



Public Relations for Masons

How to get good publicity for District & Lodge

This manual is a guide and tool in planning and creating effective public relations with the media and the community. It will also serve as an information device to build a positive relationship between your District and/or Lodge and the media (press) in your area. Keep in mind that a District may wish to create publicity as well as the Lodges. Always coordinate with your District Deputy Grand Master (DDGM) or his appointee in the district for public relations/community outreach/membership.

Lodge size or its financial standing should not prevent you from sending out regular communications. Also, a District newsletter (Trestle Boards) or notices of activities should be a must to be emailed out right before Lodge of Instruction (examples on MassLOI.org). Lodges and Districts cannot afford not to communicate. Remember, the task is not only to inform those who participate on a regular basis but also to reach out to those who due to distance, illness or any other reason are not regular attendees of lodge meetings, Lodge of Instructions (LOIs) and other Masonic activities.

If you don't have a lodge newsletter or trestle board which is published on a regular basis, perhaps the time is now to invest some of your resources to implement this communication tool to enhance the channel of communication with your members. Of course, there are times when you have a story or activity that you want to see published in the local newspaper or featured on community news source or even television.

Your important task will be to select (if you have not already done so) a member of your lodge interested in serving as the Publicity Chairman (Could be Membership, Outreach or Public Relations Chair). Ideally, a brother who has experience or knowledge within this area but if not, someone who is enthusiastic and wants to spread the word of Freemasonry to the world like an evangelist.

The Worshipful Master is also highly encouraged to appoint a committee of three members to organize, set goals and to take the initiative in enhancing your public relations effort. The Grand Lodge Officers hope that this information will be helpful to you in developing your lodge's on-going public relations program and that it will be a resource tool to your publicity chairman and committee.

BEGINNINGS

There is no easier way to start any project than to take the first step and begin. As Publicity Chairman, you are the representative, spokesperson, and point of information for your lodge in

your local area regarding Masonic activities and events. The key words to remember are activities and events. As such, you should thoroughly acquaint yourself with the Masonic activities and events that you are publicizing for your lodge.

Whenever the media asks questions over the phone or in meetings, you should provide the answers. When you do not know the answer, you should say, "I don't know, but I will find out. By when you need this information?"

This response will immediately establish you as an experienced publicist. If your response is followed with a question such as, "Tell me what you think?", or "take a guess." This sends the wrong message. Your answer must be, "I wouldn't want to give you the wrong information. Let me check and get back to you." Your mission is to focus on promoting and answering questions in a positive and favorable manner about Masonic activities in your area.

SETTING OBJECTIVES AND GOALS

Before discussing objectives or goals, let's first step back and agree on precisely – What is the purpose of Freemasonry? Not what we do. Not our history. Not what we envision. But the actual basic purpose of our fraternal organization. Agreement on this major point is all-important, because it will become one of the basic guidelines to judge the validity, acceptance or rejection of our objectives. With this in mind, let's agree the primary purpose of Freemasonry is: To bring together men dedicated to the Brotherhood of Man under the Fatherhood of God with the opportunity to make new friends, do worthwhile things in their community and improve them in becoming better men in society. The door of opportunity is available for ethical, moral and spiritual growth.

Based upon the basic "purpose", your communications objectives in your community are:

1. Increase awareness/understanding of the purpose of our Masonic fraternity.
2. Increase awareness of what Masons in your lodge or District are doing.

CONCENTRATE ON WHAT THE PRESS NEEDS

From this moment on, let's think of placing news or information in the media as a highly competitive "sport". There are winners, and there are losers. Winners get their material used. Losers do not. A newspaper, magazine, radio station, television station, or any medium that publishes or broadcasts regularly, faces the problem of filling space or time with news, information, entertainment that they feel will appeal to their audience. Their job is not easy. It requires continuous effort, plus a great deal of time, skill and investment to find the material they have decided their readers want or require on a regular basis.

Note these guidelines:

1. The media needs news, information, and fillers on a regular basis.
2. It must be the kind of material that "they" feel will be of interest to "their" readers or viewers.
3. You have "your" information that you want them to use.
4. You are competing with every other company, organization, group, charity for space or time.

5. The Media is not interested in what you want. They are only interested in what they/their readers or viewers want.

6. Therefore, your information must be aimed/adapted/presented in a way to meet their needs, their requirements, in their format. We do lots of Blood Drives. Better to do a Blood Drive news release when the Red Cross says the drive was most this month, or year. Maybe there are stories about blood shortages. Bring the District or Lodge Blood Drive to the attention of the media. Timing!

7. The easiest way (in fact, the only way) to find out what the ground rules are, is to ask. Ask the editor. Ask the Columnist. Ask the Newspaper in your area. Ask whoever makes the decision on what material is printed.

WHAT YOU (and Masonry) NEEDS

The first step in practicing Publicity by Objective – is to establish your objectives for the year, based on the Worshipful Master's plan for the lodge (or the DDGM's if District Publicity). Your objectives should be planned around the Worshipful Master's plan and itinerary for the year. By checking the program for the lodge, you will have an outline of the lodge's activities for the year and can plan a series of Press Releases geared to the events that you believe have the best possibilities for placement.

GETTING STARTED

Your first step in getting started is to look through this manual and get familiar with its contents. Then review objectives. Establish a one-year goal of placing one publicity release at least every other month. Not every month is something newsworthy for the community or public as it relates to Masonry.

Plan your program using events that provide the best opportunities for press releases. During the year, you will receive notices of "news" and forthcoming events from the Grand Lodge that hopefully will be passed to you through the Secretary. Some will present opportunities for community adaptation and trigger new ideas as well.

Your Lodge will have notable events it runs every year. Have you used that event(s) to draw attention to your Lodge? If not, then do. Lodge or District has a new event planned? You need to evaluate if this has newsworthy potential.

Once you've selected the items and events that will work best in your community, and you've outlined your plans on paper, sit down with the Worshipful Master (or DDGM if that is the case). It is important to discuss your program, so he has a clear understanding of your objectives and gives you his full support. As a good communicator, you will, of course, keep an open mind in evaluating and utilizing suggestions.

A Sample Press Release on a Lodge Giving Awards:

The event: ABC Lodge Awards Night

STEP 1. Gather information for your release by interviewing the key people at the lodge and those who received the awards.

STEP 2. Select the elements that tell the story.

STEP 3. Decide on the time frame for the releases. For the sake of this exercise, you've decided to do two releases.

1. Announcing the selection for the award at a future date.
2. Announcing the award has been presented.

Both releases will tend to be quite similar, unless there is something to add a new dimension to the award ceremony. The advantage of doing two releases is that your first release may not get used.

The second release will double your chances of exposure to the newspaper.

STEP 4. Write the headline and release. Try writing the headlines and releases on your own – before you look at our suggested solutions. Avoid Masonic “buzz words”, i.e.: brethren, temple, etc.

Use Members, Masonic Hall, etc. Mention location of residence where recipient is “local”.

Refer to local Lodge and/or events.

Suggested Solution to Event #1, ABC Lodge Awards

STEP 1. The elements of the story

Event: Special award for distinguished Masonic Service. Fifty and twenty-five year service awards. Achievement of Lodge Awards Recipients: John Doe, Harry Smith, Bill Thompson.

Presenter: Grand Master, District Deputy Grand Master or local Lodge Master with their name

Awards: highlight the name(s) of awards

Sponsor: ABC Lodge

STEP 2. Timing your releases.

Release #1: Timed to go out before awards are made

Release #2: Timed to go out after awards are presented

STEP 3. Headlines and Releases

Release #1

John Doe to Receive Masonic Award

John Doe of name of local town/community has been selected to receive a special award for distinguished Masonic service by the members of ABC Lodge. The presentation will be made November 08 at a special awards banquet set for the Lodge members, their spouses, families and guests. Harry Smith will receive his 50-year service award, and Bill Thompson will receive his 25-year service award. All presentations will be made by name of the Grand Master, Grand Lodge of Massachusetts, Free and Accepted Masons who will attend as a special guest.

The award presented to Doe is one of the highest awards that can be presented to a member for exceptional Masonic service. Freemasonry is the oldest, largest and most prestigious fraternity in the world that perform community and statewide projects, assist in charitable endeavors and is proud of its philosophy and practice of “making good men better”

The Grand Lodge of Massachusetts is the third oldest Grand Lodge in the world, established in 1733 by 18 virtuous men who gathered at the Bunch of Grapes Tavern on King Street in Boston.

Freemasons donate more than \$3 million each day to charitable projects. Many of them are well-known, such as the 22 Shriner Hospitals for Children, which include the Boston burn center and Springfield's orthopedic center. Fifty-five Masonic Learning Centers in 15 states help children with dyslexia and speech and hearing disorders. The Masonic Youth Child Identification Program (MYCHIP)

Release #2

John Doe Receives Masonic Award

John Doe of name of local town/community was presented a special Distinguished Service Award at a special awards night banquet sponsored by ABC Lodge on November 08. The presentation was made by name of the Grand Master of the Grand Lodge of Massachusetts, along with the name of the Master of the local Lodge.

The award recognizes outstanding members for distinguished Masonic service. Other awards presented included a 50-year membership service award to Harry Smith, and a 25-year membership award to Bill Thompson. Several members were also recognized for their efforts of time and initiative toward the ongoing contributions to the local Masonic Lodge.

Over 100 family members, Lodge members and friends attended the banquet and program. Freemasonry is the oldest, largest and prestigious fraternity in the world that builds better men. There are over 22,000 members in Massachusetts located in numerous communities of the Commonwealth. For additional information about Freemasonry, please contact _____ by calling _____.

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MEDIA RELATIONS SHAKE HANDS WITH YOUR TARGET

Most guidelines for effective communication overlook one of the most important steps the person-to-person contact. In your relations with the news media, continuous contact over a period of time combined with accurate information, plus speedy, credible response to questions, will eventually get positive results.

As a communicator for our fraternal organization, you, more than anyone in your area, must know what the members are doing locally and elsewhere in the state. Be informed so that you can inform. You should know your way around www.MassMAsons.org . It is a wealth of information – use it!

1. Meet and get to know the press contacts in your area, especially the editor of your local newspaper. Find out the kind of news they are looking for in their newspaper.

2. Maintain personal communications by email, phone, in person, and even letter. You've heard the adage, "Names Make News". It's true. The names of your local members, their activities in the community and to a lesser degree the local lodge, add interest to your releases.

The local lodge's activity is of interest, only when its activity impacts the community.

The following are some things to remember about establishing a good relationship with media contacts:

1. Never send a story to the media unless you feel it is newsworthy to the community.
2. Of course, always use common sense and good taste in your news stories and relationships with news contacts.
3. Don't play favorites. If there is more than one contact in your area, give each an equal opportunity for coverage.
4. Never ask an editor to run a story as a favor.
5. If your story is used in part or in whole, remember to say Thank You.
6. If a news contact calls after receiving your release, answer any questions candidly, quickly and completely, so he can complete the story. If you don't know, say I don't know, but I'll find out the answer and get back to you by (date or approximate time). You must deliver. That's how you build credibility, confidence and a good relationship.
7. Don't be overly dismayed, or call to complain, if your story was not used or only used in part – sometimes space limitations or reshuffled feature schedules cause this to happen. Remember, once the story is in your contact's hand, it is his to do with what he feels fit. It is a good idea to ask how you can improve your news release. Ask for thoughts and suggestions.

WHAT MAKES NEWS

Your "edge" is to know what the editors are looking for and give it to them in the time and format which meets their requirements. Please see list of key areas to focus on in regard to what to publicize by your lodge to the community at large.

This is a potential list of events that has high degree of being published (Always include photos):

Election and Installation of Officers

50 Year veterans' awards, etc.

100, 150, etc. Year Anniversaries of Masonic lodges

Grand Master's Visitations

Family Nights and Lodge parties or events

Third Generation Memberships

Second Generation Worshipful Masters

Anniversary of Past Masters - 50 years

Masonic Lodge Community Assistance and Involvement

Recognition of outstanding citizen of your community

Recognition of Scholarship to a deserving youth

Recognition to our Masonic Youth Groups

You must learn to recognize and use publicity only for those things that generate a human-interest perspective in others. You can be the originator of more interesting Masonic lodge and District programs if you issue a tactful challenge to the appointive officers.

Be part of the planning and meetings if possible. Know what is going on. Operate as though you were the media. It is very important to insist on the lead-time that you need to do an effective job. Get used to taking accurate notes because they can be the basis of news phoned to your media contact if news is breaking quickly.

The following are some ideas that usually warrant space in many of the news media:

1. New or Unusual Approaches to solving community issues or assisting. This is where your imagination counts.
2. Human Interest Angles: Everyone appreciates stories about warmth, humor and unusual events of other people's lives...especially if it involves youth, the elderly, the community or deserving people.
3. Look for "news hooks" in your stories: This might be a single facet that makes your news story different from all the others. Examples: include any firsts; a program designed to accomplish a unique purpose; unusual participation or involvement of people; a new twist to your story theme; one-time only events never done; something that affects most of the people; topical events, information, solutions, etc.
4. Look for potential features in your story ... something which people would appreciate knowing about in greater depth. Past events, anniversaries, history and holidays lend themselves to this approach. Interesting history of your Lodge building as relates to the community.
5. A flair for the dramatic: The story, unto itself, might be less than exciting, but its history, background, environment, concept, application, or potential may make news.
6. Think about the reader: Each newspaper or broadcast has particular visual needs and interests. Think of the visual potential of your story as if you were an editor or news director – or someone other than a member ... does the idea still "grab you"? If so, GO!!
7. Initiating or providing support to: elements of prime importance to your community ... pollution control, youth activities, charities, crime prevention, health and educational activities, urban development, self-help or locally oriented programs for community betterment: all have news potential.
8. Special Awards received or presented by your organization, especially for other than Masonic Lodge activities.
9. Guest Speakers: speeches or interviews presented by well-known spokesmen or authorities, particularly those visitors with credentials.
10. Reaching milestones: as they affect local people and the community.
11. Open Installation of Lodge Officers ...be aware if there is any tie to the community.
12. Visitations by Grand Lodge Officers, or for that matter, any noteworthy guest or speaker. Again, the key word is noteworthy to the community.

Make certain the facts are accurate and the statements quoted are correct. Double check your information pertaining to dates, times, names and titles. That you, or a responsible individual, are available to provide answers to questions after the article has been received. Both names and phone numbers of people to contact to answer questions, must appear in the letterhead of your release. That the story reaches the right person, particularly with a new publishing company (newspaper). Do not send your release to more than one department or contact. It's often a good

idea to follow up with a phone call to make sure the information has been received by the right person.

WRITING THE NEWS RELEASE

There are many methods of writing news releases, but at the basic level it must include the following: **WHO, WHAT, WHEN WHERE, WHY** (The Five W's) and Important Details. Other Information Organization of your thoughts is the first step and most important part of the process.

The key to this process is to make sure you answer the five critical W's of journalistic writing as highlighted above. When tight on space or time, editors cut copy to fit their format. So, facts presented in this order are more likely to be used because the story can be cut back to the first paragraph or leading few sentences, which should include the most important of the "Five W's."

Sometimes it may be best to start with what instead of whom with your news release. Few editors have the time to sift through copy in order to rewrite a story. If it can't be cut from the bottom, it could end up in the "round file" – under the desk. Remember:

1. Be brief; the substance of the story should be told in the first two or three lines at most. Be sure that each story includes the most important factors of the "Five W's" as soon as possible – those factors that make the news. Certainly by the end of the second sentence you should have covered the most important points.
2. Make headlines short and concise.
3. The first paragraph is called the "lead" paragraph and should be designed to capture and hold the attention of the reader (editor). It should contain a summation of the major facts you want to present.
4. Accuracy is all-important. Names, dates, places, time etc. must be specific and correct. Always verify names because a name may have a variety of different spellings. Always use the full name (first, middle initial, and last names) and proper title. Never submit copy using only the last name and initials. Be certain to indicate whether a woman is Miss, Mrs. or Ms. It is usually a good rule of thumb to use Ms. if you are in doubt.
5. Always write as an organization, never as "we". Avoid editorializing with colorful adjectives or adverbs that are news taboo, such as: "fantastic", "great", "colossal", etc. Also, quantify amounts when possible. Rather than saying: "The Masonic Lodge had a fantastic turnout", say, for example, "More than 200 attended the event, thereby setting a new record in attendance." All claims, opinions, or predictions must be anchored, attributed to someone (said, "reported", "stated Mr. Jones")
6. Write "tight". Use short declarative present tense sentences (7 – 10 words at most). Verbs are better than adjectives. Use simple straight and direct words as much as possible. Keep paragraphs brief and maintain easy to follow through in them. Include pertinent facts and don't "pad" basic information. If the media wants additional information, they will ask for it.

Writing Headlines:

Follow The Three Golden Rules

- a. FOCUS: Go directly to the point.
- b. LANGUAGE: Precise-minimal number of words; no puffer; no hyperbole.
- c. CONTENT: Most interesting/important point to the reader, not you, not to the members, not to the presiding officer. To the Reader.

EXAMPLES:

Masonic Lodge presents Joseph Warren Award to John Smith.

Lodge gives \$5000 to local charity

Freemasonry is alive and well at local Lodge

Local men elected officers of Masonic Lodge

Freemasons give record amount of blood

The above headlines compact the news factors of the story to its irreducible minimum in terms of interest to the reader and interest to the community.

Submitting Your News Release

- a. News releases should, of course, always be clean and neat.
- b. Provide ample margins (1-1/2 inches) on each edge of the paper for the editor to mark instructions and make editing notes. Always double space sentences.
- c. Avoid lengthy sentences and lengthy paragraphs. Keep it simple and brief.
- e. In the upper left-hand corner, type your name, address and phone number. You should list a second name and phone number on the chance you may not be reached when the media calls with questions. If you do use a second name, be sure he is versed on the release and its background.
- f. Very Important: In the upper right hand corner, indicate "FOR IMMEDIATE RELEASE" the date, or whatever date meets the paper's closing date. Newspapers must get materials in advance of closing dates. Check your media for closing dates and observe deadlines.
- g. Send one copy. Save a copy for your files, just in case.

The Body of the Release

- a. Leave an inch of space after your headline before you start your lead paragraph. This gives the editor space to rewrite or write his own headline or instructions.
- b. Indent each paragraph five typewriter spaces.
- c. If at all possible, your story should not run more than one page. Always end each page, if there should be more than one page, with a complete sentence and paragraph. Write "more" if the story continues to page 2. Make sure that two pages is the limit.
- d. Figures and names: Figures: One to ten is always spelled out except in time and dates. Numerals are used for 11 on up. Never begin a sentence with a numeral.

Names: First mention of a man's name should be John Smith. Thereafter, it is Mr. Smith.
Titles: Never use Worshipful or Right Worshipful in your copy unless you are preparing it for a Masonic Publication.

- e. Staple multiple pages of a release close to the upper left corner. Never use paper clips, particularly with photographs enclosed. Be sure the staple is close to the edge because the pages must be separated in the newsroom and might be torn if the staple is too low.

Photographs Good photographs are a must, if included. Photos should be clear, in focus, and have good contrast. Regardless of the media, they all aim for professional results. You can help and should try to meet their photo standards. Some Masonic Lodges are fortunate enough to have volunteers who provide good quality photographs; others should budget a little money for photos.

Captions For Photographs a. The bare facts What, When, Where and Why should be indicated. This should be followed by the Who, name and title, identified from left to right. A portrait photo carries the name, title and name of organization. Your source identified from left to right should appear above the caption as it does in a news release.

Daily Newspapers: A lot of city daily newspapers publish once-a-week area sections or special announcement sections. These may be your best chance for local news. If there is a local correspondent (Stringer as they are known in the trade), find out who it is and how they like to receive news – through the mail, by phone, or by e-mail. Get to know them and deliver when you promise some information. Editorial sections that talk about local news are also a possibility. Last, but not least, is the Letters to the Editor section. If something good is done for the community, get someone to write a letter to the editor saying so. Please see listing of media contacts of local newspapers for your review at the end of the handbook.

Weekly Newspapers: Here's where you stand the best chance of getting your news in print. Your local or neighborhood weekly is the best source of publicity. Weekly editors depend on hometown folks for nearly 75 percent of the news they publish. They are usually eager and anxious to get your news. Small staffs mean little time or patience with poorly prepared news releases. Remember relate to the community.

Local Radio : You have a local radio station or two. Treat them just like any other editor. They have departments and shows that use local news. They are particularly interested in upcoming events and are willing help with your publicity needs. Check for use of public service announcements. Mail your material to the News Editor's attention. It would be beneficial for you to call and ask about their deadlines and guidelines, too. The format for radio news releases is basically the same for newspapers. However, these should be kept as brief as possible because of the limited airtime available. Radio news coverage is briefer. A list of radio contacts located at the end of the manual are provided for your review and to utilize in enhancing your publicity efforts.

Television is an option, but it is more limited in time and coverage and is even tighter than radio. The format is similar as radio. It is urged that you speak with the station personnel and see how we could fit in with what they are looking for perhaps with a local talk or interview show. Suggest possible stories about the lodge or a particular brother.

Your local cable television station could be approached with your subject matter. Make sure that your subject matter is of public interest, timely and most of all, visual. Perhaps a talk show could be arranged for promotional purposes. These channels provide cost-effective opportunities for the Masonic fraternity to help establish a national cable television presence that will help to explain the family of Freemasonry to the public.

***KEEP YOUR LODGE AND DISTRICT WEBSITES UP TO DATE WITH
CURRENT INFORMATION AND PHOTOS!***

REMEMBER:

Brag about your local Masonic Lodge's accomplishments, and most important strive to enhance the image of the Masonic fraternity through your diligent work. Keep your Masonic Lodge informed of articles as they appear in the local news publications. The members do not always see the newspapers. Best wishes for SUCCESS!

SAMPLE PRESS RELEASE: INSTALLATION OF OFFICERS

FOR IMMEDIATE RELEASE

Contact:

Phone:

Date:

Masonic Lodge installs Officers

(Full Name of new Master) of (city of residence) has been installed as Master of (Name) Masonic Lodge. (Last Name) was installed by (Full Name of Installing Officer and any general information about the Installing Officer, such as "Past Master of the lodge.") This (ex.150th) annual installation of officers was held (Month & day) at (Place of installation.)

In his position as Master, (Last Name) is the presiding officer and head of the Masonic lodge. The title of "Master," instead of "President," reflects the Masonic tradition of using ceremonies and titles from the stonemasons of the Middle Ages. When the great cathedrals of Europe were being built, the Mason in charge of a building site was referred to as a "master of the work."

Other officers installed during the ceremony were (Full Name, position, town from); (Full Name, position, town from); etc.

Freemasonry is the oldest, largest and most widely recognized fraternal organization in the world. Today, there are more than 2 million Freemasons in North America alone. Charity is an important tenet of the Masonic fraternity and Freemasons are contributing over three million dollars a day to benefit charitable deeds and worthy causes to assist the needs of all including in our communities. General information is available at (Grand Lodge Web Site or your Lodge Web Site). For local information, contact (name of Lodge Ambassador, email and telephone number).

SAMPLE PRESS RELEASE: SCHOLARSHIP PRESENTATION

FOR IMMEDIATE RELEASE

Contact:

Phone:

Date:

Masons award scholarship to local student

Susie Smith Receives Masonic Scholarship Susan B. "Susie" Smith received a \$1,000 scholarship at a presentation Tuesday, May 18 at the (Name) Masonic Lodge, our Town. The presentation was made by (Name of Master), Master of Masonic Lodge.

Smith will be attending the (Name of University/College) this fall, majoring in (field of study). Following graduation she is planning to pursue a career in (designated profession).

“This will really be a big help,” stated Miss Smith, “it is unbelievable how much tuition and books cost. I really appreciate what the Freemasons are doing to help”.

In making the presentation, (Last Name of Master) told the group that this is the 10th year in a row the local Masonic lodge has given scholarships to worthy students. Selection of the recipient is based on academic performance, need and field of study. Miss Smith is the daughter of Joe and Judy Smith of (Town).

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SAMPLE PRESS RELEASE: OPEN HOUSE

FOR IMMEDIATE RELEASE

Contact:

Phone:

Date:

Local Masonic Lodge Open House

On Saturday October 15th, Joseph Warren-Soley Lodge located at 181 Lincoln Road in Lincoln is holding an open house from 9 AM to 3 PM. If you are interested in learning more about the ancient fraternity called Freemasonry, now is your opportunity.

Stop in, see the inner lodge room, and ask a Mason your questions. Discover why so many men through the ages have been a part of Freemasonry. Men such as George Washington, Ben Franklin, Franklin Roosevelt, Harry Truman, Thurgood Marshall, John Glenn, Mozart, even country singer Brad Paisley and many others have been a part of this brotherhood.

The [Joseph Warren-Soley Lodge](#) was established in 1856. The Lodge has 100 active members, who reside in Wayland, Sudbury, Lincoln, and surrounding areas. The brothers will be firing up the grill and providing hot dogs, hamburgers and more at the Open House.

Freemasonry is the world's oldest and largest fraternity. To be considered for membership you must be a man, at least 18 years old, of excellent character and believe in a supreme being. Being a Freemason entitles one to a range of opportunities through the Lodge, including charitable community service, fellowship, education, self-improvement, and leadership development.

The [Grand Lodge of Massachusetts](#) is the third oldest Grand Lodge in the world, established in 1733 by 18 virtuous men who gathered at the Bunch of Grapes Tavern on King Street in Boston. Freemasons donate more than \$3 million each day to charitable projects. The 22 Shriner Hospitals are run by the Freemasons.

For more information please visit <https://jwsoley.weebly.com/>.

SAMPLE PRESS RELEASE: OPEN HOUSE

FOR IMMEDIATE RELEASE

Contact:

Phone:

Date:

Masons want you to come by with diapers

Haverhill Freemasons are partnering with Anchor of Hope Diaper Bank to hold a diaper drive during the lodge's open house Saturday.

The drive takes place Saturday, Oct. 15, from 9 a.m.-3 p.m., at the Merrimack and Saggahew Masonic Lodges, 111 Merrimack St., Haverhill.

Residents are asked to bring unopened packages of diapers. Visitors may also explore the Masonic lodges and learn more about Freemasonry.

The Haverhill lodges are among more than 200 events where Freemasons open their doors to the public this day. In Massachusetts almost 290 years there has been an unbroken tradition of great men who have changed the world. Freemasons include Benjamin Franklin, George Washington, Thurgood Marshall and John Glenn.

For more information, contact x at merrimacklodge@gmail.com or visit haverhillmasonry.org.

SAMPLE PRESS RELEASE: CHARITY

FOR IMMEDIATE RELEASE

Contact:

Phone:

Date:

Lincoln Freemasons donate over \$15,000 to local charities

(PHOTO)

(Caption:) Joseph Warren-Soley Masonic Lodge held a Charity Night to put the focus on Twelve local and regional charities. Each charity spoke about their mission, importance and challenges. The Lodge then awarded at least \$1000 to each of the charities. The Lodge has done this Charity Night several times over the last decade besides their annual giving to the community. **(Lodge website)**

Lodge of Instruction Committee thanks Grand Lodge of Kentucky for information for this manual