



The Knights Review



2019 - 2020 Fraternal Year

<http://www.kofc15343.org>

January 2020

Grand Knight's Message



Brother Knights,
**Happy New Year , and we
pray each of you and your
families have a blessed 2020!**

Mark **February 10th** on your calendar to attend our Knights of Columbus Benefits Night, starting at 7pm. Snacks and drinks will be available, plus lots of information to benefit you, and your family on how we can better prepare, and secure their future. You don't have to be a Knight to attend. This evening is open to all.

Brother Knights, with the start of a new year, I challenge each of you to dedicate yourself to attending as many Council meetings as possible. Our Council meeting on the fourth Thursday of each month includes your wife and children. Together, we pray the rosary, and eat together. Afterwards the Brother Knights will have their meeting in the Conference Room, and our wives (Lady Knights) and children will enjoy doing some fun stuff (games & crafts) in the Hall. So come and join us. Together we can put our Faith into Action!

God bless you and your family!

Sean Flatley, GK



Pray Everyday



Deputy Grand Knight
Note:



Brothers,
**Abortion Was
the Leading Cause of
Death Worldwide in 2019, Killing
42 Million People.**

A heartbreaking reminder about the prevalence of abortion, statistics compiled by Worldometers indicate that there were over 42.3 million abortions world-wide in 2019. The independent site collects data from governments and other reputable organizations and then reports the data, along with estimates and projections, based on those numbers.

When contrasting the abortion numbers to other causes of death, including cancer, HIV/AIDS, traffic accidents and suicide, abortions far outnumbered every other cause.

By contrast, 8.2 million people died from cancer in 2019, 5 million from smoking, 13 million from disease, and 1.7 million died of HIV/AIDS. Deaths by malaria and alcohol are also recorded.

Worldometers estimates about 58.6 million deaths world-wide in 2019, but that number does not include unborn babies' abortion deaths. Unborn babies are not recognized as human beings even though biology indicates that they are unique, living human beings from the moment of conception and they die brutal, violent deaths in abortions.

Prayerfully submitted by
our Deputy Grand
Knight, Victor Figueroa

Our Financial Secretary Corner



Brother Knights:

Dues notices (2020) have been sent out. Please pay your annual dues (\$25) promptly with either with personal check

made out to K of C Council 15343 and mailed to Rosalio Sanchez, Jr, 2543 Amity Rd, San Antonio, Texas 78210, or at our website: www.Kofc15343.org and click on the button 'Pay Dues'.

Remember, demonstrate your Faith In Action by being a man of faith with the Knights of Columbus...working together, supporting our parish community, charitable causes that we support, and standing tall as an example to all....a Knight. Don't lose this by not paying your annual dues of \$25. However, if you need help with paying this amount, then please call me.

God bless you and your family! Have a blessed Christmas!



Lio Sanchez, FS
210-284-3826
rsanchez6886@yahoo.com

January Meeting Dates

Assembly 1855, Bishop Bernard F Popp Fourth Degree Meeting
Holy Name Catholic Church, 3814 Nash Blvd., San Antonio, TX
Thursday, January 9, 2020, 6:30pm, meal is included.

San Antonio Archdiocese Chapter Meeting Wed., January 15, 2020, 6:30pm at St. John Neumann, 6680 Crestway Rd, San Antonio, TX.
Meal included.

Our Council 15343 Meeting

Santo Niño Parish Hall
5655 Rigsby Ave
San Antonio, TX,
Thursday, January 23, 2020, 6:30pm, Bring family, Meal is included



SK Roberto
Sibug, MBA Field
Agent
Roberto.sibug@kofc.org

210-460-9664

Knights of Columbus INSURANCE Our Field Agent

Your K of C Story Can Influence the World

One individual can inspire other men to do more. That's why sharing your K of C story is powerful. The inspiring deeds of Knights are on full display in "Everyday Heroes." But there are more stories out there – nearly 2 million of them. We need your help to share these stories. Start by appointing a council public relations (PR) or communications chairman. Choose creative Knights who are news junkies or are savvy with marketing. They should work with local media and the Supreme Council Communications Department to spread these stories.

Promoting these stories shows the world who the Knights of Columbus are: Catholic men serving their neighbor and supporting their families. Together, let's tell your stories and inspire the world. (Reprinted from: Victoria Verderame, K of C. org)

Victoria Verderame is a corporate communications manager at the Knights of Columbus Supreme Council Headquarters. Contact her at victoria.verderame@kofc.org. Also, check out the Knights of Columbus Public Relations and Publicity Guide

Monday, February 10th, 7pm..Please attend our Free Knights of Columbus Benefits Night at Santo Niño Parish Hall. You don't have to be a Knight to attend. Food, and lot's of information on securing, and planning your future will be shared.

Important Upcoming Events

Major Degree (2nd & 3rd Degrees)

Saturday, January 25, 2020 from 7am to 1pm, at St. Brigid Council 11596, located at 6907 Kitchner Rd, San Antonio, TX 78240. Email GK Ameen Al-Bahloly at stbak2018@gmail.com. Also contact our Council FS, Lio Sanchez at 210-284-3826

2020 Texas Rally For Life
January 25, 2020, at the Capitol in Austin
1100 Congress Ave. from 1PM to 4PM
TexasRallyforLife.org
For bus or car-pool information:
http://texasrallyforlife.org/buses_and_carpools.html

January Birthdays

We wish a Happy Birthday to the following Brother Knights in January.

Robert Mendez.....9th
 Joel "JR" Ona.....18th

Our Prayers Offered

We pray for the recovery, and needs of the Brother Knights and their families.

Rodrigo (Rod) O Tapawa

In Memoriam - Our Fallen Knights

Eddie G Cantu.....1944 - 2011
 Frank A Gonzalez.....1971 - 2015
 SK Gerald D Langloss, Sr.....1933 - 2017
 Segundino (Ding) Ucab.....1948 - 2018
 Rochester (Roy) Whitaker.....1948 - 2017



Fourth Degree Corner

Fourth Degree Exemplification
 February 8, 2020 at Lackland AFB, San Antonio, Texas.
 More details are available from our Grand Knight.

Upcoming Event:

Sir Knights need to attend Assembly 1855 (4th Degree) meeting at Holy Name Catholic Church, Starting in January 2020.

SK Herman Poothong,
 District 2 Master.

Council 15343 Officers 2019 - 2020

Chaplain: Rev. Father Arnold Ibarra
 Grand Knight: Sean Flatley210-844-0199
 Deputy Grand Knight: Victor Figueroa210-241-4471
 Financial Secretary: Lio Sanchez.....210-284-3826
 Treasurer: Ed Candelaria
 Chancellor: Robert Mendez
 Recorder: SK Jim Irwin
 Warden: Juan Anaya
 Advocate: SK Peter McNamee
 Inside Guard: Jimmy Tello
 Outside Guard: SK Chris Anders
 Trustee - 1 year: Rene Ona
 Trustee - 2 year: SK Henry Mendez
 Trustee - 3 year: SK Dr. Ubaldo Beato
 Trustee Emeritus: SK Dr. Ted Jaceldo
 Lecturer: Jun Sorio



Pro Life – Activities within San Antonio Area



Prayer Opportunities: Abortion Days at Planned Parenthood at 2140 Babcock...early AM on Tuesday and Fridays (sometimes Saturday.)

Join families as they participate in a national "Way of The Cross for Victims of Abortion" Prayer Service, in front of Planned Parenthood, 2140 Babcock Rd, San Antonio, TX 78229



2020 TEXAS RALLY FOR LIFE

Join thousands of Texans at the Texas Rally for Life on Saturday, January 25, at the Capitol in Austin.

1100 Congress Ave, Austin, TX 78701

1:00 PM – 4:00 PM

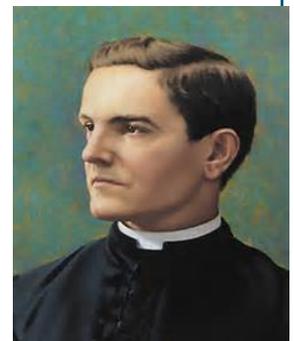
TexasRallyforLife.org



Special Olympics – Activities within San Antonio area

Please contact SK Henry Gonzales for information on how we can help

210-849-6616, or kofcsotx20@gmail.com



District Deputy Corner



FREE THROW CHAMPIONSHIP Free Throw Championship A Higher Purpose

Offer an athletic outlet for youth ages 9 to 14 in your community. Councils can sponsor a competition by ordering a Free Throw Championship Kit, or volunteer to host and/or support the district, regional and state/province championships.

Overview

Since 1972, councils have sponsored the Knights of Columbus Free Throw Championship for boys and girls between the ages of 9 and 14 to provide an athletic outlet and encourage the values of sportsmanship and healthy competition. Kids compete within their own gender and age and progress from local level to district, regional and state/province competitions. This program is a great way to introduce the Knights of Columbus to the community and recruit faithful family men of service.

So Brother Knights of Council 15343, I'm looking forward to seeing you, and the kids from Santo Niño at not only your District meet (TBA in January), but Regional on February 15, 2020 at St. Gerard HS Gym, and State on March 7, 2020 at Lopez Middle School, here in San Antonio.. Make certain that each participant has a copy of their birth certificate, score sheets from Council, and District level, and application.

Always remember that the best recruitment tool is to see Knights in action. Take pictures, and post them. Our Faith in Action programs speak of who, and what we are. Let your light shine, and be able, and willing to tell what being a Knight is all about, and that we are not just a bunch of gray-haired guys flipping pancakes, doing fish fries, and drinking beer. We are men of Faith,

We put coats on kids, protect the unborn, feed the hungry, and hug the Special Olympian. We donate thousands of dollars when disaster strikes our State, and will travel border to border to deliver a Silver Rose signifying our tribute to the Blessed Mother. We work with kids of our parish, and serve as role models to our own. We are Knights and willing to invite other eligible Catholic men to join us.

I challenge each brother Knight with Council 15343 to recruit one candidate this year. Be willing and able to tell any eligible Catholic male your story on how, & why you became a Knight. God bless you and your family. Wishing all of you a blessed New Year.



This Knight Is a PR Expert – Here’s His Advice on Promoting Your Council

By Virginia State Council PR Chairman Woody Berzins, APR

Berzins is accredited in public relations, with decades of experience in strategic communications and media relations. Here are his tips.

First, ask yourself the real question

So, you want to tell your council’s story? That’s the easy part. The real question is “who cares?”

If you know the answer to that, then the rest becomes more manageable and useful. That process has the fancy title of strategic communications.

Sounds important doesn’t it?

Actually it is. Each of us sees or gets countless messages, calls and texts a day. Many we let slide on by, while the rest we decide how and when to reply to, what to say, and so on. All of this is part of strategic communications.

Next, follow these four steps to get started

1. Identify your target audience, i.e., who should want to know about your event.
2. Decide how you’d like to tell them.
3. Use words and/or pictures to share your news.
4. Rethink your first step: Be sure your message is what your target audience wants to know, and be sure that the way you plan on delivering the message is effective.

Why is strategic communication important?

*Former Federal Reserve Chairman
Alan Greenspan puts it well:*

*“I know you think you understand what you
thought I said, but I’m not sure you realize that
what you heard is not what I meant.”*

It’s easy as one, two, three — as long as you’re spot on with number four. And there often is the rub. We’ve got a great story, we’re making a difference, we are helping others, yet we seem to miss the mark in getting the word out.

Then, create a connection with the media

That’s where “strategic communications” comes into play. Media relations begins with, well, the relationship you have with the media.

Ask yourself these questions: Who covers the news in your town? Do they print newspapers, have online editions, blogs, radio or local television stations? Is there a reporter covering community stories?



Sharing your K of C story can have a huge impact, as the video series “Everyday Heroes” — here featuring brother Knight and chaplain of the Chicago Cubs Father Burke Masters — shows. These videos, featuring brother Knights doing extraordinary things, are reaching more than 4 million people. (Photo by Spirit Juice Studios)

create a media event with you. You will likely draw more media attention, and everyone who loves Special Olympics will share the story. The “buddy” may be featured more prominently in the story, but you’ve both made it into the news, so it’s a win for everyone.

Learn the “news value” of your story

Next comes the *news value* of your good works.

That is decided by somebody else, usually an editor or news director. Their motivation is to sell ad space or air time so they can get paid. If the choice is reporting on your council flipping pancakes for charity or the controversial community board vote, guess what wins? And when it comes to reporter resources, most TV or radio news stations are limited to where and for how long the news director can send a news team out to cover a story.

Finally, celebrate the good news

But there’s still good news. You can make the story broader and more enticing. How? “Buddy up” with another organization to make your story have a larger appeal. For example, say you’re fundraising for Special Olympics. Ask the Special Olympics’ local chapter to

“What’s a PR Chairman?” and More

Interview with Alex Cranstoun

Cranstoun is the PR chairman of the District of Columbia State Council. Knightline interviewed him to find out about his state’s success in sharing their story.

What is a PR chairman?

A PR chairman is someone who can manage social media accounts, build relationships with local media and help you get your council’s story out to your community.

What is the key message you share about the Knights in your area?

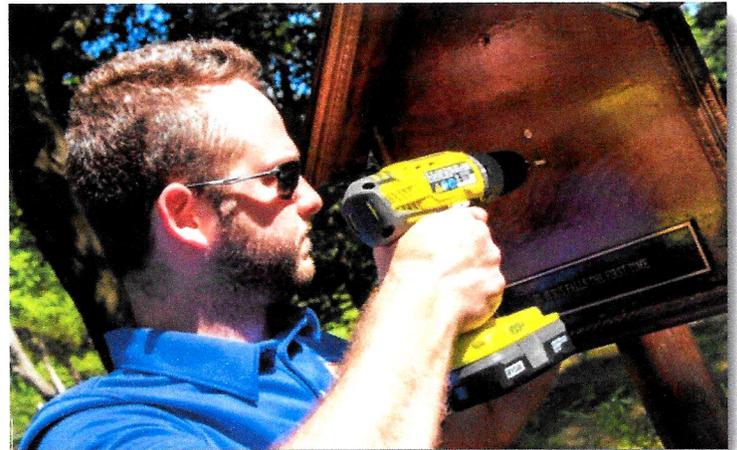
Our message is really about *who* the Knights are in their area. They are fathers, brothers, sons, who want to do good in their communities.

How do you identify which story to share?

By looking at each event’s specific goals, we’re able to identify who would be interested in learning about/supporting that event in the future, or if any local media would be interested in the event itself. In other words, a fraternal social event at a bar isn’t going to make the local media (nor should it), while assisting in the restoration of a set of stations of the cross just might be of interest to diocesan papers.

How did you become familiar with the media in your local area to attract their attention?

It’s all about building relationships and being open to working with them. Focusing on charity and unity will help, because a lot of local journalists want to share positive and uplifting stories. Keeping them in the loop about what’s going on is very beneficial as well, even in an informal manner.



State Warden Nicholas Shields helps restore outdoor stations of the cross at Pallottine Seminary at Green Hill in West Hyattsville, Md. The restoration was a joint project between Council 433, Council 9542 and Council 16773, all in Washington, D.C. (Photo courtesy Alex Cranstoun)

How do you share your story – via press releases, social media, both? What way gets the most response?

Both! Having a write-up after an event on a council website is a big help because I can easily link to it on social media. Additionally, we send out press releases/media advisories for events which might garner press coverage. These are generally circulated to journalists as well as posted on our website.

Do you have tips to share with councils looking to create a PR chairman position?

The first thing that a council needs to do is to look at what their needs are. Do you need social media accounts? Local media coverage? Better communication with your parish community? A photographer? A website? Something else?

Finally, remember this: A PR chairman doesn’t have to do it all alone. For example, if someone else in the council took pictures at an event, the PR chair wouldn’t have to be behind the camera the whole time. He could instead turn his talent to writing about what happened and then share it with local papers and news channels.



Knight Nicholas Shields gets assistance from his son, Charlie, during the restoration project. (Photo courtesy Alex Cranstoun)

In addition to serving as the D.C. state PR chairman, Cranstoun is grand knight of Potomac Council 433 and works as the media manager for the Catholic Apostolic Center. He focuses on development, implementation and maintenance of promotion and production efforts, including podcasts, webinars, videos and publications.

How These Knights Went Viral

By Florida State Knights

A story of a veteran's funeral at Sarasota National Cemetery went viral thanks to the Florida State Council.

It started when Bob Marrah, a member of Saint Patrick Council 13307 and Our Lady of Charity Assembly 3089, both in Sarasota, Fla., realized the troubling number of U.S. military veterans who had no family to attend their funerals. Marrah immediately volunteered the Knights of Columbus to act as next of kin, and receive the flag in a final act of Thanksgiving for these veterans,

Knights were among the thousands in attendance at a funeral for an Army veteran that gained nationwide attention. They also were among those honoring three veterans in October 2019, which was covered by local news. Videos were posted and the story spread.

It spread because of the work of the Florida State Council and the Knights volunteering as part of their PR team. Here's what they have to say.



Faithful Navigator Wayne Brewer and Regional Director Gene Dolecki received the flag at a funeral for two veterans who had no families. (Image by Bob Marrah)

What we do

The Florida State Council (FSC) isn't made up of a single expert. Instead, we pool our efforts to get the job done. We assembled one marketing team to cover public relations, broadcast media relations, diocesan and community relations, communications, social media, state newsletter, merchandise, photography, website, training and audio-visual operations.

Synchronizing a message

The FSC team members are located throughout the state. We communicate directly with state officers, district deputies and councils, so that a unified message is communicated to all 55,000 members in the state. We created a one-page council public relations guide with simple publicity instructions, and the emails and phone numbers for our marketing team members.

Sharing the 3 main goals of publicity

Good public relations at the council level requires that councils fully understand the need and value of publicity. So, as a team we consistently emphasize three main points:

1. Your council's story deserves **recognition** for their volunteer efforts. When your council receives recognition, members are more likely to continue to perform and remain active in the Knights.
2. It helps to **educate and inform** men of your parish or community who are not Knights, increasing their interest in becoming a Knight.
3. Publicizing successful programs and good works is your most effective tool for council growth and **reflects positively** on the Order.

Emphasizing six simple methods to success

1. **Use the parish bulletin.** A brief mention of the council's work for Habitat for Humanity, a parish clean-up, or visits to nursing homes can help educate the parish about the work that Knights do. Invite men in your parish to participate in future events giving the date, time and location to meet.
2. Feature your charitable activities, with photos, on the front page of your **council newsletter** and put copies in the literature rack in your church.
3. Ask **local newspapers** to publish a photo of Knights performing some charitable or community activity. Check your local newspapers to find out which print such photos, and then check the masthead to find the contact information for the faith, community or neighborhood section editors.
4. Remember that articles must be newsworthy, have broad appeal and be concise with complete information. Always **answer the five "w's"** — who, what, when, where and why (and don't forget the "how").
5. **Keep it short** — use no more than 2 to 3 sentences for a photo caption and a few hundred words for an article. Only include relevant information — people care little about the details of your council, who the grand knight is, when and where you meet, but they are interested in the good works you do.
6. **Share your story** with your diocesan newspaper or magazine, your state council newsletter, *Columbia* and *Knightline*. If any of these want a more detailed story, they will contact you.

see **Knights Went Viral**, next page

Creating your own newsletter

The FSC has a monthly newsletter, *The Invocation*, put together by a dedicated team of Florida Knights. We have [Guidelines on How To Write an Article](#) so that everyone knows what we are looking for. As a digital newsletter, it's easy to share: We share it via email, Facebook, Twitter and issuu.com/floridakofc.

Using social media

The younger members of our parishes live in the social media world. Almost everything you do can be posted on your council's or parish website and other social media sites. The Florida State Council has a variety of social media sites, including Facebook, Twitter, Instagram and YouTube.

Promoting videos of Knights in action

Our state council created the role of "broadcast media relations and productions director." He works with the major media market around the state to get air time for Florida Knights in action. We also promote both videos from our members and Supreme Council home office on our YouTube channel.

Sharing your story requires collaboration

The marketing team has a dedicated diocesan and community relations director who works directly with diocesan chancellors, Catholic Charities, Special Olympics, Habitat for Humanity, etc. Through collaboration, our relationship with these agencies is strengthened, better positioning the K of C brand.

We are proud to be part of the Florida State Council marketing team. We're proud to help spread the good works word of our Florida Knights and the Order. It's a labor of love and pride.

Special thanks to the following members of the Florida State Council Marketing Team for contributing to this story:

PR Director Joe Purka, Broadcast Media Relations and Production Director Jim Clark,

Diocese and Community Relations Director Francis Shea, Communication Chair and State Newsletter "Invocation" Publisher Ed Sleyzak, Social Media Chair Alfonso Contreras and Marketing and Brands Director George Hayek.



Abbot Francis Sadlier Council 6168 in Lecanto, Fla., presents a \$8,000 check to St. John Paul II Catholic School Principal Lee Sayago. (Image by Ben Langer)

Your K of C Story Can Influence the World

By Victoria Verderame

One individual can inspire other men to do more. That's why sharing your K of C story is powerful.

The inspiring deeds of Knights are on full display in "Everyday Heroes." But there are more stories out there — nearly 2 million of them.

We need your help to share these stories. Start by appointing a council public relations (PR) or communications chairman. Choose creative Knights who are news junkies or are savvy with marketing. They should work with local media and the Supreme Council Communications Department to spread these stories.

Promoting these stories shows the world who the Knights of Columbus are: Catholic men serving their neighbor and supporting their families. Together, let's tell your stories and inspire the world.

Victoria Verderame is a corporate communications manager at the Knights of Columbus Supreme Council Headquarters. Contact her at victoria.verderame@kofc.org. Also, check out the Knights of Columbus Public Relations and Publicity Guide by clicking [here](#).

_____.

Month _____

Number of visits:

Sick:

Bereaved:

Number of times you served as a Blood Donor:

Church:

Hours:

Min:

Community:

Hours:

Min:

Youth:

Hours:

Min:

Habitat for Humanity:

Hours:

Min:

Culture of Life:

Hours:

Min:

Veteran Military / VAVS:

Hours:

Min:

Food for Families:

Hours:

Min:

Special Olympics:

Hours:

Min:

Miscellaneous:

Hours:

Min:

Sick/disabled members and their families:

Hours:

Min:

Please make copies for each month and return them every monthly meeting.

FS Rosalio Sanchez