

# Knights of Columbus



## Public Relations and Publicity Guide



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## Introduction

Sometimes it seems that the outstanding work we do as Knights for our Church and community is our best-kept secret. That's unfortunate, because these works would attract qualified men to join our Order and increase our ability to do good for others.

Public relations can be a very useful communications tool in letting people know what the Knights of Columbus is about and the good works that our members do. This guide offers the "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 press release efforts are free.

Unlike advertising, public relations cannot guarantee control of where, when and even if coverage will occur. That is the media's final decision. However, when successful, public relations can create a major impact, since the media present the desired message on editorial pages and news broadcasts as opposed to paid advertising space and broadcast time. This is called a "third-party endorsement," and it is very valuable to the credibility of an organization and its message.

## How to Recognize a News Story

Information sent to news sources must 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, Substance Abuse Awareness Poster 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 courses
- Unusual or extensive church renovations
- Student loan programs, 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



## 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 clear signage and branding on the background banner, identifying what the event is and that it's a Knights of Columbus-sponsored event.*

## 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.

### Web-based/Social Media

Web-based or "Social Media" includes, but is not limited to, mobile communications such as text messaging, the internet, and networking apps and websites.

Examples include: social networking sites such as Facebook, Google+, Pinterest and LinkedIn; video- and photo-sharing sites such as Flickr, Instagram and YouTube; microblogging sites such as Twitter and Tumblr; discussion boards such as Yahoo!; online encyclopedias such as Wikipedia; as well as all websites and/or platforms that allow users to publish user-generated content.

According to the U.S. Conference of Catholic Bishops, "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.

Please 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, ethnic 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, church 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.

# The Mechanics of Public Relations and Publicity

## Defining Target Markets

Reaching the right people with the right message 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.



# Public Relations and Publicity

## ***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.

## 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 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 #2

### Exposure and Cropping



*Dark exposure and poor cropping (men cut off on both the left and right) are shown here.*



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

## Photo Guidelines

*(See Appendix for sample photo release form, photo caption and “Tips For Better Photos.”)*

### *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.).

- Always provide photo captions, identifying the people from left to right. Double-check all names and titles.
- Email digital photo files of at least 300 dpi at 4" x 6" or 5" x 7." JPG format is the most familiar and universal file type.

## 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.

On occasion, the Supreme Council produces radio and television PSAs which local councils can obtain free of charge to provide to local media.

## Columbia Guidelines

Members of the Order receive *Columbia* magazine each month. Published in English, French and Spanish, along with a shortened version in Polish (online only), the magazine contains general interest features, columns and news on the Order.

*Columbia* is particularly interested in feature stories, of interest to all readers, on K of C projects aimed at solving community problems. Ask yourself: “Is our activity of interest to members in...?”

“Knights of Columbus News” is a monthly roundup of developments from the Supreme Council, the board of directors and the Supreme Council headquarters. It is written almost exclusively in-house with direction from upper management.

“Knights in Action” highlights activities of local and state councils, assemblies, and circles that may spark ideas for projects in other jurisdictions and serve as a model of Columbianism for Knights or prospective members. Examples of activities appropriate for this section include a council that raises money for a crisis pregnancy center, runs a weekly soup kitchen or sponsors a nonprofit housing development for senior citizens.

About 50 percent of news items submitted by local and state councils eventually appear in *Columbia*. Due to the magazine’s production schedule, though, material for “Knights in Action” is prepared up to two months in advance of its publication online. Because of space limitations and the large number of submissions, it takes several months for an item to appear in the magazine.

The magazine also seeks color action photos of volunteer projects for the “Knights in Action” and “Building A Better World” pages. The latter is a feature on the inside back cover that highlights a council’s service to Church or community and the need for recruiting new members.

The *Columbia* online edition, available at [kofc.org/columbia](http://kofc.org/columbia), contains many of the features and columns found in the print magazine. A Knights in Action webpage is also updated monthly at [kofc.org/knightsinaction](http://kofc.org/knightsinaction) with an expansive selection of report and photos of qualifying projects. The Knights in Action webpage includes frequently asked questions on sending in reports and tips for taking quality photos.

Guidelines can also be found in the flyer, “Your Story in *Columbia*.” Copies of the flyer are available from the Columbia office and are provided to each council in the annual Surge with Service mailing.

If your council did not receive the flyer, please contact *Columbia* by using the contact information listed below. If you do not have the flyer, follow the press release and photo release guidelines given elsewhere in this booklet. In all cases, photo submissions should be in color.

Materials to be considered for Knights in Action should be sent via the online submission form at [kofc.org/knightsinaction](http://kofc.org/knightsinaction). Alternatively, you may email submissions to [knightsinaction@kofc.org](mailto:knightsinaction@kofc.org), or in the case of hard copies, send them to Columbia, 1 Columbus Plaza, New Haven, CT 06510-3326. Photos via email should be sent as separate attached image files and not as part of a Word, PDF, or PowerPoint document. Images should be sent at their largest size and resolution. Be sure to include caption information in the email.

## 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](mailto:kofccouncilXXXX@gmail.com)).
- Establish dedicated email addresses for each council officer position (e.g., [kofccouncilXXXXadvocate@gmail.com](mailto: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.

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 Department of Fraternal Services, 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 First, Second and Third Degree exemplifications
- 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.

Lastly, members engaged in the sale of financial products and services shall not be eligible for the office of financial secretary in his council. If a member becomes so engaged while serving as financial secretary, he should inform the Supreme Knight immediately c/o Office of Financial Secretary.

## 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

The name and emblem of the Knights of Columbus are among its most valuable assets. For this reason, the Order has registered them as trademarks in the various countries where the Order is active. In addition, the Order has numerous other marks, many of which have also been registered. The registered and unregistered trademarks and service marks (collectively the “Marks”) of Knights of Columbus are valuable properties belonging to the Supreme Council.

Proper use of the Order’s Marks, including its name and emblems, is a critical element of protecting the Knights of Columbus’ name, emblems, trademarks, service marks, and reputation (collectively the “brand”). Protecting the Knights of Columbus brand is one of the most important responsibilities of any Knights of Columbus officer.

The Board of Directors has granted limited permission to Subordinate Units to use the Marks, including its name and emblem, in connection with any activity that constitutes “Ordinary Fraternal Use.”

“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:

1. Increase public recognition of the Order, consistent with the Catholic mission and identity of the Knights of Columbus
2. Promote charitable, fundraising, or civic activity, consistent with the Catholic mission and identity of the Knights of Columbus
3. Enhance the fraternal bond among members of a Subordinate Unit
4. 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 the 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.

“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 add 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.

See below for example:



**Sponsored by:**  
**Father Michael J. McGivney Council # 1234**  
**Hudson, OH**

If a subordinate unit’s proposed use of the Order’s Marks does not fit within the definition of “Ordinary Fraternal Use,” the subordinate unit, through their respective state deputy, is required to request authorization from the Board of Directors. The Board has delegated the responsibility for evaluating such requests to the Name and Emblem Committee, which comprises senior Home Office personnel and is chaired by the Supreme Secretary. All questions relating to the use of the Order’s Marks, including its name and emblem, should be submitted via email to the Committee at [nameandembleminquiries@kofc.org](mailto:nameandembleminquiries@kofc.org).

**The procedure for obtaining authorization for use of the name and emblem of the Order for proposals originating from local councils or assemblies is as follows:**

1. Upon the vote of the local council or assembly, the grand knight or faithful navigator submits a written request to his state deputy, including all relevant details relating to the proposed use of the name and emblem;
2. The state council officers review the written request and decide whether to endorse the proposed use. If the state council officers endorse the proposed use, the state deputy then forwards the grand knight's request to the Name and Emblem Committee, along with his own written statement of endorsement, via email to [nameandemblem inquiries@kofc.org](mailto:nameandemblem inquiries@kofc.org); and
3. The Name and Emblem Committee will consider the request and will notify the state deputy and the grand knight by email whether the proposed use has been authorized.

**The procedure for obtaining authorization for use of the name and emblem of the Order for proposals originating from a state council is as follows:**

1. Upon the vote of the state council officers, the state deputy submits in writing the state council's request to the Name and Emblem Committee, along with his own written statement of endorsement, via email to [nameandemblem inquiries@kofc.org](mailto:nameandemblem inquiries@kofc.org); and
2. The Name and Emblem Committee will consider the request and will notify the state deputy by email whether the proposed use has been authorized.

For further clarification about Use of the Marks, please consult the "Name and Emblem" tab located on the Officers' Desk Reference.

## 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."<sup>2</sup> 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.

<sup>2</sup>Google 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")
- 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 NEW OFFICERS

(*CITY, State/Province — Date*) — (*Name of council*) Knights of Columbus Council (*number*) in (*city*) today announced its new officers for (*year*).

The officers are: Grand knight or local president (*name/town*), chaplain (*name/town*), deputy grand knight (*name/town*), chancellor (*name/town*), and recorder (*name/town*). Other officers named are: financial secretary (*name/town*), treasurer (*name/town*), lecturer (*name/town*), advocate (*name/town*), warden (*name/town*), and guards (*names/towns*). The Board of Trustees includes: (*names/towns*).

Grand knight (*last name*) has been a member of the Knights of Columbus for (*number*) years, serving in the positions of (*list positions*). A resident of (*city*), grand knight (*last name*) is (*occupation, company and location*). He resides at (*address*) with his (*wife/children, list names*).

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:

### 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 #4

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.

###

## Sample Press Release #5

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.

###



## Sample Press Release #6

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](http://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.

###

## Sample Press Release #7

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](http://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.

###

## 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*)

## Tips for Better Photographs #3

### Closer Is Better



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



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

## 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 Release<sup>1</sup>

<sup>1</sup>Please 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 guardian if the individual is a minor child) to post or publish a photograph or video. A sample Permission Form is below.

## RELEASE FORM

### Permission to Use Photograph or Video

#### Local Council

I grant to the Local Council and its members the right to take photographs and videos of me (and/or my child). I authorize the Local Council to use and publish the photographs and videos in print and/or electronically, as the Local Council deems appropriate, and I consent to such use.

I agree that the photographs and videos may be used with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising and Web content.

---

Signature

---

Date

---

Printed name

---

Child Name (Printed)

---

Signature, parent or guardian

## Tips for Better Photos

Always have your camera handy — 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!



# Guidelines for a Knights of Columbus Location Photo Shoot

For certain charitable events and fundraisers, by request, a team from Supreme Council can be made available to help create the proper setup for the best photo coverage. Otherwise, please keep the following guidelines in mind.

## Setup and Preparation

- Noticeable branding: Have signage denoting the event in the background and along the perimeter
- Logo on clothing: Wear hats and shirts featuring emblems of the Order

Council should provide: K of C signage

Supreme Council can provide: Knights to assist and fill background space (if necessary), hats and shirts.

## Staging

For photo purposes we should have a clean background, whether indoor or outdoor. A large sign or banner can be mounted on a wall, on the back or side of a vehicle, etc.

## Equipment

- Monopod for telephoto shots
- On-camera strobe with multiple rechargeable batteries
- Nikon or Canon 35 mm camera preferred, with high/5000-6400 ISO rating
- Lenses ranging from 14mm to 200mm
- Media card(s): 60MB/s — 8GB compact flash cards
- Back-up camera body and strobe when necessary

## Standards

- Shoot both jpg and raw
- Horizontal format preferred
- Use creative photo angles, featuring members, product, venue and signage
- Tell a story — create a photo essay
- Use K of C members from Supreme as background members wearing branded clothing
- Photograph people with multiple ages and ethnicities

## Practices

- Be unobtrusive and discreet
- Be aware of video staff and/or TV production stationary camera positions
- Use available light within Church during Mass; available light is preferable with mix of bounce flash when needed

## 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.*





## Notes

## Notes



