



Illinois State Council
Knights of Columbus
Website: <http://illinoisknights.org>

**Office of
Public Relations & State Newsletter**

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Public Relations

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.

The Supreme Council of the Knights of Columbus publishes a complete guide on Public Relations and Publicity for councils which can be found at:

<https://www.kofc.org/en/resources/service/council/publicity.pdf>

Illinois State Council Public Relations Contest

Councils within the Illinois State jurisdiction have an opportunity to participate in three (3) separate public relations contests:

- I. Council Newsletter Award Contest
- II. Council Activity Scrapbook Award Contest
- III. Council Community Public Relations Award Contest

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I. Council Newsletter Award Contest

Many councils in Illinois publish monthly or bimonthly newsletters, and a competition is held each year for the Council Newsletter Award, which is awarded at the annual state convention.

Every council is encouraged to produce a newsletter, because it's a very good way of staying in touch with members, and encouraging less active members to become more involved.

Entries in this category will include actions and activities that advance the awareness and positive image of the Knights of Columbus in the parish and the community at large.

Newsletters will be judged by fellow Knights from the six dioceses in the state. A table will be provided at the state convention, for placement of your council newsletters for the fraternal year.

Entries must be placed on the table by 12:00 Noon on the Saturday of the state convention weekend.

All entries must have their Judging Criteria Form attached.

Judging Criteria Form can be found at the end of this document. Winners will be announced on Sunday morning.

Newsletter Judging Criteria

The newsletters will be evaluated on General Appearance, Content, Organization and Mechanics. Some general guidelines are listed below.

General Guidelines

- The newsletter should be published at least quarterly.
- If you accept advertising to offset the cost of your newsletter, NO advertising from Insurance Companies that compete with the Knights of Columbus Insurance can be accepted.

Content Guidelines

- Your Council Chaplain should be given an opportunity to provide remarks in each issue. Write your article in a timely, organized, easily read POSITIVE tone.
- Your newsletter should be used to comment on your Council's progress and encourage participation in upcoming events, as well as, public recognition for all awards and recent work well done.
- Family or the Month and Knight of the Month profiles should be a regular feature.
- Dates of upcoming Degrees should be included.
- Remember that what is satire to some, can be offensive to others. Choose your words like a true journalist and Knight.

Visual Display Guidelines

- Your newsletter should be typed or word processed in a font and type size that is easy to read.
- The pages should be formatted to present material in an uncluttered fashion.
- Use "clip-art" or other graphics to add visual appeal.
- Avoid "text only" pages as often as possible.

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II. Council Activity Scrapbook Award Contest

A council activity scrapbook is an opportunity to present your council's programs and activities for the fraternal year. It showcases a council's milestones and memories of its parish, community, events and many of the faithful surrounding the council.

This includes, but is not limited to, how well the contents of the scrapbook reflect the five service program areas, the number of activities the council participated in during the year, continuity, and quality of contents.

Scrapbooks will be judged by fellow Knights from the six dioceses in the state. A table will be provided at the state convention, for placement of your council scrapbook for the fraternal year.

Entries must be placed on the table by 12:00 Noon on the Saturday of the state convention weekend.

All entries must have their Judging Criteria Form attached.

Judging Criteria Form can be found at the end of this document. Winners will be announced on Sunday morning.

Scrapbook Judging Criteria

The scrapbooks will be evaluated on General Appearance, Content, Organization and Mechanics.

What Format Can Be Used?

You can use whatever format of book, scrapbook, 3 ring-binder, report cover or other style the council would like to use.

What do I include in the scrapbook?

Anything and everything, within reason, that will "Tell the Story" of your council's project or activity. Elements you want to consider including are as follows:

- A brief 1 or 2 paragraph summary
- Statement of council project or activity in detail
- Number of members and percentage of council membership participating
- Numbers of hours donated by members
- Costs involved
- Funds raised
- Newspaper articles
- Photographs
- Church bulletin write ups
- Letters of support or thanks
- Results of the project or activity
- Anything else that can support, promote or enhance the story

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When do I start the scrapbook?

The best time to plan the scrapbook is at the beginning of the fraternal year when the council maps out its programs and activities for the year. You then will have adequate time to acquire all of the necessary records, photographs, articles, and other material to include in the scrapbook as the project or activity is being organized and implemented.

What are the Do's and Don'ts?

DO:

- Plan ahead
- Keep great records
- Publicize the project or activity
- Keep copies of the papers or bulletins
- Solicit support from the Pastor, Chaplain and Community leaders for the project or activity
- Take quality photographs
- Organize and present the material in a smooth flowing story format

DON'T:

- Wait until the last minute
- Just "throw" it together
- Treat it like it's not important
- MISS the submission deadline!!
- Over do it with volume that is not pertinent.

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III. Council Community Public Relations Award Contest

Public relations is based on communicating a message to an audience. To build a truly effective public relations program, the council's messages should be ongoing to strengthen the Order's image and broaden its impact on society.

Following the guidelines in this site, you will be able to conduct effective and consistent publicity programs for your council. There are many rewards and benefits to a well-planned public relations program. For the Knights of Columbus, an effective program can:

- Create awareness in the community for our Order and its contributions.
- Build a positive image for the Knights of Columbus as a whole, and your council in particular.
- Create valuable exposure for the council and its activities.
- Communicate key messages to target audiences.
- Clear away misconceptions.
- Strengthen community support for the Knights of Columbus and its mission.
- Assist in recruiting new members.

Public relations is communications designed to create positive, widespread awareness of an organization, its role, programs and mission. A critical part of public relations is publicity. Successful publicity efforts result in editorial media exposure in the form of news or feature articles in newspapers and magazines, and references, announcements or interviews on radio and television stations. Publicity is a very effective way to inform the public about the many aspects of the Knights of Columbus in your community.

Contest Submission

To be considered for this award:

- Councils must apply by sending their submission through the **mail** or electronically (**email**) to:

Garry Daly

Public Relations and Newsletter Editor
619 Birchwood Drive
North Aurora, IL 60542-1027

grdaly@sbcglobal.net

- Furnish copies of articles and pictures that appeared and give the name of the publication.
- If your council was mentioned on the radio or on television broadcast, provide the name and call letters of the station and identify for what activity the council was mentioned. Ads on cable television **do not count**.
- Picture of Knights of Columbus sign coming into your city.

Entries must be received no later than one week prior to the state convention weekend.

All entries must have their Judging Criteria Form attached.

Judging Criteria Form can be found at the end of this document. Winners will be announced on Sunday morning of the state convention.

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NEWSLETTER JUDGING CRITERIA FORM

Council Name: _____
(Please Print)

Council Number: _____

Submitted by: _____
(Please Print)

Phone Number: _____

Attributes	Points Possible				Points Awarded
	Very Good	Good	Fair	Poor	
1. General Appearance:					
a. Layout and spacing – neat and appealing	5	4	3	2	
b. Font – size and appearance makes newsletter readable	5	4	3	2	
c. Use of color – neat and attractive but not distracting	5	4	3	2	
d. Graphics, illustrations and pictures are clear and well-cropped	5	4	3	2	
2. Content / Quality:					
a. Local Council news	10	8	6	4	
b. Article from the Council Chaplin each issue	10	8	6	4	
c. Article from the Grand Knight each issue	10	8	6	4	
d. New articles address specifics: (Who, What, When, Where, and How)	10	8	6	4	
3. Organization:					
a. Easy to find information quickly – clear headings and index	5	4	3	2	
b. Graphics, pictures and illustrations relate to and support the article they accompany	5	4	3	2	
c. Sections or articles clearly distinguishable from one another (i.e. Headlines and captions)	5	4	3	2	
4. Mechanics:					
a. Judging Criteria Form attached, all information is filled in, and easily readable	5	4	3	2	
b. Correct spelling and grammar	10	8	6	4	
c. Punctuation	5	4	3	2	
d. Two to Eight pages in length	5	4	3	2	
Total Points	100	80	60	40	

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COUNCIL SCRAPBOOK JUDGING CRITERIA FORM

Council Name: _____
(Please Print)

Council Number: _____

Submitted by: _____
(Please Print)

Phone Number: _____

Attributes	Points Possible				Points Awarded
	Very Good	Good	Fair	Poor	
1. General Appearance:					
a. The scrapbook appearance is professional and polished without distractive elements.	5	4	3	2	
b. Font – size and appearance makes scrapbook easily readable.	5	4	3	2	
c. Use of color – neat and attractive but not distracting.	5	4	3	2	
d. Graphics, illustrations and pictures are clear and well-cropped.	5	4	3	2	
2. Content / Quality:					
a. Scrapbook has sufficient content and demonstrates important parish, council and community activities.	5	8	6	4	
b. Images, and graphics were used related to a topic.	5	8	6	4	
c. Clear captions with at least three complete sentences.	5	4	3	2	
3. Organization:					
a. Display is interesting and attractive. Materials are complete and organized to present the ideas well.	5	4	3	2	
b. Scrapbook is excellently presented reflecting creativity and a lot of thought.	5	4	3	2	
4. Mechanics:					
a. Judging Criteria Form attached, all information is filled in, and easily readable.	5	4	3	2	
b. Correct spelling, grammar and punctuation.	5	4	3	2	
Total Points	60	48	36	24	

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COUNCIL COMMUNITY PUBLIC RELATIONS JUDGING CRITERIA FORM

Council Name: _____ Council Number: _____
(Please Print)

Submitted by: _____ Phone Number: _____
(Please Print)

Council Public Relations Chairman: _____
(Please Print)

Activity	Points Possible	Points Awarded
1. Council Public Relations Chairman appointed and Judging Criteria Form is attached.	100	
2. Council article appearing in Diocesan paper or local paper. (points awarded for each article appearing)	25	
3. Council Article appearing in the Columbia Magazine. (points awarded for each article appearing)	50	
4. Picture in any of the above publications. (points awarded for each picture)	50	
5. Mention of Council name on radio. (points awarded for each announcement)	50	
6. Mention of Council Name on Television in broadcast. (points awarded for each broadcast)	50	
7. Knights of Columbus sign on entering your city.	100	
Total Points		