



# Knights of Columbus

## South Carolina State Council

### State Council Pro-life Billboard Initiative

#### Worthy District Deputies, Grand Knights, and Council Pro-life Chairmen:

I solicit the help of the District Deputies to organize clusters of 2 – 4 Councils in your District to combine efforts and split the cost of putting up an outdoor billboard with a tasteful pro-life message on it. As the State Pro-life Chairman, I have coordinated an arrangement with a Mr. John Hardee of Lamar Outdoor Advertising in Columbia. He is a member of “Outdoor Advertising Association of So. Carolina” and works with public service organizations to provide them with billboards at rock bottom low cost and he can coordinate with any Outdoor Advertising Company in any city in S.C. He is willing to work with the South Carolina Knights of Columbus and he will set up a one-month rental, produce the sign, and have it installed ---all for \$230.15!!! The charge is for production and installation cost. Rental is essentially free. State Council has worked an informal agreement with him and he is firmly committed to do all this for us.

Councils or District Deputies should not contact him until they are firmly committed to the \$230 cost and have organized the desired pro-life message, logos, and pictures on a digital attachment and are ready to work with a professional production designer to actually design the graphics in final copy. Please do not re-negotiate the Total Cost of \$230.15..... this is a special give away deal to K of C, so just work with him on design, location, and time desired to be displayed. When you are ready to submit a specific design for your billboard and Council funding has been approved, **only then** please contact John Hardee, of Lamar Outdoor Advertising in Columbia at (803) 315-1140. Mr. Hardee will refer you to their production designer at Lamar for final design and Mr. Hardee will coordinate the billboard installation. Tell him what 4-week period you want it displayed and coordinate a desired location with him realizing that prime locations may NOT be available. Be flexible. We will try to feature photos of your Council’s Billboard in the Palmetto Bulletin State Newsletter.

Below is a billboard design example that has been put together. If you would like to use this example, contact me. If you develop your own design, it must be reviewed and approved by the State Council. Send your design to me, and I will present it for approval.

Rental of billboard space can run as high as \$1500 plus production costs and installation cost. The \$230.15 offer is a give-away!! Please support this project as it constitutes a “Major Pro-life Project” for your council. Combine your effort with other councils in your area, and split the cost.

Fraternally,

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