



Masonic Public Relations



What are Public relations?

- **Public relations (PR)** is the practice of managing the spread of information between an individual or an organization and the public.(wikipedia definition)
- It may be defined also as the strategy used by an institution to gain community support by the enhancement of the image of the institution by influencing the public through the media and personal contact.



Function of Masonic Public Relations

The function of Masonic Public Relations is:

- To inform our publics the the goal of the fraternity is to take good men and make them better.
- To create the image in the minds of our publics that the Free and Accepted Masons are the premier fraternity in the world.
- 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 charitable organizations.
- Potential Members of lodges.
- Our own members.



How do we get publicity?

- Personal contact.
- Newsletters.
- The media.
 - Newspapers
 - Websites with information including videos
 - Television
 - Radio
- Presentation to other organizations.(e.g. Lions Club)



How does the individual tell the story of Masonry?

- Behave as a Mason.

Remember that your upright behaviour reflects on how you are viewed by the public.

You create the best public relations when you do something positive which the public recognizes.

- Let people know you are a Mason.

(not all Masons in Germany can do this because of religious and business constraints.)

- Wear your Masonic lapel pin and jewelry
- Put a Masonic Sticker on your Car.



How does the Lodge use Personal contact for Masonic Public Relations?

- Hold open Lodge days where the public is invited.
 - Hold a presentation on Masonry – explain Masonry to your visitors.
 - Offer your visitors refreshment in a pleasant Environment.
- Hold open Presentations on current themes where brothers and the general public is invited.
 - Presentations could be held about current themes such as Robotics, laws, Refugees, Philosophy etc which are of general public interest.
- Participate as a Lodge Team or group in Public Events such as the Special Olympics, Vesperkirche, etc.
- Involve your Ladies in all Events where the public is invited.



Using Newsletters to gain publicity

- Publish Monthly or quarterly Newsletters about the activities of your lodge.
 - Send Newsletters to all brothers in your Lodge.
 - Send Newsletters to Lodges in your District and your DDGM.
 - Send Newsletters to the Grand Master and the Grand Secretary.
 - Send Newsletter to the media of the community.
(care must be excised as far as the local German community is concerned.



How do we get the media to help us?

- Provide them with news!
- The article should be:
 - Informative.
 - Timely.
 - Of importance to the reader.
 - Of local Interest.



Types of activities for a Press Release

- Fund raising activities.
- Lodge Activities such as Installation, Christmas Party, etc.
- Community benefiting Lodge activities, such as:
 - Charitable Donations.
 - Presentation of Scholarships.
 - Charitable and service activities of the Lodge :
 - Service for refugees
 - Service for feeding the poor (Vesperkirche in different cities)



Writing the Press Release

Stick to the Golden Rule of imparting clear Information.

- Who
- What
- Where
- When
- How



Writing the Press Release

- In upper left hand corner of the page place your Name address and phone number.
- In upper right hand corner of first page place „ For immediate Release“ or the date you want the article to be released.
- Keep your Press release limited to only one page.
- Write article in inverted pyramid style.
 - Important information should be in the first paragraph.
 - Place less important information in remaining paragraphs
 - Use photos if possible. (A picture is worth a thousand words.)
 - Keep Article short but complete.



Photography for Publication

- Use photos of local people.
- Identify all persons in the photo.
- Show action in photo if possible.

Care must be excised as far as the local German community is concerned.

Check if any one photographed objects to have his picture displayed.

The usage of a graphic program such as photoshop can remove those who do not want their photos displayed.



Thank you for your Patience
Do you have any
Questions?