

PUBLIC RELATIONS

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PUBLIC RELATIONS DEFINED

- PUBLIC RELATIONS IS THE STRATEGY USED BY AN INSTITUTION TO GAIN COMMUNITY SUPPORT BY THE ENHANCEMENT OF THE IMAGE OF THE INSTITUTION BY INFLUENCING VARIOUS PUBLICS THROUGH THE MEDIA AND PERSONAL CONTACT.

FUNCTION OF MASONIC PUBLIC RELATIONS

- IT IS THE FUNCTION OF MASONIC PUBLIC RELATIONS:
 - TO CREATE THE IMAGE IN THE MINDS OF OUR PUBLICS THAT THE ANCIENT FREE AND ACCEPTED MASONS ARE THE PREMIER FRATERNITY IN THE WORLD.
 - TO INFORM THE PUBLIC THAT THE GOAL OF THE FRATERNITY IS TO TAKE GOOD MEN AND MAKE THEM BETTER.

FUNCTION OF MASONIC PUBLIC RELATIONS

- IT IS THE FUNCTION OF MASONIC PUBLIC RELATIONS:
 - TO INFORM THE PUBLIC THAT THE FRATERNITY IS A CHARITABLE ORGANIZATION, CONTRIBUTING OVER ONE MILLION DOLLARS PER DAY TO CHARITABLE ENDEAVORS.

WHO ARE OUR PUBLICS?

- THE GENERAL PUBLIC.
- THE YOUTH OF OUR COMMUNITIES.
- THE MEDIA.
- THE BUSINESS COMMUNITY.
- MEMBERS OF OTHER MASONIC ORGANIZATIONS.
- POTENTIAL MASTER MASONS.
- OUR OWN MEMBERS

HOW DO WE GET PUBLICITY?

- PERSONAL CONTACT.
- NEWSLETTERS
- THE MEDIA
 - NEWSPAPERS
 - RADIO
 - TELEVISION
- PRESENTATIONS TO OTHER ORGANIZATIONS

HOW DOES THE INDIVIDUAL MASON TELL THE STORY OF MASONRY?

- LET EVERYONE KNOW YOU ARE A MASON.
 - WEAR YOUR MASONIC LAPEL PIN & JEWELRY.
 - WEAR YOUR MASONIC CLOTHING.
 - HAVE A MASONIC LICENSE PLATE ON YOUR CAR.
 - PUT MASONIC EMBLEMS ON YOUR CAR.

USING NEWSLETTERS TO GAIN PUBLICITY

- PUBLISH MONTHLY OR QUARTERLY NEWSLETTERS ABOUT THE ACTIVITIES OF YOUR LODGE.
 - SEND NEWSLETTER TO ALL BROTHERS.
 - SEND NEWSLETTER TO LODGES IN YOUR DISTRICT.
 - SEND NEWSLETTER TO THE MEDIA IN YOUR COMMUNITY.

HOW DO WE GET THE MEDIA TO HELP US?

- BY PROVIDING THEM WITH NEWS!
 - THE ARTICLE SHOULD BE:
 - INFORMATIVE
 - TIMELY
 - OF IMPORTANCE TO THE READER
 - OF LOCAL INTEREST

TYPES OF ACTIVITIES FOR PRESS RELEASES

- FUND RAISING ACTIVITIES
- ELECTION & INSTALLATION OF OFFICERS
- COMMUNITY BENEFITING ACTIVITIES OF THE LODGE.
 - EAGLE SCOUT CEREMONY.
 - PRESENTATION OF SCHOLARSHIPS.
 - CHARITABLE DONATIONS.
 - CHARITABLE AND SERVICE ACTIVITIES OF THE LODGE.

WRITING THE PRESS RELEASE

- STICK TO THE FOUR W'S AND THE H.
 - WHO
 - WHAT
 - WHERE
 - WHEN
 - HOW

WRITING THE PRESS RELEASE

- IN UPPER LEFT HAND CORNER OF FIRST PAGE PLACE YOUR NAME AND ADDRESS AND PHONE NUMBER.
- IN UPPER RIGHT HAND CORNER OF FIRST PAGE PLACE “FOR IMMEDIATE RELEASE” OR THE DATE YOU WANT ARTICLE RELEASED.
- IF ARTICLE IS MORE THAN ONE PAGE CENTER THE WORD “MORE” AT THE BOTTOM OF EACH PAGE.
- AT THE END OF THE ARTICLE PLACE ### IN THE BOTTOM CENTER OF THE PAGE.

WRITING THE PRESS RELEASE

- WRITE ARTICLE IN INVERTED PYRAMID STYLE.
 - IMPORTANT INFORMATION SHOULD BE IN THE FIRST PARAGRAPH.
 - PLACE INFORMATION OF DECREASING IMPORTANCE IN REMAINING PARAGRAPHS.
 - KEEP ARTICLE SHORT BUT COMPLETE.

PHOTOGRAPHY FOR PUBLICATION

- USE PHOTOGRAPHS OF LOCAL PEOPLE.
- IDENTIFY ALL PERSONS IN THE PHOTOGRAPH.
- SHOW ACTION IN PHOTOGRAPH IF AT ALL POSSIBLE.

WORKING WITH THE RADIO

- KEEP RELEASE SHORT—READ IN ABOUT 30 SECONDS.
- ATTEMPT TO GET ON TALK SHOWS WHEN YOU ARE SPONSORING A COMMUNITY EVENT.

- THANK YOU FOR YOUR KIND ATTENTION!
- QUESTIONS