

R. I. KNIGHTS OF COLUMBUS

COMING EVENT MEDIA CONTACT LIST (As of 07/08/17)

Coming Events Web Sites:

- **ABC (Channel 6):**
www.abc6.com/category/255788/community-calendar
- **NBC (Channel 10):** Turn to 10 Facebook page
- **CBS (Channel 12):** wpri.com/community/calendar/
- **FOX (Channel 64):** wpri.com/community/calendar/
- **Providence Journal:** providencejournal.eviesays.com
- **R. I. Catholic:** (Rick Snizek) rsnizek@thericatholic.com
- **Cross promote events with your Columbiettes**
- **Your local city or town press:**
(Example) East Providence Reporter and East Providence Post
- **Local radio station web sites who broadcast Coming Events**
- **Setup a “Knights Corner” in your local weekly church bulletin**
 - **Develop a solid relationship with your parish priest**
 - **Provide them with a free ticket to all of your dinners, etc. – Take the time to personally invite them to your events**
 - **Be visible as a body of men at church, periodically**
- **Setup a Council Facebook page (Private access rights for Brother Knights ONLY)**
- **Post as early as possible in your Council bulletin (Mailed to homes of your Brother Knights)**

- RIKOFC web site
- RIKOFC membership email blasts
- Create and print up a (One page) 6 months event calendar for bulletin boards around town (Churches, banks, your Council, etc.)

Please take the time to send “computer friendly” submissions to any and all media outlets. *The easier you make it for them to publish your event, the higher the probability that they will do it. If you make them do all of the “heavy lifting”, you have ZERO chance.*

- Finally, within 24 hours of your events, write up a “post mortem” of your event – *While it is fresh in your mind*
 - Every event is like “Groundhog Day” – Constant improvement
 - What worked and what didn’t
- Spell out every possible aspect of your event: Date (Rain date?), time, place, ticket price, event chairman, what charity benefits from the event, etc.
- Keep samples of your flyers and copies of your printed publications and photos as a past reference
- Please contact me personally with any other potential media outlets and I will update this listing, periodically – Thank you.

Steve Perry

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