

PUBLICITY POINTS FOR AWARDS

Featured article/picture in <i>Columbia</i> magazine or any other online or printed publication from Supreme	15 points
Rejected article/picture in <i>Columbia</i> magazine or any Supreme online/printed publication	5 points
Article/picture in diocesan paper	10 points
Article/picture in local paper	10 points
Extra picture(s) included with article in diocesan/local newspapers (each)	1 point
Picture showing your council visible as Knights (shirts, aprons, etc.) serving the community	1 point
Article/Picture sent to Nebraska Knights <i>Courier</i> but not used	5 point
Article/Picture in Nebraska Knights <i>Courier</i>	10 points
National TV/radio/webpage/social media story	15 points
Local TV/radio/webpage/social media story	15 points
Local Community Calendar spots radio/TV/newspapers/online (other than parish/council website)	5 points
Roadside/billboard signs with Knights of Columbus identified as sponsor of the sign	15 points
Council Family of the Month designated by Supreme	5 points
Council newsletter and/or regular article in parish bulletin/parish newsletter	5 points each, 60 points max
Council brochure describing the good works that your council does	15 points
Council website or page on parish site kept current	15 points
Council social media account (Facebook, Twitter, etc.) monitored and current	15 points
Council recruitment/Mass for shut-ins/other videos	15 points
Each of the other required ICC forms submitted by the deadline(s)	5 points each, 50 points max

If some form of advertisement/publicity used by your council does not fit a category above,
include it anyway with a complete description and any documentation possible.

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.

DUE MARCH 1 OF EACH FISCAL YEAR

Please use the ICC Publicity Award Form
on the next page or online at nebraskakofc.org

These points are used only to determine Publicity Awards.

They do not directly affect the Council of the Year Award.

The top two councils in each division will be given awards at the State Convention.

Ron Goodrich
Nebraska Knights of Columbus
State Publicity Chairman
402.592.0823
Publicity@NebraskaKofC.org

ICC Publicity Award Form

DUE MARCH 1 OF EACH FISCAL YEAR

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

You may copy this form as often as needed.

	<p>Featured Article/picture in <i>Columbia</i> magazine or any other online or printed publication from Supreme Include a copy or identify URL here:</p>
	<p>Rejected article/picture in <i>Columbia</i> magazine or any other online or printed publication from Supreme. Print and attach email from Supreme.</p>
	<p>Article/picture in diocesan paper/website. Include a copy or identify URL here:</p>
	<p>Extra picture(s) included with article in diocesan paper / diocesan website. Identify which article if submitting more than one.</p>
	<p>Picture showing your council visible as Knights (shirts, aprons, etc.) serving the community Identify how you are serving community, date, location.</p>
	<p>Article/picture in local paper/website. Identify which article if submitting more than one.</p>
	<p>Article/picture sent to Nebraska Knights <i>Courier</i> but not used. Email to Publicity@NebraskaKofC.org or include with this form.</p>
	<p>Article/picture in Nebraska Knights <i>Courier</i>. Identify which issue of <i>Courier</i> it was featured in:</p>
	<p>National TV/radio/webpage/Facebook story. On a separate sheet of paper, summarize story, indicate date & time of airing.</p>
	<p>Local TV/radio/webpage/Facebook story. On a separate sheet of paper, summarize story, indicate date & time of airing.</p>
	<p>Local Community Calendar spots - radio/TV/newspapers/online. If radio/TV, name the station, event, dates. If online, identify URL here:</p>
	<p>Roadside/billboard signs with Knights of Columbus identified as sponsor of the sign. Include a photo of the sign and give its location.</p>
	<p>Family of the Month designated by Supreme. Include documentation or give the month/year here:</p>
	<p>Council newsletter and/or regular article in parish bulletin/parish newsletter. Attach a sample or email to Publicity@NebraskaKofC.org.</p>
	<p>Council brochure describing the good works that your council does. Include a sample.</p>
	<p>Council website or page on parish site kept current. Identify URL here:</p>
	<p>Council social media account (Facebook, Twitter, etc.) monitored and current. Identify URL here:</p>
	<p>Council recruitment/other videos. Include a DVD or URL if posted on a website:</p>
	<p>Other - name what it is here: On a separate sheet of paper, describe and include any copies, photos, URL, etc.</p>