

MEET STATE PUBLIC RELATIONS CHAIRMAN RON GOODRICH

In his fifteenth year as co-publisher of the Nebraska Knights Courier, Ron Goodrich has accepted the position of Public Relations Chairman for the State Council. Along with his wife, Duffi, and their adult son, Aaron, Ron continues to be responsible to oversee and produce annually four issues of Knights Courier, and many other volunteer print projects. He will also oversee and produce any other publications/printed pieces the State Officers, Directors, and Chairmen deem a priority.

This coming fraternal year, Ron will be also be responsible to oversee a monthly reminder to all councils to submit all types of publicity their council has done the previous month to promote the Knights and their council programs. Submitting these informal reports will help councils earn points toward the Publicity Award presented each year at the State Convention.

Ron is a member of Fr. William A. Foster Council 9518, Ralston, and has been an active member and a Third Degree Knight since 1990. He became a Fourth Degree member in June of 2008. Also active in parish and community life, Ron served on the St. Gerald Parish Council, the Building Committee, as a mentor in the RCIA Program and a RENEW coordinator. He was also a youth leader in the Godparent Program, visited homebound for over 10 years to bring them the Eucharist, created and headed the parish parking lot and lock-up security patrols and was a youth baseball coach and Cub Scout leader.

Ron currently serves as an EMHC at Masses and helps with annual events such as 40 Hours of Adoration (Lent) and is the parish photographer. He volunteers his services to an Omaha-area Catholic high school and several other Omaha-area organizations. A 29-year veteran of the Omaha Police Department, Ron and Duffi, his wife of 48 years, and their adult son, Aaron, have owned their own business for the past 25 years.

PUBLIC RELATIONS ACTIVITIES

Publicity and Public Relations: Public relations are an important component of the Knights of Columbus. Public relations in its broadest sense is the art of making the public aware of:

- What an organization is doing
- Why it is doing it
- The people it serves
- How it contributes to the welfare of the community as a whole.

Through communication, we can inform people about the activities of the Knights and when these activities will be taking place. By doing this, we can motivate our members to get involved in the Council through participation in the activities and through individual action. We can give our members a sense of responsibility and pride. We can also make recruitment easier since more people will be familiar with what our organization is and what we are doing.

When you check out the points available to be earned, please note that there have been additions and changes from previous years. In order for your council to earn any of these points, the specific items must be brought to the attention of the PR Chairman. Do not expect him to hunt through newspapers, bulletins, etc. to find your council's name/article. Simply having your council's name on a calendar of events or space reservation within a parish does not qualify for points.

Publicize Your Events: Create a yearlong calendar with the planned events, adding more as they occur. Assign a member the task of handling the PR for each event. Members responsible for the communication of council activities should acquaint themselves with the appropriate people at the diocesan and local newspapers, radio, and television stations.

Always write a news release about each event and send to diocesan and local newspapers. When writing news releases for the press or providing the newspaper staff with information, always remember to give them background information. The information should include the who, what, when, where, why, and how of the local program or project.

Publicize the event well in advance through whatever other media is appropriate (parish bulletin, pulpit announcement, flyers and posters, newspapers, radio/TV community calendars). Always be sure to include the name of a contact person and their phone and email.

Assign someone to take as many photos as possible. (Please check out the photo publishing policy at <http://nebraskakofc.org>), take notes and get comments from participants, the Grand Knight and anyVIPs. Events such as the kickoff of the Tootsie Roll[®] Drive, an annual fish fry, or recognition of council award winners might offer special visual appeal, and therefore, special efforts should be made to get a photo of these activities.

If you use your mobile phone or tablet to take these photos, take them at the highest resolution possible. A medium quality digital camera is best suited for these events. Take the photos at the highest quality possible. If the photos are to be taken outdoors, make sure the sun is not in the eyes of the subjects and that they remove their hats and sunglasses.

Write a summary and publicize in the same manner as you did in “advance” the results of the event (money raised, benefactors, community enjoyment) as is appropriate. Consider sending your final article to Supreme for one of their online publications or Columbia magazine. Even if you are politely rejected, keep trying after each event. Instructions on how to write and send articles and photos can be found at <http://www.kofc.org/un/en/columbia/index.html>

Council Newsletter: An editor should be appointed for the council newsletter. He should have a sense of organization. His duties are to get items of interest, possibly solicit advertisements and oversee the layout of the publication. A single copied sheet is the simplest format. More elaborate council newsletters may be used. The choice of format usually depends on the budget and the volume of available news. If the publication is to be printed, it may be financed through the acceptance of carefully chosen advertisements. Many Councils choose to send their issues through email or post them online on the council website.

Council Website: A council website is important; not only for current members, but for anyone in your area seeking information about the Knights. Your council webmaster should have a basic knowledge of working with a website. Often members ask their children to help. It’s also important to keep your website current. A website is only as good as its information.

Free web space is provided to councils on the state site. The State Website Chairman will assist you in setting this up and guide your person through the process. There is usually no expense incurred.

Other Tools: When using other media pieces, make sure you are identified as the Knights of Columbus. For example, roadside signs and banners need to at least display the 3rd Degree emblem, but would be best to have the council name and location (Knights of Columbus Council 1234, Omaha).

DON'T WAIT UNTIL MARCH 1, 2018 TO SUBMIT! It is not necessary to wait until March 1 to send any publicity information for award consideration. Send any publicity with the form on a monthly or quarterly basis and we'll keep track. Gather your information and fill out the form (online under “Resources”, “PDF Forms” or http://nebraskakofc.org/ICC/PR_Award_Points.pdf)

Public Relations Points for Awards

Accepted article/picture in <i>Columbia</i> Magazine or any other online or printed publication from Supreme (<i>send sample to PR Chairman</i>)	15 points
Rejected article/picture in <i>Columbia</i> Magazine or any other online or printed publication from Supreme (<i>forward email from Supreme to PR Chairman</i>)	5 points
Article in “Around the State” on the State Website (<i>send sample to PR Chairman</i>)	10 points
Photos accompanying article (each)	1 point
Photo submitted to “Around the State” on the State Website without an article but with a caption (each) (<i>PR Chairman will check online</i>)	5 points
Article/Picture in Diocesan Paper (<i>send sample to PR Chairman</i>)	10 points
Article/Picture in Local Paper (<i>send sample to PR Chairman</i>)	10 points
Extra pictures included with article in diocesan/local newspapers (each)	1 point
National TV/radio interview/feature story (<i>send description, date & time of airing to PR Chairman</i>)	15 points
Local TV/radio interview/feature story (<i>send description, date & time of airing to PR Chairman</i>)	15 points
Local Community Calendar spots on radio/TV, in newspapers (<i>send description, date & time of airing</i>)	5 points
5 points	
Roadside/billboard signs with Knights of Columbus identified as sponsor of the sign (<i>send a photo of the sign with its location to PR Chairman</i>)	5 points
Family of the Month from Supreme (<i>send documentation to PR Chairman</i>)	5 points
Council newsletter (<i>send to PR Chairman</i>)	5 points each, 60 points max
Council brochure describing the good works that your council does (<i>send to PR Chairman</i>)	5 points
Council website kept current (<i>send URL to PR Chairman</i>)	10 points
Each item listed on final Log Book and submitted by the deadline(s) (supplied by Program Director)	5 points each, 50 points max

All items to be counted toward award points **MUST BE** easily identified/seen by the Public Relations Chairman. PLEASE have your submittals organized according to the points earned as listed above and include a summarized list with the actual items.

To be eligible for points, you must send tear sheets (sample)/requested documentation of any of the items listed above to:

Ron Goodrich, 8818 Ohern St, Omaha, NE 68127-2536.

All emails **MUST** be directed to publicity@nebraskakofc.org to be considered.

DUE NO LATER THAN MARCH 1, 2018

These points are used only to determine Publicity Awards; they do not directly affect the ICC Award. The top two councils in each division will be given awards at the State Convention.

NOTE: If one of your members serves at the state level (State Officer, District Deputy, Director, or Chairman) their actions at the state level **DO NOT** count as PR points for your council.

ICC Publicity Award Form

DUE NO LATER THAN MARCH 1, 2018

Check appropriate items below and include any requested information and attachments. URL = complete web address.

You may copy this form as often as needed.

Featured Article/picture in *Columbia* magazine or any other online or printed publication from Supreme

Include a copy or identify URL here:

Rejected article/picture in *Columbia* magazine or any other online or printed publication from Supreme.

Print and attach email from Supreme.

Article/picture in diocesan paper/website.

Include a copy or identify URL here:

Extra picture(s) included with article in diocesan paper/diocesan website.

Identify which article if submitting more than one.

Picture showing your council visible as Knights (shirts, aprons, etc.) serving the community

Identify how you are serving community, date, location.

Article/picture in local paper/website.

Identify which article if submitting more than one.

Article/picture sent to Nebraska Knights *Courier* but not used.

Email to Publicity@NebraskaKofC.org or include with this form.

Article/picture in Nebraska Knights *Courier*.

Identify which issue of *Courier* it was featured in:

National TV/radio/webpage/Facebook story.

On a separate sheet of paper, summarize story, indicate date & time of airing.

Local TV/radio/webpage/Facebook story.

On a separate sheet of paper, summarize story, indicate date & time of airing.

Local Community Calendar spots - radio/TV/newspapers/online.

If radio/TV, name the station, event, dates. If online, identify URL here:

Roadside/billboard signs with Knights of Columbus identified as sponsor of the sign.

Include a photo of the sign and give its location.

Family of the Month designated by Supreme.

Include documentation or give the month/year here:

Council newsletter and/or regular article in parish bulletin/parish newsletter.

Attach a sample or email to Publicity@NebraskaKofC.org.

Council brochure describing the good works that your council does.

Include a sample.

Council website or page on parish site kept current.

Identify URL here:

Council social media account (Facebook, Twitter, etc.) monitored and current.

Identify URL here:

Council recruitment/other videos.

Include a DVD or URL if posted on a website:

Other - name what it is here:

On a separate sheet of paper, describe and include any copies, photos, URL, etc.