposes, permission must be signed by the individual in the photograph or video (or the parent or the guardian if the individual is a minor child) to post or publish a photograph or video. Use this link to access a printable sample to [Permission Form](#). Here is a sample of a [photo release sign in sheet](#) and a [consent to be photographed sign](#) that can also be utilized at council events.

Feature Stories Guidelines

Unlike “hard news” stories, which typically focus on concrete data (names, numbers, specific events, etc.), feature stories tend to concentrate on the “human interest” of personalities and personal relationships.

A feature is typically offered as an “exclusive.” This means that you offer it to only one media outlet at a time (as opposed to press releases, photo releases and public service announcements, which should be sent to multiple media outlets simultaneously). If the first outlet declines, then you may offer it to another, and so on.

To interest the media in writing or producing a feature story on your event:

- Write a short synopsis of the idea, and call a specific media outlet to discuss it.
- Send the editor a letter with your synopsis.

Public Service Announcement Guidelines

(See Appendix for sample public service announcement.)

Use public service announcements (PSAs) to announce a Knights of Columbus community activity that is open or available to the public, or to provide information of use to the community (e.g., a message on youth safety). Fundraising activities for the needy, special community projects and special events would all be appropriate subjects for a PSA.

Radio PSA

- Contact the public service director at the station(s) to identify the proper length for their PSAs (30-second spots versus 60-second spots).
- Inquire into the station’s preferred format
 - Do they wish to receive only a script? If so, write your PSA and read it aloud to properly time it before submitting.
 - Do they wish for you to record the PSA yourself?

Television PSA

- Contact the stations’ public service directors to get their PSA specifications, including length and use of visuals.
 - Should you choose, you may have the PSA produced by a local production facility.
 - If you are producing your own video PSA, it must meet broadcast standards. The PSA should be shot by a professional camera operator.
 - Typically, visuals can consist of either a digital photo or brief video.
 - No matter the format, visuals should be clear, interesting and of commercial quality.
- Along with the recording, provide a cover letter stating why the PSA is important and of interest to local viewers.
- Whatever format you use for radio and television, always include a printed copy of the message. Type “Public Service Announcement” at the top of the page.
- Make sure your PSA is addressed to the public service director of each radio or television station.

Columbia Guidelines

Columbia magazine, the official publication of the Knights of Columbus, welcomes news of the volunteer, charitable, spiritual and fraternal activities of Knights of Columbus councils and Fourth Degree assemblies. We especially welcome high-quality, dynamic photos of these activities for publication in the magazine (both in the print and also online versions), for posting on the Order's official website (www.kofc.org) and for use in other Supreme Council materials.

Chiefly, we are looking for material for the "Knights in Action" section of *Columbia* and for the Order's website. "Knights in Action" is a showcase for the Order's grassroots involvement in the community and the Catholic Church. One council's report may inspire another council to conduct a similar program in its parish or community. We also want to show prospective members and anyone else interested in the Knights of Columbus to see the many ways that Knights live out the ideals of charity, unity and fraternity every day.

We welcome news of completed fundraisers, service projects, faith-related initiatives and other activities related to parishes, schools or wider communities. Please note that events reported must have already occurred, or the activity must be ongoing. We do not publicize future events. However, if there is a significant event or activity that would make for a good photo op, we would be happy to consider it for future coverage.

With the Order represented by 2 million members in more than 16,000 units, we cannot include reports on things such as awards or honors received, exemplifications, anniversaries or officer elections — that is, unless acts of charity are undertaken in conjunction with these events (for example, a council might celebrate its 50th anniversary by donating 50 food baskets for people in need).

Some reports appear in the printed Knights in Action section of *Columbia*. However, because we receive a large number of reports and editorial space is limited, there are many reports that unfortunately cannot be published in the magazine.

Columbia editors make every effort to publish qualifying reports on the Knights in Action webpage: kofc.org/knightsinaction. Together with the rest of the Knights of Columbus website, Knights in Action helps to inspire and inform both members and readers around the world.

Any member is welcome to send in news about the good work of a council, assembly or circle, but please consult first with your grand knight or other council officers, as well as with the members involved, before submitting a report. This ensures that the information is accurate and complete and that efforts are not duplicated.

Please visit the Knights in Action submission form linked at kofc.org/knightsinaction or write directly to knightsinaction@kofc.org.

Detailed photo guidelines are also available at the Knights in Action website. The best photos show the activity rather than people posed after the fact. Avoid photos of people lined up in rows or photos from a distance or from behind. Photos of check presentations are also generally discouraged; instead, take a photograph depicting how the funds are being used.



We accept photos via e-mail or submitted through the Knights in Action submission form. Be sure to include caption information in your message. Select photos should be sent as attachments (not embedded) as separate, full-resolution jpg files. Images should be at least 2000 pixels wide, so that the image will reproduce in print.

Although the published report will be concise, please provide any relevant details about your project, including: the name, number and location of your Knights of Columbus unit; the name of any partnering organizations or beneficiaries; and a description of the project itself, briefly telling who, what, where, when and why.

All submissions are reviewed, and those that describe a qualifying project are formatted for posting online. The person who submitted the report will receive a notification about when and where to view the report.

We try to print reports that reflect the variety of ways K of C members find to serve their communities. A thorough description of the project and great photos also increase the chances of a report being included.

Please note that due to *Columbia's* production schedule, seasonal events are generally reported only online. This allows us to report as close as possible to the actual holiday.

Submitted reports take a month or two to appear online and, if chosen for publication, several months (or more) to appear in print. Each month, the website is updated with new submissions, and the previous reports are archived.

If you have a question about a topic not covered here, please write to knightsinaction@kofc.org.

Privacy Guidelines

Councils should safeguard their membership information and financial information, taking reasonable measures to ensure that such information is not improperly disclosed or misused.

Membership information and financial information should not be published or distributed in hard copy or electronic/digital format (email, website, social media), unless required for ordinary fraternal business. This information should never be included on any media release for any reason.

With respect to members' full Social Security Numbers, there is no reason for councils to request or store this information.

In order to help councils safeguard membership information and financial information, council officers should consider implementing the following best practices:

- Use the blind carbon copy (bcc:) feature when sending broadcast emails to multiple recipients.
- Exercise care and caution when exchanging sensitive membership and financial information online.
- Write "Confidential" in the subject line when sending such information via email, and ensure that only the correct recipients receive the email. Alternatively, officers may consider using a secure file-sharing website/interface or a password-protected website to exchange sensitive information securely.
- Remove metadata and geographic data from posts on council social media pages.
Councils should understand that posting materials online creates a permanent record.
- Establish a dedicated email address for the council that is accessible by the principal officers (grand knight, deputy grand knight, financial secretary, recorder) (e.g., kofccouncilXXXX@gmail.com).
- Establish dedicated email addresses for each council officer position (e.g., kofccouncilXXXXadvocate@gmail.com).

Council Website and Monthly Council Newsletter

Monthly Council Newsletter

The council newsletter gains membership support of activities and stimulates interest in the Knights of Columbus. Additionally, be sure to work with your parish to publish your council's upcoming activities, activity recaps, and photos in your church bulletin and on the church website.

Appoint an editor for the council bulletin who is organized, can administer a project and has a feel for what is newsworthy. His duties include contacting council officers and committee chairmen to obtain items of interest, soliciting advertisements, writing editorial copy and overseeing the layout of the publication.

When developing articles for the council newsletter, apply the same guidelines used for photos, features and press releases. Send a copy of your newsletter to the Supreme Council Fraternal Mission Department, 1 Columbus Plaza, New Haven, CT 06510-3326.

Suggestions for appropriate content:

- Features and press releases developed for local newspapers and magazines
- Announcements of planned council events
- Special notices on council business such as elections, etc.
- A regular column by the grand knight
- Information received from the Supreme Council, such as a Knights of Columbus film being aired on television or a new membership recruitment incentive
- A chaplain's column
- Reports from the Service Program directors on scheduled activities
- Excerpts of speeches by visiting dignitaries
- Calendar of coming events
- Listings of birthdays, anniversaries, deaths, congratulations, etc.
- Membership campaign promotions
- A Knights of Columbus insurance column written by a general or field agent
- Notice of Exemplifications of Charity, Unity and Fraternity
- Reprints from *Knightline* of news stories and programming ideas that would be of interest to all members

The format of the council newsletter will depend on your budget and the amount of content you have available. Make your newsletter look as good as possible. In developing a "layout," keep the following in mind:

- Be sure to indicate the council name, number and location in a conspicuous place in your bulletin.
- Do not try to put too much information on a page — it will be difficult to read. Be sure to leave plenty of "white space" (blank space) around articles and artwork.
- Do not use more than two different typefaces. The use of many different styles creates a confusing look.
- Photographs and artwork help develop reader interest. Be sure that the photographs and artwork relate to a nearby story, and that any photo is clearly captioned.

Council Website

Many councils now maintain internet homepages. These can be found easily, and they offer many ideas that your council may want to adopt or modify for its own use. Domain and hosting websites allow you to create and maintain your own website at little or no monthly charge and with relative ease.

Once you have created a council website, keep it fresh with updated material and promote its address through all of your public relations materials. Be sure to include it with the council telephone number, mailing address and email address wherever they appear — especially on council news releases. You can include links to the Supreme Council, state council or other nearby council sites. Prior to publishing materials from another site or any source, you should request permission from the source and include attribution.

Advertisements

Many councils finance their entire publication through the acceptance of carefully chosen advertisements. For purposes of editorial and financial planning, obtaining ads from a specific group of advertisers who pay a flat fee in exchange for publication in each issue throughout a fraternal year is more efficient than trying to sell individual ads on a monthly basis.

When arranging advertisements, please be advised that fraternal publications are prohibited from accepting advertisements that are directly or indirectly related to the sale of financial products and services, which are also offered by the Knights of Columbus.

Furthermore, Section 162.24 of the Laws of the Knights of Columbus prohibits members from using their membership in the Knights of Columbus to promote the sale of any financial products and services other than the financial products and services offered by the Knights of Columbus. Additionally, Section 162.11 prohibits members from using the name and emblem of the Knights of Columbus in connection with “any business, or social, or other enterprise, without permission of the Board of Directors.” This section prohibits, among other things, the use of the name and emblem of the Knights of Columbus in connection with the promotion of any financial products and services other than the financial products and services offered by the Knights of Columbus.

Fundraising for People With Intellectual Disabilities

Members of the Knights of Columbus do a great deal to assist people with intellectual disabilities. When reporting on these initiatives, there are some important guidelines to follow. Council bulletins, committee reports, posters and flyers, press releases and everyday speech should be accurate and considerate when referring to people with disabilities.

The following are some DOs and DON'Ts of language:

- DON'T use terms such as “the retarded.”
- DON'T identify the person as a label (e.g., “the wheelchair bound”).
- DO put the person before the condition — “people with intellectual disabilities” is probably best.
- DON'T refer to all people with intellectual disabilities as if they were children. Adults with intellectual disabilities should be spoken to and about as adults. A newsletter article which would normally refer to its adult subject as “William C. Smith” should not refer to an adult who has intellectual disabilities as “Billy,” or otherwise treat him as a child.

- DON'T use negative terms like "victim of," "afflicted with," "suffering from," "unfortunate," and so on when describing an individual with intellectual disabilities. Say someone "uses a wheelchair" rather than saying he "is crippled" or "wheelchair-bound."
- DON'T imply disease when speaking or writing about someone with intellectual disabilities. He or she is not "sick" and you cannot "catch" the condition.

Campaign for People With Intellectual Disabilities

One of the most popular and successful fundraisers conducted by state and local councils for the benefit of people with intellectual disabilities involves collecting donations outside stores and on street corners. In appreciation, the donor is offered a piece of candy, such as a Tootsie Roll. The high visibility of this program has led to the campaign being referred to as the "Tootsie Roll Drive." The nickname is understandable, but misleading.

The Knights of Columbus has no official tie to Tootsie Rolls or their manufacturer. In fact, many councils participate in the same fundraising drive, but distribute other items. References to this program should highlight the good the money does, not advertise a candy bar. For these reasons, this project must be promoted as the "Campaign for People With Intellectual Disabilities" rather than the "Tootsie Roll Drive."

Other Public Relations and Publicity Possibilities

- **Local Plant and Industry Publications** – Local industry publications are often interested in the news of clubs to which employees belong.
- **Outdoor Advertising** – Councils may be able to gain outdoor advertising space by contacting and discussing the merits of their initiatives with a member of the Outdoor Advertising Association of America, Inc. The Order promotes, or makes available at reasonable cost, billboards promoting messages regarding various issues.
- **Free-Shopping News** – These weekly or semi-monthly "handouts" concentrate on food store and other retail advertising. Besides advertising, some also carry news.
- **Direct Mail** – Postcard mailings allow councils to target a chosen audience with a succinct message.
- **Posters** – Attractive window posters build awareness of special events. Enlist the talents of the artists in your council, hire a professional to design a poster, or use posters supplied by the Supreme Council office. Always remove posters as soon as the publicized event is over. This gives you a chance to thank those who featured the displays and to report on the success of the event.
- **Resort and Convention Publicity** – In many resort and convention cities, the chamber of commerce publishes leaflets that list events of interest for visitors. These are distributed through hotels and motels in the area.
- **Hand Bills, Community Bulletin Boards** – Check their acceptability in your area.

Rules Governing the use of the Name and Emblem of the Order

Members of the Knights of Columbus should understand the policies governing the use of the name, emblems, logos, and other intellectual property of the Knights of Columbus.

1. The Board of Directors Controls the Marks

Subordinate Units do not own the name, emblem or other trademarks (collectively, “the Marks”) or other intellectual property of the Knights of Columbus. Nor do individual members, whether they are First Degree Knights or Supreme Officers. The Marks belong to the Knights of Columbus and are under the control of the Board of Directors.

Members are permitted to use the Marks in accord with the terms described in this policy and those found on the Officers’ Desk Reference.

2. Who Can (and Cannot) Use the Marks?

Although the Board of Directors maintains exclusive control over the Order’s intellectual property, the Board has granted certain entities limited permission to use the Marks. Below is a summary list of individuals and entities who can and cannot use the Marks.

- Subordinate Units are permitted to use the Marks for “Ordinary Fraternal Use.” If the proposed use does not constitute Ordinary Fraternal Use, then the Subordinate Unit must request permission from the Board of Directors by submitting a proposal to nameandembleminquiries@kofc.org.
- Individual members are not permitted to use the Order’s Marks, except in connection with the approved activities of their Subordinate Unit or the Supreme Council.
- Home Corporations may never use the intellectual property of the Knights of Columbus. Home Corporations are third party entities that exist outside of the Order’s fraternal structure and have no right to use the Order’s intellectual property.
- Vendors and Other Third Party Organizations are not permitted to use the Order’s intellectual property unless and until they receive express written permission from the Board of Directors.
- Insurance Agents are not permitted to use the intellectual property of the Knights of Columbus, except in connection with ordinary business of the Knights of Columbus insurance program as authorized by the Home Office.

3. Subordinate Units Can Use the Marks for “Ordinary Fraternal Use”

The Board of Directors has granted a limited license to Subordinate Units to use the Marks, including its name and emblem, in connection with any activity that constitutes “Ordinary Fraternal Use.” The official license for such use may be found [here](#).

“Ordinary Fraternal Use” means the use of the Marks in connection with activities or programs approved by a Subordinate Unit or by the Supreme Council to accomplish one or more of the following objectives:

- Increase public recognition of the Order, consistent with the Catholic mission and identity of the Knights of Columbus;
- Promote charitable, fundraising, or civic activity, consistent with the Catholic mission and identity of the Knights of Columbus;

- Enhance the fraternal bond among members of a Subordinate Unit; and
- Cultivate goodwill among members of a Subordinate Unit and the parish(es) directly served by that Subordinate Unit.

“Ordinary Fraternal Use” of the Marks includes, but is not limited to, the publications, advertisements, and correspondence used by a Subordinate Unit to promote the fraternal and charitable mission of the Knights of Columbus, such as:

- Banners, flyers, and other materials promoting fraternal or charitable events of the Subordinate Unit
- Stationery (letterhead, envelopes, business cards, etc.)
- Websites (and other social media sites like Facebook® or Twitter®) and apps providing information and education (but NOT advertising for a third-party product or service, or links to the same)
- Forms and Brochures
- Newsletters
- Annual reports

Use of the Marks to promote any private business interest, personal gain, or political cause never constitutes “Ordinary Fraternal Use,” even if the activity is expected to generate proceeds that would be used for charitable purposes. Such unauthorized use of the Marks may be ground for suspension or expulsion from the Order, pursuant to Section 162.11 of the *Laws of the Knights of Columbus*.

“Ordinary Fraternal Use” extends to and is limited by the geographic boundaries of the Subordinate Unit and the Subordinate Unit’s own membership. For example, a local council may use the Order’s Marks within its own jurisdiction (i.e., local council members and the parish(es) directly served by that local council). Similarly, the Ordinary Fraternal Use of the Marks by a State Council extends to and is limited by the geographic boundaries of that State Council and members of councils within that state.

When a Subordinate Unit uses the Marks for any activity that constitutes “Ordinary Fraternal Use,” the Subordinate Unit is required to include its name, number (if applicable), and geographic location. This information should be located within close proximity to the Marks to make clear that the activity is sponsored by the Subordinate Unit, and not the Supreme Council.

4. Reporting Improper or Unauthorized Uses of the Order’s Intellectual Property

Knights of Columbus vigorously protects its intellectual property from unauthorized use. If you become aware of an improper or unauthorized use of the Order’s Marks or other intellectual property, report it immediately to your state officers and the Name and Emblem Committee at nameandembleminquiries@kofc.org.

In addition, there is a reporting form available on the Brand Assets page of the Knights of Columbus website.

5. Additional Information on the Order’s Name and Emblem Policy

Further information regarding the name and emblem policies of the Knights of Columbus is available on the Officers’ Desk Reference (www.kofc.org/oo) under “Name and Emblem.”

For further clarification about Use of the Marks, please consult the “Name and Emblem” tab located on the Officers’ Desk Reference. Also, please visit kofc.org/brand for download links and additional information on the use of the Order’s emblem and other marks.



Copyright Laws

While specific copyright laws vary by state, there are a few general principles applicable to most jurisdictions. Generally, a copyright is “the exclusive legal right, given to an originator or an assignee to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same.”² Members should exercise extreme caution if one decides to share copyright material, especially on council or assembly-sponsored social media sites. For example, the posting of an inspirational poem on a council’s Facebook page may constitute copyright infringement and could result in legal action taken against the council.

As a general guideline, councils and assemblies should avoid using works created by non-members unless they have written permission from the author to do so, unless the work is considered “public domain.” If a council or assembly has a question about what constitutes “public domain,” they should consult a licensed attorney who is familiar with the privacy and copyright laws of the council/assembly’s particular state or province.

²Google Definitions, “copyright,” as defined by the Oxford American College Dictionary.

Appendix

Press Release Guidelines

- Print double-spaced on 8 1/2" x 11" Knights of Columbus letterhead paper (if available), using the front side only.
- Make margins at least 1" on both sides of the release to leave room for editing and notes.
- Include the Knights of Columbus contact person's name, title, phone number and email in the upper right-hand corner of the release's first page.
- Precede your first paragraph with the city and state/province where the information originated (printed in all caps), as well as the mailing date.
- If your story runs for multiple pages, use the word "more" at the bottom of each page except the last. Identify second and subsequent pages with page numbers and a reference to the subject, so that the pages may be put back together in the event they become separated.
- Use the symbol "###," centered on a line by itself after the last paragraph, to indicate the end of the release.
- Standard language describing the Knights of Columbus and its mission should be included in every press release ("boilerplate"). Here is the "boilerplate" currently used by the Supreme Council.
 - Use a short, eye-catching headline (title).
 - Identify the primary purpose or goal of your release, and make it your "lead" in the first paragraph.
 - Address the six most important questions: Who, What, Where, When, Why and How.
 - Make sure all quotes are properly attributed to the person saying them, and include the person's name and title.
 - Stick to the facts. Avoid opinions, except in attributed quotations.

Sample Press Release #1

FOR IMMEDIATE RELEASE

For more information, contact:

Name, phone number, email address
CITY, STATE/PROVINCE, DATE:

KNIGHTS OF COLUMBUS GAVE *(dollar amount)*, *(number of hours)*
HOURS TO CHARITABLE WORK IN *(year)*

(NAME OF CITY, State/Province, Mailing Date) — The Knights of Columbus from *(name of council)*

Council *(number)* in *(city)* gave *(dollar amount)* and *(number)* hours in personal service to charitable and benevolent activities in *(year)*, according to the organization's Annual Survey of Fraternal Activity.

The figures were released by Knights of Columbus grand knight *(full name)*.

"These totals represent a remarkable outpouring of generosity — not only in money but in personal commitment on the part of Knights in *(city)*," *(last name)* said.

The Knights of Columbus is an international Catholic lay organization with members in the United States, Canada, Mexico, the Philippines, Puerto Rico, Poland and several other countries.

— More —

Page 1

Knights of Columbus – Charity

There are *(number)* Knights of Columbus members in Council *(number)*. Internationally, state and local units of the organization volunteered *(total volunteer hours)* hours to programs and projects serving the Church and communities, and contributed *(total \$)* to charitable and benevolent causes in *(year)*, according to reports from *(number)* percent of the local units.

The average per capita contribution of members of the Knights of Columbus from Council *(number)* during *(year)* was *(amount)*.

During *(year)*, council members also gave an additional *(hours)* hours in service to sick or disabled members of their families. The survey showed *(number)* visits to the sick and bereaved by these Knights in *(year)* and *(number)* blood donors.

With more than *(number)* million members, the Knights of Columbus is the world's largest Catholic lay organization. It provides members and their families with volunteer opportunities in service to the Catholic Church, the community, families and young people. In *(year)*, the Knights of Columbus at all levels of the organization raised and distributed *\$(number)* million to charity and rendered *(number)* million hours of volunteer service.

#

Sample Press Release #2

FOR IMMEDIATE RELEASE

For more information, contact:
Name, phone number, email address
CITY, STATE/PROVINCE, DATE:

KNIGHTS OF COLUMBUS ANNOUNCES YOUTH FREE THROW CHAMPIONSHIP

(CITY, State/Province — Date) — The Knights of Columbus from (*name of council*) Council (*number*) in (*city*) will host a local competition for the Knights of Columbus International Free Throw Championship to be held on (*time*) (*date*) at (*location*). Open to all boys and girls ages 10- 14, the Free Throw Championship is sponsored annually by the Knights of Columbus. Winners progress through local, district and state/province level competitions. International champions, judged on scores from state competitions, are announced by the Knights of Columbus international headquarters in New Haven, Connecticut. (*Insert paragraph on benefits and awards for the program.*) All participants must furnish proof of age and written parental consent. For entry forms or additional information, contact (*information*).

With more than (*number*) million members, the Knights of Columbus is the world's largest Catholic lay organization. It provides members and their families with volunteer opportunities in service to the Catholic Church, the community, families, and young people. In (*year*), the Knights of Columbus at all levels of the organization raised and distributed \$(*number*) million to charity and rendered (*number*) million hours of volunteer service.

###

Sample Press Release #3

FOR IMMEDIATE RELEASE

For more information, contact:
Name, phone number, email address
CITY, STATE/PROVINCE, DATE:

LOCAL KNIGHTS OF COLUMBUS COUNCIL RECEIVES TOP AWARD

(CITY, State/Province — Date) Knights of Columbus Council (*number*) in (*city*) has received the distinction of Star Council, the international organization's top award for local councils.

The Star Council award recognizes overall excellence in the areas of membership, promotion of the fraternal insurance program, and sponsorship of service-oriented activities.

The award was presented to the membership by (*title and name of presenter*) at a special ceremony held on (*date*).

(*Insert paragraph on council programs and accomplishments.*)

With more than (*number*) million members, the Knights of Columbus is the world's largest Catholic lay organization. It provides members and their families with volunteer opportunities in service to the Catholic Church, the community, families, and young people. In (*year*), the Knights of Columbus at all levels of the organization raised and distributed \$(*number*) million to charity and rendered (*number*) million hours of volunteer service.

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Sample Press Release #4

FOR IMMEDIATE RELEASE

For more information, contact:
Name, phone number, email address
CITY, STATE/PROVINCE, DATE:

KNIGHTS OF COLUMBUS ANNOUNCES SUBSTANCE ABUSE AWARENESS POSTER CONTEST

(CITY, State/Province — Date) Knights of Columbus Council (*number*) in (*city*) will sponsor a local competition for the Knights of Columbus Substance Abuse Awareness Poster Contest. All young people ages 8-14 are invited to participate in the Knights of Columbus Substance Abuse Awareness Poster Contest. Students are encouraged to develop an original poster and slogan idea designed to discourage their peers from experimenting with drugs and alcohol. The Knights of Columbus Substance Abuse Awareness Poster Contest is an annual competition with winning entries progressing to local, district, state/province, and international levels of competition. There will be a division for children ages 8-11 and a division for ages 12-14. All contestants will be recognized for their participation. For entry forms or additional information contact your school principal or (*information*).

With more than (*number*) million members, the Knights of Columbus is the world's largest Catholic lay organization. It provides members and their families with volunteer opportunities in service to the Catholic Church, the community, families, and young people. In (*year*), the Knights of Columbus at all levels of the organization raised and distributed \$(*number*) million to charity and rendered (*number*) million hours of volunteer service.

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Sample Press Release #5

FOR IMMEDIATE RELEASE

For more information, contact:
Name, phone number, email address
CITY, STATE/PROVINCE, DATE:

KNIGHTS OF COLUMBUS COUNCIL DONATES WHEELCHAIRS

(CITY, State/Province — Date) Knights of Columbus Council (*number*) in (*city*) today donated (# of wheelchairs) to (*state or country of distribution*) through the Global Wheelchair Mission. Since 2003, the Knights of Columbus has been committed to the delivery of wheelchairs around the world to people in need of mobility. The program began with 2,000 wheelchairs that were sent to recipients in Afghanistan and has grown to regular distributions in Mexico, Central and South America, the Middle East, Asia and to veterans in the United States. In 2007, the Knights of Columbus distributed 2,000 wheelchairs to veterans in four United States cities with help from local VA hospitals. For more information contact grand knight (*name/town*), Knights of Columbus (*Name of council*) Council (*number*) or visit www.kofc.org.

With more than (*number*) million members, the Knights of Columbus is the world's largest Catholic lay organization. It provides members and their families with volunteer opportunities in service to the Catholic Church, the community, families and young people. In (*year*), the Knights of Columbus at all levels of the organization raised and distributed \$ (*number*) million to charity and rendered (*number*) million hours of volunteer service.

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Sample Press Release #6

FOR IMMEDIATE RELEASE

For more information, contact:
Name, phone number, email address
CITY, STATE/PROVINCE, DATE:

KNIGHTS OF COLUMBUS ANNOUNCES (\$ NUMBER/POUNDS OF FOOD) DONATED FOR FOOD FOR FAMILIES PROGRAM

(CITY, State/Province — Date) — (Name of council) Knights of Columbus Council (number) in (city) today donated (\$ number/pounds of food) to (state or country of distribution) through the Food for Families Program. According to Grand Knight (name/town), the fundraiser was a success, donating to the local food pantry during the holiday season when the need for donations and support are so great.

Knights of Columbus members throughout the organization helped provide for hungry families last year by donating millions of meals through the Food for Families program. Councils participated in a wide range of programs to provide food to those in need. Support is also provided in the form of monetary donations as well as volunteering, by helping to sort food and perform other valuable functions. For more information contact grand knight (name/town), Knights of Columbus (Name of council) Council (number) or visit www.kofc.org.

With more than (number) million members, the Knights of Columbus is the world's largest Catholic lay organization. It provides members and their families with volunteer opportunities in service to the Catholic Church, the community, families and young people. In (year), the Knights of Columbus at all levels of the organization raised and distributed \$ (number) million to charity and rendered (number) million hours of volunteer service.

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Media Alert Guidelines

Media alerts should be sent to announce an upcoming event and to encourage the media to attend.

Creating your media alert:

- Print on council letterhead, including a local contact person and specific information for your council.
- Type "Media Alert" at the top of the page.
- Write a catchy, short headline (title), designed to get the media's attention.
- Keep the media alert to one page — the shorter the better.
- List the Who, What, Where, When, Why and How information in clear simple words. Tell the media WHY they should cover this event.

Sample Media Alert

MEDIA ALERT

For more information, contact:
Name, phone number, email address
CITY, STATE/PROVINCE, DATE:

KNIGHTS OF COLUMBUS INTERNATIONAL

FREE THROW CHAMPIONSHIP

WHAT: (community name) youth compete in the Knights of Columbus International Free Throw Basketball Championship.

WHERE: (name and address of location)

WHEN: (date and time)

WHY: (insert benefits of contest)

VISUALS: Boys and girls aged 10-14 from throughout (name of community) give basketball free throws their best shot.

Sample Public Service Announcement

Print on council letterhead and include local contact information.

PUBLIC SERVICE ANNOUNCEMENT

(City, State)

(Date)

KNIGHTS OF COLUMBUS SPONSORS CPR TRAINING PROGRAM

CPR can save lives. The Knights of Columbus, in cooperation with the American Heart Association, is sponsoring a special CPR workshop on *(date)* at St. Joseph's High School from *(time)*. To register, call *(phone number)*. You can learn CPR. Please do. You owe it to yourself, your family and your community.

Time: 30 seconds
For more information, contact
(Name, phone number, email address)

Media Contacts

Media Organization: _____

Contact Name: _____

Street Address: _____

City, State/Province, Postal Code: _____

Phone # and Best time to contact: _____

Email: _____

Deadline: _____

Notes

Notes

