

PUBLIC RELATIONS ADVISOR

Another of the key positions on the Advisory Council is that of the Public Relations Advisor. Please remember, these are tips only and if your chapter has a system set up that is working well for you, don't change it unless you see some benefit into tweaking your current procedures.

PUBLIC RELATIONS ADVISOR: Here are some miscellaneous thoughts on the various duties associated with the position of **Public Relations Advisor.....**

*** The Public Relations Advisor should (in cooperation with your Chapter's Masonic Relations Advisor) insure that all Masonic groups in the area covered by the chapter are fully aware of the existence of the chapter and the names of the key leaders, both youth and adult.

*** Even with the advent of social media, many communities still have local newspapers, which are probably looking for news and especially "good news stories." Certainly DeMolay could help fill that void by providing stories on the community service projects your Chapter is involved with. Try to establish a connection with the staff of local publications which will assist you in getting PR for DeMolay

*** Work with the members of your Chapter so they are aware of how to prepare a News Release and what format your local news publications prefer to use for photos.

*** Is there a possibility of attending a meeting of the Sponsoring Body to present some type of DeMolay program such as the Ceremony of Light, Flower Talk, a degree, etc? (It would be important that whatever you present is done in a First Class manner)

*** Many communities hold fairs, festivals plus other similar activities during the year. This provides DeMolay with the opportunity to have a display table, booth or other type of promotion to explain DeMolay, its purposes and goals. Northern California has a display booth which can be borrowed for this purpose. Be sure to make advance reservations for this booth. Nor-Cal also has pamphlets and other printed materials available upon request.

*** Many Masonic Lodges in California hold an Annual “Child ID” programs. Quite often they need assistance and this would be an excellent way for a DeMolay Chapter to get involved with this type of program. While it should not be used as a recruiting tool, it would still be good that Parents are fully aware of the existence of the local DeMolay Chapter.

*** Public Relations and Marketing go hand-in-hand so as you are making plans to “market” DeMolay, don’t forget the value of good Public Relations. For example, having your Chapter members wear DeMolay shirts to school one day a week is not only good for marketing but it is also a public relations tool.

*** March is “DeMolay Month” and provides us with an excellent opportunity to “market” and “promote” DeMolay through some well planned and executed events. Try to plan activities that focus on our virtues and how they relate to our every day life. Aim towards having at least one activity for each of the seven precepts.

*** During DeMolay Month, please remember that obtaining a Proclamation from your city government will focus attention on DeMolay. Plan to attend a meeting of the City Council or County Board of Supervisors for the presentation of the Proclamation. Be sure to take photos and make sure they find their way into the hands of your local newspaper. Send a copy for inclusion on the Nor-Cal website and Facebook page. (Sample proclamations can be obtained from the DeMolay International web page)

*** How about seeing if you can “take over” your city government. See if you can obtain permission for your members to serve for one day as the Mayor, Chief of Police, Fire Chief, City Manager, etc. It is not only an incredible civics lesson, but also is an excellent public relations opportunity.

*** Many Chapters have established Facebook pages or have put entries on U-Tube to help promote DeMolay.

*** Have you ever realized that the Chapter’s Term Plan (calendar) can be a PR tool? Provided the incoming Master Councilor has planned a well-thought out Term Plan with lots of great activities, including Community Service projects, why not distribute the Term Plan to your city’s Mayor and City Council as well as the Principals of the schools your members attend plus other local community leaders?

If you want to really do it right, you’ll prepare a Cover Letter outlining what DeMolay is and calling attention to the various community service events listed on the calendar. Invite the Mayor and/or City Council member(s) to attend the next park clean-up or other activity which will showcase the community involvement of DeMolay.

*** Most communities have coffee shops such as Starbucks or Peet's Coffee. Most of them have a "Community Bulletin Board" where organizations can post flyers or announcements. If your Chapter is planning some type of FIRST CLASS event where you'd like involvement from your community, why not use this method to advertise your event? After all, it's FREE!

*** In 2014, the Grand Lodge of California sponsored a "Make a Difference Day" where all Masonic Lodges were encouraged to partner with the local Masonic Youth organizations and other Masonic groups to provide support for community service projects. Many of the DeMolay Chapters in Northern California participated and in turn, received great recognition for their support of this project.

ADVISOR'S ROLE: The role of the Public Relations Advisor will vary from Chapter-to-Chapter. It may also include some Masonic Relations-type functions. In any case, it is hoped that the Advisor will assume the role of "Advisor" and work with the young men involved to teach, inform and mentor them so they are doing the actual work with the Advisor's support and guidance.